

Non-Profits as Raising Funds from For-Profits: An Integrated Perspective in terms of Collaboration Relationships

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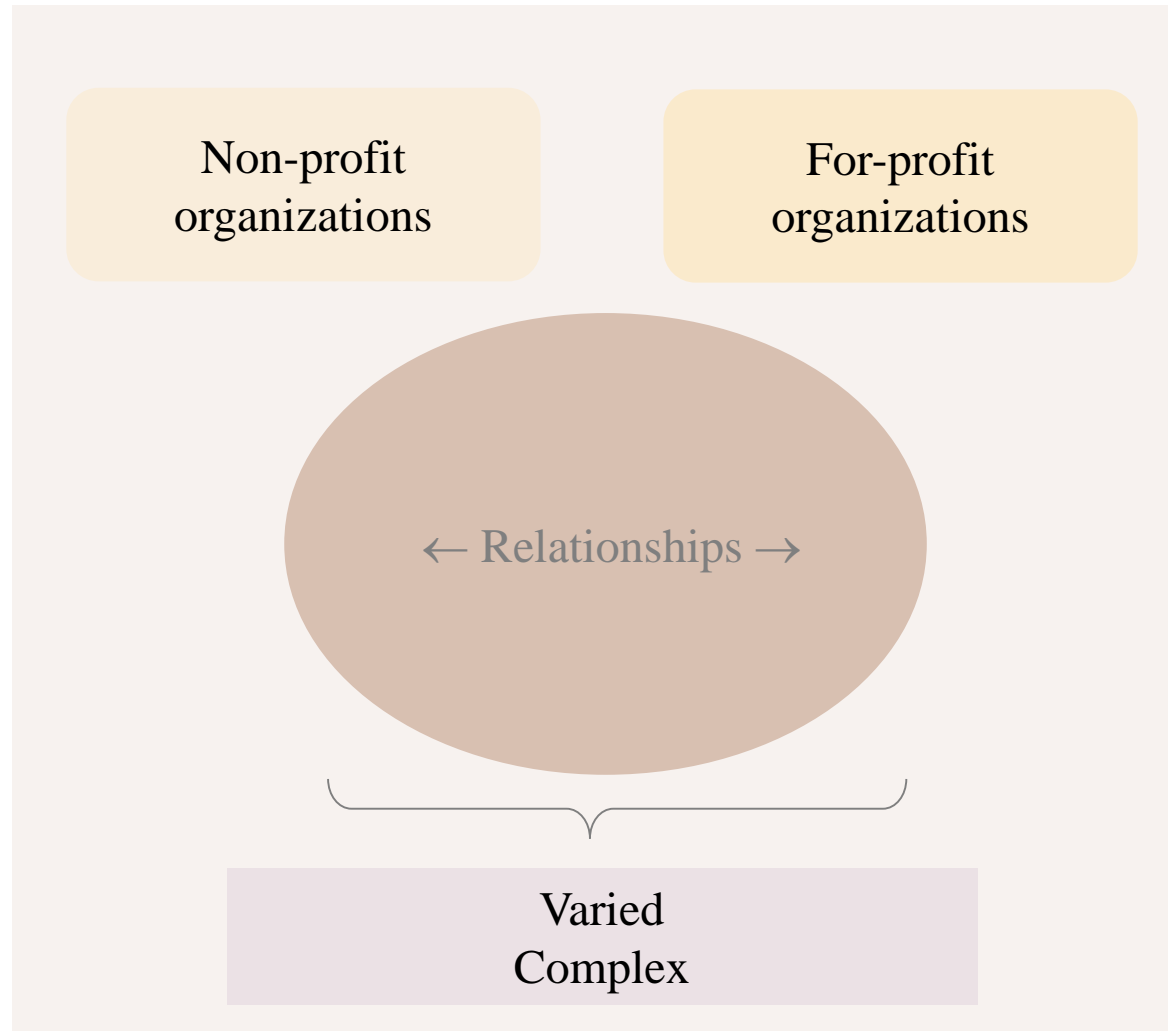
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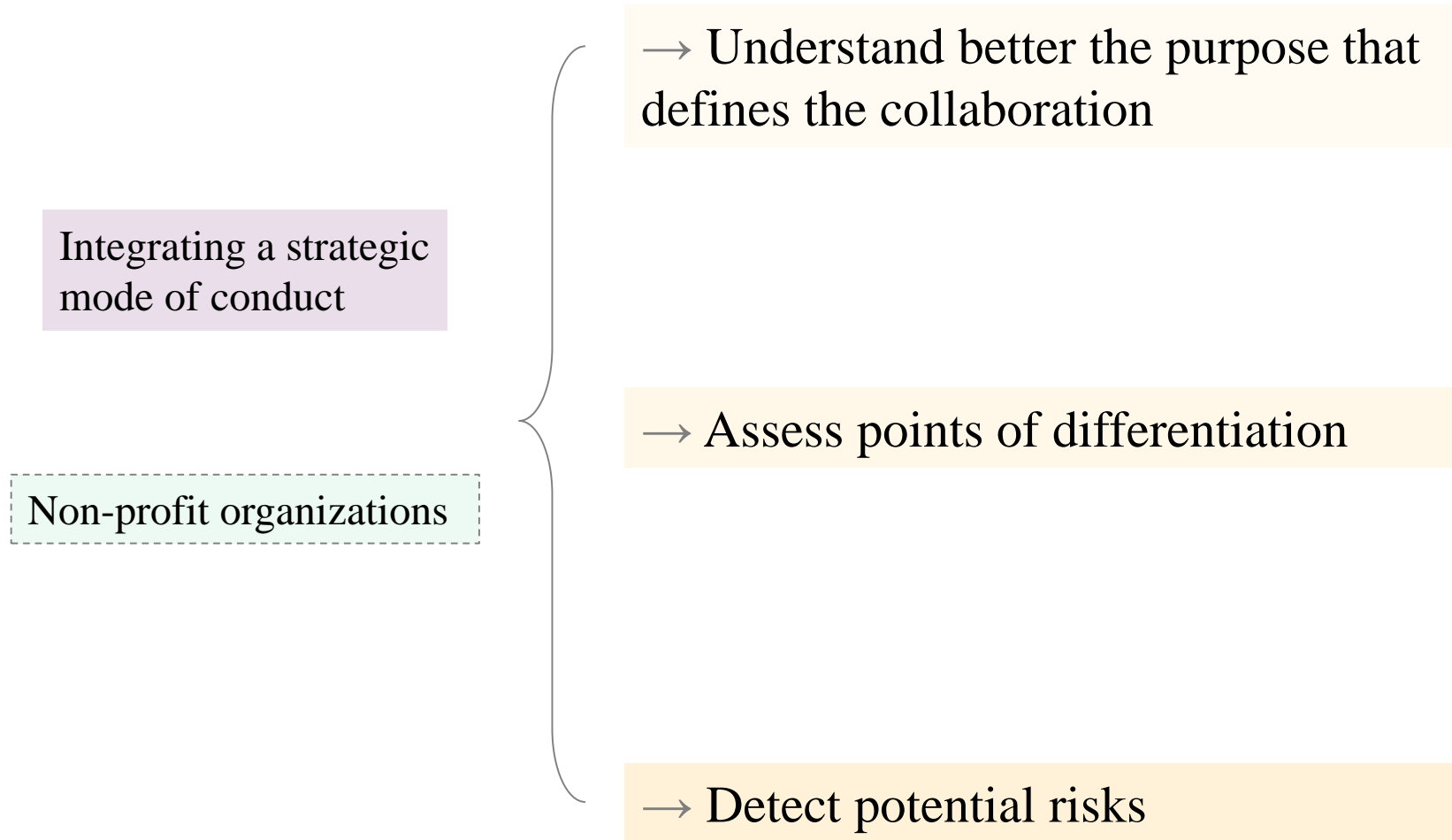
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Theoretical contextualisation



Source: [5]—Adapted.

Theoretical contextualization



Methodological framework

How can be improved the relationships between the non-profit and for-profit organizations from the fundraising activity's perspective in a collaborative context?

The interactions between the non-profit and for-profit organizations

Research question

Methodological framework



Source: Author's representation.

Thematic research results—Prerequisites

The entire interaction between [non-profit—AN] organizations and companies has two levels—it has the personal level that, very often, is a ‘power play’ into which the company is less ‘well-equipped’ when it starts, and then it has the entire institutional landing and of role into society assumed by each one. And, as being a [non-profit—AN] organization you need to be able to ‘challenge’ yourself at both levels. In order to be able to negotiate both a balanced positioning and personal relationship, but also to understand very well where the company ‘comes’ from, the ‘language’ that it ‘speaks’ and which ones are the internal needs. And if any of these does not ‘happen’, you cannot succeed in the real sense of the word.

Source: Interview no. 10.

Thematic research results—Prerequisites



[Under the quality of a non-profit organization—AN] *we also have to be very careful with whom we associate ourselves; this is an extremely important element... We also have to assess them [as for-profit organizations—AN] ... We have several criteria ... as far as possible ... we also 'secure' ourselves 'with' a contract too.*

Source: Interview no. 8.

Thematic research results—A flexible conduct



[...] [under the quality of a non-profit organization representative—AN] *I am still in the moment in which I still inform myself very much about what companies 'want' from an NGO [non-governmental organization] and, on many occasions, they also 'want' PR [public relations]. And the question is 'Whether or not CSR is PR?'. I think that it is somewhere in between but, in essence, opinions are very divided... In order to have a 'good sale' it means a partnership [...]. [...] my own need is, somehow, one of co-creation in order to 'really' change 'something'.*

Source: Interview no. 1.


Thematic research results—A flexible conduct



[The representatives of the for-profit organization—AN] *are some people very ‘involved’. They do not behave as some financial supporters ... they behave as some co-organizers and as some co-owners of the respective project.*

Source: Interview no. 15.


Thematic research results—Sustainability at first glance



When you depend financially on a company, obviously, you must ‘serve’ their interests too, and then the main decision criterion confronts with the risk to change itself. Companies are not loyal and it is not necessarily a critique ... it is a fact of life to be loyal—people change, priorities change, the perception of what a good program means, a good organization that we need ‘now’ changes, and then you also risk to have an extremely fluctuant budget form one year to another, that again is very very erroneous for your own impact.

Source: Interview no. 10.

Thematic research results—Sustainability at first glance



The ‘secret’ is ... the good practice—the respect of the commitment assumed by you [under the quality of a non-profit organization—AN]. Firstly, I think that our success on the market was the fact that, when we had a list of responsibilities, we reported and we have tried to fulfill well our responsibilities, and then there was created a ‘culture of the organization’ and a respect for organization, but here also exists the danger that, when you ‘accustom’ the market with a certain standard, it is very difficult to ‘deliver’ at ‘another level’, and then you have to try to keep your level ‘up’.

Source: Interview no. 12.

Thematic research results—Handling financial and reporting issues



For a very long time, the non-governmental organizations had no real connection with the people that they say that are 'served'. And then it was created, somehow, such ... a space of 'distrust' relative to the civil society which, partially, is justified. For years, from my point of view, the lack of connection between the non-governmental organizations and people was one of the main problems of the civil society and I think that is why many people do not trust organizations; they do not know them...

Source: Interview no. 3.

Thematic research results—Handling financial and reporting issues

[...] [under the quality of a non-profit organization—AN] for all your projects you have to 'assign' and the same process, and the same attention, and the same form of reporting, especially that, regarding the feedback provided by companies... For a company, I think that is less important if it gives 5.000 euros, or 50.000 euros; concerning the feedback, it wishes 'the same thing'. So, the effort, somehow, is the same, only that you have to 'dimension' the project differently. So, I think that the success is the good practice, maintaining relationships and getting used to 'give feedback' also when you are not asked for it.

Source: Interview no. 12.

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