



**St. Luke's Health Initiatives**

*A Catalyst for Community Health*

## **TAP TALK AGENDA – AUGUST 13, 2015**

- SLHI Overview
- Welcome & Introductions (Name & Affiliation)
- Capacity Building Opportunities: TAP Talk Resources, Next TAP Groups, Peers, & Evaluation Reminder
- Overall TAP Talk Desired Results
- Strategic Learning Presenters / Content Specific Objectives
- Close



**St. Luke's Health Initiatives**

*A Catalyst for Community Health*

SLHI is on a mission to **inform, connect** and **support** efforts to improve the health of individuals and communities in Arizona.

# THEORY OF CHANGE



Healthy and resilient communities are supported by policy and systems shaped and influenced by effective nonprofits and alliances.

# SLHI Priorities



Health is created where we live, learn, work, and play.

People with health coverage achieve better well-being and health than those who do not.



Insightful partners taking significant risks to achieve improved understanding of health in Arizona.

Dynamic and healthy communities are best supported by healthy organizations and leaders.



**Transforming how people understand health**

# Introductions



# Capacity Building Opportunities

## TAP TALKS

### Purpose

- Strengthen the skills and knowledge of nonprofit professionals.
- Establish connections between colleagues with common challenges and successes.
- Develop a network of nonprofit stakeholders.
- Share wisdom from the lived experiences of those in the room.

### Future TAP Talks

- Building Relationships Across Sectors for Social Impact, August 13<sup>th</sup>, 2015
- Reclaim Your Power: Time & Resource Management, October 15<sup>th</sup>, 2015

## TAP GROUPS

### Purpose

- Grow the capacity of nonprofits to be effective carrying out their mission.
- Focus on critical issues facing their organizations.
- Develop relationships with other nonprofit professionals.

### Future TAP Groups

- Building Cross-Sector Relationships to Accomplish a Common Goal
- How to Launch a Campaign

**DEADLINE IS 8/21/15  
will get filled quickly**

# Other Resources – Just a Few...

<b>Arizona Nonprofit Academy</b>	<a href="http://arizonanonprofitacademy.org/">http://arizonanonprofitacademy.org/</a>
<b>Arizona Alliance of Nonprofits – FLYER ON REGISTRATION TABLE</b>	<a href="http://www.arizonanonprofits.org/">http://www.arizonanonprofits.org/</a>
<b>ASU Lodestar Center for Philanthropy and Nonprofit Innovation – FLYER IN FOLDER</b>	<a href="https://lodestar.asu.edu/">https://lodestar.asu.edu/</a>
<b>Leadership Learning Community</b>	<a href="http://leadershiplearning.org/">http://leadershiplearning.org/</a>
<b>National Council of Nonprofits</b>	<a href="https://www.councilofnonprofits.org/">https://www.councilofnonprofits.org/</a>
<b>Stanford Social Innovation Review</b>	<a href="http://www.ssireview.org/">http://www.ssireview.org/</a>

# TAP Talk Evaluation





# Desired Results

Connect with one another participant outside the TAP Talk



Recognize the value of continual learning to improve your organization's work



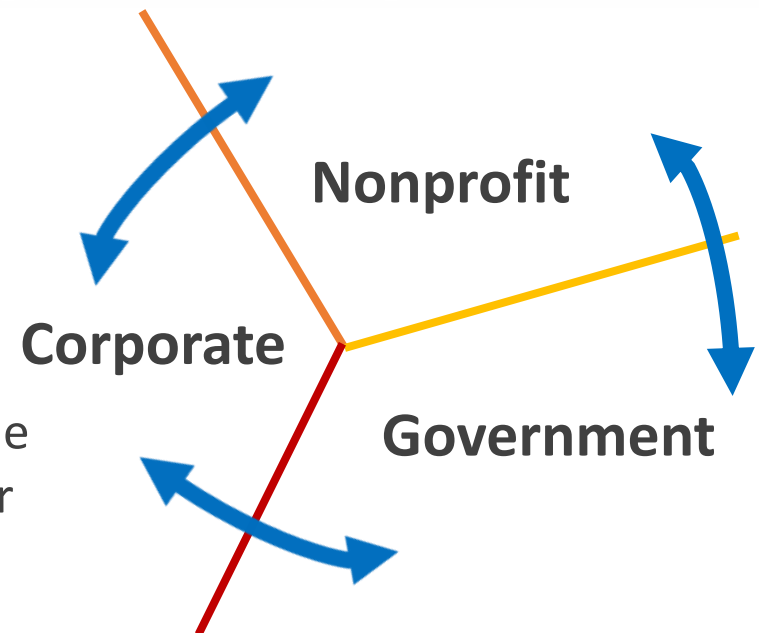
Know **YOU** are an important part of a larger network of change agents in our community



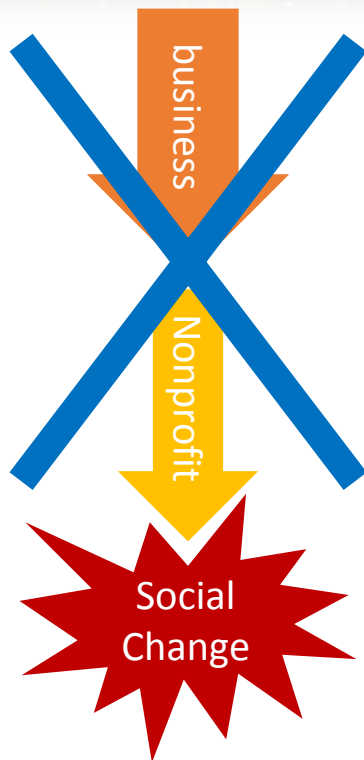
# Cultivating Cross-Sector Partnerships to Achieve a Common Goal

# Cross-Sector Partnerships

- A **Cross-Sector Partnership (CSP)** is a relationship that branches across sectors
- CSP is **mutually-beneficial** and achieves:
  - partnership goals
  - individual business objectives
  - social impact within a community
- Cannot create large-scale social impact alone – need to leverage assets and work together



# Corporate Cross-Sector Partnerships





# The Evolution of the Corporate Perspective



“Since CSR in the U.S. is as much about building and protecting reputation as driving sales, companies must integrate CSR efforts into their entire brand experience... Companies should look to new opportunities to engage...and serve as a catalyst for change.” ~2015 Cone Communications/Ebiquity Global CSR Study



# Leveraging Assets

## **Nonprofits:**

- Awareness (advocates; community reputation and Brand, in general)
- Mission execution (devotion to cause)
- HR benefits for employees

## **Corporations:**

- Cash and in-kind (funding)
- Employees and Customers (manpower and awareness)
- Professional skills
- Board membership

# Case Studies





# Case Studies

- **Erica Pederson**, Communications Director for Local First Arizona
  - [erica@localfirstaz.com](mailto:erica@localfirstaz.com); 602-956-0909, ext. 7
- **Rick McCartney**, President & CEO for InMedia Company, LLC





# Case Studies

- **Carol Ackerson**, M.B.A., D.P.A., Chief Financial and Operations Officer for Girl Scouts—Arizona Cactus-Pine Council
  - [carolackerson@girlscoutsaz.org](mailto:carolackerson@girlscoutsaz.org)
- **Pam Hart**, Principal Relationship Manager, Nonprofit Banking Division of Wells Fargo Bank



WELLS  
FARGO



# Group Brainstorm

## **Group Discussion Questions:**

- How does or could your organization add value to a CSP? What are your assets and how can you leverage them?
  - Share your experiences with CSP. What has proven successful or unsuccessful?
  - What are some creative ways in which you have or could partner with another organization?
  - What connections do you currently have as an organization? How could you creatively grow those relationships?
- \*Elect one person to facilitate, one to record, and one to synthesize and report out



# TAP Group

- **Preparing for CSP – Building your Brand:** Sept. 2, 9-11:30 am
- **Exploring Partnerships and Identifying the Right Alignment:** Sept. 16, 8:30-11:30 am
- **Cultivating Successful, Long-Term Relationships:** Sept. 30, 9-11:30 am
- **Reviewing your Organization's CSP Plan Workshop:** Oct. 14, 9-11:30 am
- **Sharing CSP Plan Successes and Lessons Learned:** Feb. 10, 9-11:30 am

\* While the TAP Talk is open to anyone interested in learning more about CSPs, the TAP Groups are reserved for executive leaders; development, corporate sponsorship, or fundraising department leads; and individuals responsible for securing and cultivating cross-sector partnerships at your respective organizations.



Thank you!



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