

2021 -
2022

Five Good Ideas®

for building thriving partnerships
within the charitable and non-profit
sector



Teresa Marques

President and CEO, Rideau Hall Foundation

Tuesday, April 26, 2022 - 1:00 to 2:00 p.m.

If you want to go far, go together. Well, at least sometimes. There are many compelling reasons why charities and non-profit organizations might seek to collaborate in different ways: to have greater impact, for broader reach, to create efficiencies, or perhaps when driven by funder interests. But as great as partnership and collaboration sound, they can also be tricky to establish, nurture, assess, and know when (and how) to end. Join Teresa Marques, President & CEO of the Rideau Hall Foundation, for five good ideas on how to navigate effective partnership development within the non-profit and charitable sector. Spoiler alert: Trust has a big role to play.



Teresa Marques is an established senior executive and educator in the non-profit sector. She leads the Rideau Hall Foundation (RHF), an independent national charity with a vision for a better Canada. The RHF works to address key challenges facing the country in the areas of learning equity, creating a culture of innovation, leadership development, and by strengthening Canada's culture of giving and volunteerism. Teresa has significant experience in people and talent management, stakeholder engagement, major-gift fundraising, and financial stewardship. Prior to joining the RHF, she led development teams focused on healthcare and post-secondary education. Teresa is also an instructor and course developer at Ryerson University's G. Raymond Chang School for Continuing Education and holds degrees in Canadian history from the University of Ottawa and York University. She is a graduate of the Institute of Corporate Directors (ICD) Director Education Program. Teresa is interested in how giving patterns and attitudes towards philanthropy in Canada are changing and is passionate about strengthening the non-profit sector and civil society more broadly.

Five Good Ideas

1. Form should follow function: Figure out your internal and shared goals, the table stakes for each party, and your respective strengths and weaknesses, then design the partnership model that best suits your situation. Don't make assumptions about your partner.



2. Be open to unconventional arrangements and "unusual bedfellow" partners. Seek out complementarity as opposed to similarity.
3. People matter. Yes, the partnership is between organizations, but people and relationships are the critical glue and enabler of success.
4. Details matter. Figure out the parameters for decision making, accountabilities, and timelines (including sunset) and write them all down. Plan for anticipated and unanticipated costs and think ahead about financial management.
5. Trust matters most: You will be able to move much more quickly, and go farther together, if there's trust and open communication between partners. Invest early in a culture of trust.

Resources

- (Book) [Trust: Twenty Ways to Build a Better Country](#) – by David Johnston (2018).
- (Paper – Conference Board of Canada) [The Status of Collaboration and the Role of Innovation: Supporting Networks in Canadian Industry](#) – by Sorin Cohn and Bruce Good
- (Book) [Collaborating with the Enemy: How to Work with People You Don't Agree with or Like or Trust](#) – by Adam Kahane (2017).
- (Online series - Stanford Social Innovation Review) ["Advancing the Art of Collaboration."](#)
- (Podcast – HBR IdeaCast) ["The Subtle Art of Saying No."](#)



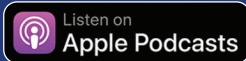
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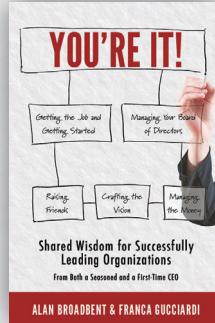
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