

## Strategic Partnership Program

Founded in 1953, Community Living Ontario is a non-profit, provincial confederation that advocates for people who have an intellectual disability to be fully included in all aspects of community life. Community Living Ontario is proud to serve and advocate on behalf of more than 12,000 members and over 100 agencies across the province that make up our membership.

For over 65 years, Community Living Ontario has been advocating for a society where people who have an intellectual disability belong, have equal rights, respect and acceptance, a sense of self-worth and opportunities for growth.

Community Living Ontario recognizes and welcomes strategic partners with like-minded visions and values as they provide additional opportunities and services to our membership. Community Living Ontario is committed to working with our members to realize a greater savings for their organizations and the people and families they support, in order to enhance the services and supports they provide. There are several areas for which we are seeking strategic partnerships:

- Home and Auto Insurance
- Accounting Services
- Information Technology
- Telecommunications
- Office Supplies
- Commercial Real Estate
- Accreditation
- Car Rentals
- Accessible Vehicles
- Promotional Supplies
- Printing
- Training

There are many ways in which Community Living Ontario commits to promoting the relationship between our strategic partners and our membership:

- Introductory letter from the CEO to Executive Directors of the membership, accompanied by promotional material provided by the strategic partner in an electronic format;
- Announcement of the strategic partnership and promotion on Community Living Ontario's website (average of 4,000 new users per month) and social media (Facebook 4,446 followers, Twitter 6,500 followers);



- Details and promotional material regarding the strategic partnership will be added to the member login area of Community Living Ontario's website;
- Regular advertisements in Update Friday, Community Living Ontario's e-newsletter;
- Special recognition and one exhibition space at Community Living Ontario's annual conference;
- Opportunity to present topical educational webinars;
- Quarterly communication to Executive Directors to promote current and upcoming offers;
- Provide our logo for promotional purposes and website; and
- Semi-annual conference call to review the strategic partnership agreement and discuss any issues, concerns and future opportunities.

While this strategic partnership agreement outlines a number of benefits, it can be further tailored to meet the specific marketing needs of both parties. Strategic partnership agreements cost \$5,000 and are available for renewal on an annual basis. All money raised through the strategic partnership program provides Community Living Ontario with greater capacity to carry out its mission of advocating for the full inclusion of people who have an intellectual disability in their community.

We also encourage all strategic partners to share our message with their staff and provide Community Living Ontario with access to any opportunities available for employee matching programs or corporate donation/foundations.

For additional information, please contact: Heather Evans, Manager of Strategic Partnerships and Fund Development at 416-447-4348 ext. 229 or [hevans@communitylivingontario.ca](mailto:hevans@communitylivingontario.ca).



## Strategic Partnership Program Requirements

For over 65 years, Community Living Ontario has been advocating for a society where people who have an intellectual disability belong, have equal rights, respect and acceptance, a sense of self-worth and opportunities for growth. Community Living Ontario welcomes strategic partners with like-minded visions and values as they provide additional opportunities and services to our membership.

1. Businesses interested in submitting a proposal must have adequate capacity and services to provide prompt and efficient service to the members of Community Living Ontario.
2. Businesses must describe how they align with Community Living Ontario's mission, vision and values.

Please complete the online application that will outline your organizational responses to the following questions:

- Describe the nature of your offerings and list the products/services.
- Please describe how your products or services differ from your competitors.
- Please describe the nature of your support/customer service infrastructure throughout the province. Specifically, please identify the regions covered, the extent of your physical infrastructure (branches, representatives etc.) and virtual support.
- Please describe the types of marketing products you have available to promote the program within our membership. You are welcome to send examples with your proposal.
- Provide a description of how your organization will meet the needs of the Strategic Partnership Program of Community Living Ontario, including any recommendations of how Community Living Ontario could best promote the partnership in collaboration with your organization in order to raise awareness and perceived value with member organizations of Community Living Ontario. Be concise and feel free to be creative, especially in areas where you may believe you could offer a competitive advantage to improve engagement and the perceived value of our Strategic Partnership Program.
- Please describe your organizational structure including the nature of your relationship between your head office and any local offices throughout the province.
- Please disclose any third-party companies which you use to support your service delivery, what services they are responsible for providing and their relationship to your organization.
- How does your organization propose to manage performance, identify issues, resolve problems and reach mutually agreeable resolutions?
- Please provide any relevant experience with a similar non-profit organization over the last few years. If possible, please provide a reference.

