

The New P3s: Public – Philanthropic – Partnerships Models That Work for the Community Good

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Institute for the Development of Social Investment - IDIS

The Institute for the Development of Social Investment (IDIS) is a **not-for profit organization** based in Sao Paulo, Brazil, founded in 1999 by Brazilian social entrepreneurs and with support from the W.K. Kellogg Foundation.

Mission: "To promote **private social investment** as a tool for the development of a more just and sustainable society".

- IDIS has **supported over 71 clients in Brazil and Latin America** that donated over US\$ 260 million in 2006;
- Since 2005 IDIS became **partner of Charities Aid Foundation (CAF)**, supporting work in Latin America;
- Promoted private social investment, generating knowledge and new methodologies, **disseminated to over 16.000 people** through 20 seminars and conferences, publication, workshops and courses.

Brazil: Country Overview

- **Geography**
 - largest country in South America
 - shares common boundaries with every South American country except Chile and Ecuador
- **Population**
 - 187 million habitants
- **Social Context**
 - Inequality: 10% of population w/ highest income correspond to 42% of the national income *
 - Illiteracy: 14,1 million (10% of population over 15 years) *
 - Unemployment: 8,1 million people *



* PNAD – 2007

** Map Source: http://bp2.blogger.com/_3X9GAT24T6Y/RmpjbiTEYRI/AAAAAAAAACvE/iX32IG6ZPGM/s1600-h/Latin_America_very_large.gif

Brazil: Transition in the Role of Major Players

- Government recognition that can not attend alone all social needs of Brazilian people.
- Civil society became a major force in the Brazilian reality.
- Corporate Social Responsibility global and local movements stimulates Brazilian businesses to operate as a leading force in supporting social development.

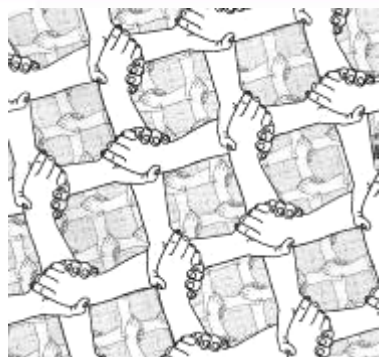
Cross Sector Networks Relevance to Brazilian Context

- Engages the 3 sectors - public, private and civil society - toward the co-responsibility in addressing a social cause;
- Increases community capacity to find and implement solutions for it's own local needs;
- Mobilize local resources toward common projects and actions.

A model that is bringing about social changes in Brazil!

Cross Sector Network for Community Development

A Public – Philanthropic – Partnership model that
works for community good.



Cross Sector Networks

Definition:

“Constituted by individuals and organizations, its objective is to bring about social transformation in a community, through cross sector articulation.”

Characteristics:

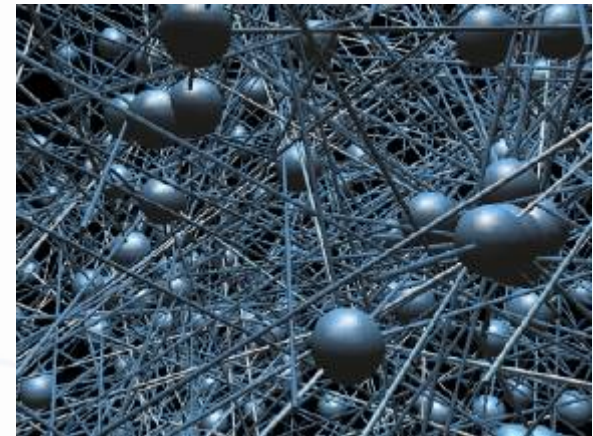
- Horizontal structure
- Diversity is an important value
- Community is the protagonist
- Local talents and resources are maximized
- Common projects are build

Source - SCHLITLER, Célia Regina Belizia. Redes de Desenvolvimento Comunitário: Iniciativas para a transformação Social. São Paulo, Brasil.

Organizational structure



Traditional organization



Social Network

Social Network: a model to face the actual Brazilian traditional philanthropic culture

- Brazilian philanthropists **are used to give directly to a charity** that operates in the community;
- Most Brazilian philanthropists still reacts when provoked so they are not using strategic directions to their giving. **Communities capacity to propose strategic projects is vital to bring about social transformation;**
- The Social Network is a type of community organization that attracts **local resources into community priorities** without the existence of a Community Foundation.

The Model

Big Challenges!

- Democratic participation...
- Active participation...
- Multi-leadership...
- Horizontality...
- Collaborative construction...

Demand FACILITATORS!

Facilitators' Group



Facilitators' Training Workshops

Thematic Component

1. Assessment Based on Assets
2. Network Strategic Planning
3. Projects' Development
4. Resources Mobilization
5. Network Management
6. Communication
7. Sustainability
8. Evaluation

Bond Component

Theory and practices to promote the network bonding process.

This process will make possible for the network to build common objectives, work in a cooperative way, have a trusting relationship.



REDINs Program

Cross Sector Networks for Early Childhood Education

OBJECTIVE – To create a sustainable process of community participation and responsibility that contributes to the cities participants' Early Childhood Education.

**Develop a Cross Sector Network for
ECE**

Contribute to ECE quality

Facilitators' Identification, Selection and
Training on
Assessment, Strategic Planning, Project
Elaboration etc...

ECE professionals' Training

- Phase 1: pedagogical elements regarding the themes play and read
- Phase 2: continuous education as a key responsibility of the pedagogical coordinator

REDIN Penápolis Case

Facilitators' Group

Public Sector

- Early Childhood Education Municipal Coordinator
- Early Childhood Education Municipal Assistant

Private Sector

- Director of a private ECE institution
- Owner of a local newspaper

Third Sector

- Pedagogical coordinator of a non profit ECE institution (APAE)
- Director of a non profit ECE institution (Lactário)

REDIN Penápolis Achievements

Process results

- ✓ Early Childhood Education Participatory Assessment
- ✓ Network Strategic Planning
- ✓ REDIN Penápolis first local project is being implemented and mobilized US\$ 16.000 in local resources

ECE services improvement

- ✓ 100% of Penápolis ECE local institutions are implementing new pedagogical projects
- ✓ 50% of ECE institutions educators are participating on the network first project that aims to train those professionals on the development phases of children 0-6 years old

Community mobilization

- ✓ 150 volunteers got involved in a local show which the network was responsible for the food court. The resources mobilized were invested in the acquisition of equipment for the ECE local institutions
- ✓ Large media exposure of REDIN-Penápolis turned it a reference at ECE theme.

REDIN Penápolis Achievement

Changes in Public Policy

- ✓ In December 2007 it was approved a new law that created a career plan for the ECE educator in Penápolis
- ✓ Municipal Education increased 2009 budget for material due to a new practice (portfolio) introduced by the network first project training
- ✓ Local governor established that in 2009 the ECE local institutions will have a monthly day dedicated to ECE professionals continuous education and the network will a partner in identifying and implementing activities to strength the educators practice

Positive perspective for access increase

- ✓ In 2008 the FUNDEB (a federal fund for basic education) enabled the infra-structure reform of 2 ECE institutions and a monthly per capita for the non-profit ECE institutions
- ✓ Penápolis was awarded with the Pró-Infância (a federal program to build new public ECE institutions) with US\$ 400.000,00 that will enable 300 children to enter ECE (2009)

Challenges and Learning

Cross Sector Networks: Main Challenges

- Bond building process is a constant challenge for the network;
- Political changes may influence the continuity of the networks projects;
- Facilitators turn over;
- Involvement of private sector.

Cross Sector Networks: Learning

- The network participatory construction and decision making process is an effective strategy to promote sustainable change;
- The constant networks meetings are essential to create a sense of co-responsibility;
- Actions and projects must happen to maintain the network alive;
- The diversity of sectors in a network stimulates creativity and optimization of local resources.

Thank You!

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