

YMCA Geelong – Partner/Organisation/Business Support Policy

OFFICE USE ONLY



Policy Number	Date Approved	Date Last Amended	Status
YG 111- G	14/03/2017	14/03/2017	APPROVED

1. PARTNER, ORGANISATION, BUSINESS SUPPORT POLICY

2. INTRODUCTION

To guide YMCA Geelong with respect to whom it may decide to partner or seek support from.

3. POLICY

3.1 When contemplating entry into a contract or agreement with a partner we should apply our Strategic Plan Development Principles, as below:

Development Principles

In considering new program areas and potential growth opportunities we review:

Mission focus - can we 'add unique value' to the proposal AND does it further the mission of the YMCA?

Viability - does the proposal address a significant community issue and/or the capacity to generate surplus funds?

Impact - what is the relative impact of the proposal on YMCA Geelong operations?

Capability – do we have the internal organisational resources or access to the appropriate expertise to resource the proposal?

Partner qualities – if there are potential partner opportunities, do the identified organisations align with/respect the values of the YMCA? Do we want to work with this partner?

When partnering organisations we will complete due diligence to ensure they are of reputable character.

3.2 Partnering and or accepting sponsorship

- Is the organisation a reputable, recognised and registered Not for Profit?

- If accepting Sponsorship, i.e. advertising signs are the values of the business we are accepting sponsorship from sound and compatible with YMCA Geelong?
- Does the company enjoy a good reputation within the community, are they ethical, reliable, honest?
- Does the product or service the business supplies enhance our values, is it compatible with our values?

Remember accepting sponsorship, posting a brochure, is in some ways endorsing an event, service or product; ensure you have completed some due diligence.

If we agree to support some organisations, their products, event or services have the site Manager initial the corner of posters that are displayed, and write the date on when the poster is to be removed. Provide a section on your notice board specific to supporting community services.

3.2 Community Events or Causes

First of all remember we are a Not For Profit Charitable organisation, we have limited capacity to support sponsor other organisations, if we decide to do so let's ensure it is in a planned manner and that the YMCA can receive maximum exposure.

- Can we distribute marketing material at the event?
- We our details be published to the people attending?
- Can we get access to the organisations newsletter to promote our programs?

4. DEFINITIONS

Partner- to work in collaboration with another organisation to maximise or achieve an outcome. Partnerships are win: win for both organisations with share responsibilities and ownership.

5. SCOPE

This policy will guide all sites and aspects of our business with respect to choosing and supporting partners with values congruent to those of YMCA Geelong. It may be applied when partnering organisations via contract or agreement. The policy should also be considered in a generic sense for business dealings with the likes of those companies advertising with us, or even those who may approach us to provide support via the likes of posting promotional materials on our notice boards. Whilst a charitable and Benevolent organisation ourselves we may from time to time consider supporting the likes of other Not for Profit organisations, either morally or by actively participating in their activities if we so choose.

6. ROLES AND RESPONSIBILITIES

Department/Area	Role/Responsibility
Senior Management Team/ Co-ordinators/ Managers	Adhere to the policy and ensure that the partnerships and sponsorships are documented in the monthly management reports and discussed with CEO prior to entering any agreement/ sponsorship over the value of \$100 up to \$500 per annum from approved budgets

7. MONITORING, EVALUATION AND REVIEW

This policy will be reviewed the Senior Management Team on a three year cycle and reported on a monthly basis in the management report system to the CEO.

8. SUPPORTING DOCUMENTS (LINKS TO PROCEDURES, LEGISLATION, FORMS, WORK PRACTICES)

9. DOCUMENT HISTORY

Approved by: SMT

Meeting number and date: 14/03/2017

Review date: 14/03/2020

Policy Owner: CEO

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Amendment history:

Version	Date	Author	Change Description
V1	03/01/2013	Colin Hunt	Draft Policy
V2	18/02/2014	Shona Eland – Acting CEO	Uploaded to new template, added monitoring and evaluation and updated roles and responsibilities.

As adopted by YMCA Geelong on 14/03/2017



Chief Executive Officer YMCA Geelong Inc.