

COME TOGETHER

Working
with
Community
Partners

HydeParkBIA.ca



Shop Eat Work & Play
In Uptown London



AGENDA

Why You Should Work with Community Partners

What is Community Engagement

Types of Partnerships

Finding & Evaluating Partners

Partnerships in Action

Hyde Park Christmas Market

Q&A



OUR PARTNERS



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Oakcrossing Retirement Living
a peopleCare community

Unger's
MARKET



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WHY WORK WITH COMMUNITY PARTNERS?

Access to Knowledge

Leverage Resources

Build Trust

Increase Visibility &
Engagement

Long Term Stability



ACCESS TO KNOWLEDGE



Gives you the opportunity to grow and learn from
another's perspective

LEVERAGE RESOURCES

Partnerships increase your knowledge,
expertise, and resources available to create
better programming and reach a wider audience.





BUILD TRUST



Collaborating with community partners can help nonprofits build trust and establish relationships within the community.

INCREASE VISIBILITY & ENGAGEMENT

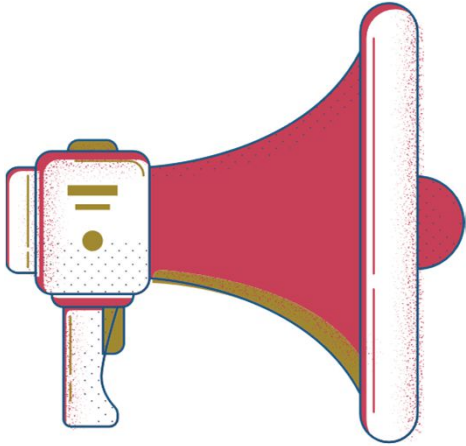


Tap into existing networks and promote your events and programs to a wider audience.

LONG TERM STABILITY



Ensure that programs and events are sustainable in the long run, by involving local organizations and individuals who are invested in the community's well-being.



Community Engagement
is a blend of science and
art.

TYPES OF PARTNERSHIPS

In-Kind
Support

Financial
Support



TYPES OF PARTNERSHIPS



In-Kind Support

Financial Support

Goods

- Raw Materials
- Event catering
- Items for beautification projects

Services

- Graphic design services
- Printing services
- Transportation

People

- Day of labour
- Planning support
- Marketing, admin, project management

FINDING POTENTIAL PARTNERS



What type of partnership are you looking for?

Which organizations have the capacity to partner?

How long of a commitment are you looking for?

Which businesses have given to similar causes in the past?

REACHING OUT



Make sure you're clear
about the value that
you offer.

This is a mutually
beneficial partnership.

The value you identify
and choose to
communicate should
be informed by the
pain points of the
business you're
approaching.

DEFINING ROLES & MEASURING RESULTS



ABOUT THE PARTNERSHIP

What is each partner's role?
Does each party feel as though they have a voice in the process?
Are partners fulfilling their intended purpose?
Have we surveyed partners about their experience?

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ABOUT THE STRATEGY

Are we providing the service and/or solution we intended?
What is the impact to-date?
What areas can we improve in?
Are we collecting data efficiently?
What are we excelling at?
What is the response from our clients/those impacted by our work?
Have there been any changes to the way other communities are handling the problem? If so, can/should we evaluate our processes and implement any of these changes?

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“In your opinion,
which ingredients
lead to a successful
partnership with
private sector
business?”

Clearly defined goals and objectives by
each partner

Roles and responsibilities well defined

Open communication

Mutual respect and willingness to learn

Flexibility to adapt to changing
circumstances

Clarity around financial, human and/or
other resources each side brings to
the table



PARTNERSHIPS IN ACTION



Hyde Park Lions

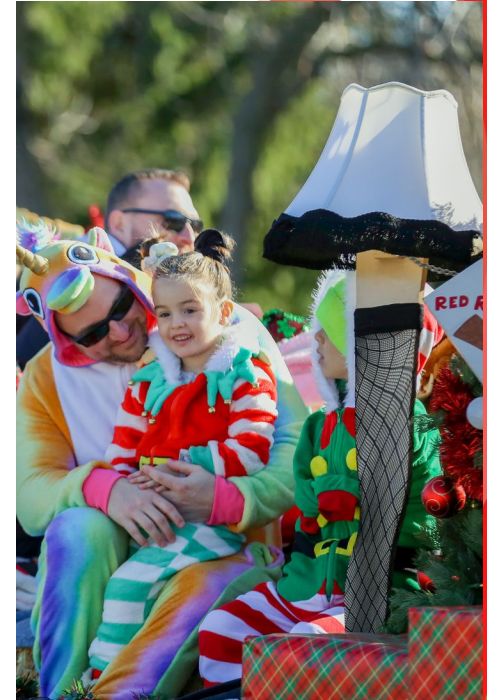


Northwest London
Resource Centre



Oxford Dodge

Hyde Park Santa Parade



Christmas Eve & Play
In Uptown London

Breakfast with Santa



Northwest London Resource Centre



Support Received

- Planning Committee Support
- Volunteers at events
- Kidz Corner programming
- Arms reach into extended Uptown London Area

Support Given

- Food drives
- Monetary donations from event beer sale profits
- Toy drives at Christmas



Oxford Dodge



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Oxford Dodge



FURNISHINGS



ED'S CONCRETE - GALET SEATING



ROBURScape - TIDAL BENCH



BOULDER WITH PLAQUE
PRECEDENT - PLAQUE DESIGN

PLANTING

PERENNIALS



ORNAMENTAL
ONION



YARROW



THREADLEAF
TICKSEED



BLACK EYED
SUSAN



PALE PURPLE
CONEFLOWER



RED ELF TICKSEED



AROMATIC ASTER



DENSE BLAZING
STAR

GRASSES



PRAIRIE DROPSSEED



PRAIRIE FIRE
SWITCHGRASS

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BIA Event Support

Kidz Corner



Planning
Committee



JAYDANCIN
NATURE'S LIFESTYLE & WELLNESS PRODUCTS



BIA Event Support

Grounds Crew



Volunteers



All Comes Together

The Hyde Park Christmas Market ft. The Grinch



All Comes Together

The Hyde Park Christmas Market ft. The Grinch



All Comes Together

The Hyde Park Christmas Market ft. The Grinch



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CONCLUSION



1 Establish a strong relationship with the partner

2 Use formal mechanisms within the partnership.

3 Maintain ongoing and clear communication

4 Leverage success both within the partnership & more broadly

FIRESIDE DISCUSSION



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