

Strategic Partnership Program

Founded in 1953, Community Living Ontario (CLO) 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. CLO is proud to serve and advocate on behalf of more than 80,000 members and over 100 agencies across the province that make up our membership.

For over 67 years, CLO 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.

The Community Living Ontario Foundation (the Foundation) was created to develop resources that support CLO's initiatives and expand their capacity. Strategic partners with aligned visions and values are welcomed and recognized as they provide additional opportunities and services to CLO's membership. CLO is committed to working with its 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 continuing to seek strategic partnerships as the program continues to grow.

There are many ways in which the Foundation commits to promoting the relationship between our strategic partners and CLO's membership:

- Introductory letter from CLO's 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 CLO's website (average of 4,000 unique users per month) with an overall digital footprint of over 25,000 per month;
- Details and partner promotional material regarding the strategic partnership will be added to the member login area of CLO's website;
- Regular advertisements in Update Friday, CLO's e-newsletter;
- Special recognition and one exhibition space at CLO's annual conference (approximately 450 delegates annually);
- Opportunity to present topical educational webinars to CLO's membership;
- 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 the Foundation with a greater capacity to carry out CLO's 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 the Foundation with access to any opportunities available for employee matching programs or corporate donation/foundations.

For additional information, please contact: Heather Evans, Director of Marketing, Communications and Foundation, Community Living Ontario at 416-447-4348 ext. 229 or hevans@communitylivingontario.ca.

Strategic Partnership Program Requirements

The Community Living Ontario Foundation 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 105 members of CLO.
2. Businesses must describe how they align with CLO'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, including any recommendations of how CLO could best promote the partnership in collaboration with your organization in order to raise awareness and perceived value with member organizations of CLO. 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.

Strategic Partnership Program Agreement

This Strategic Partnership Agreement (the “Agreement”), effective as of the Effective Date (as set forth at the end of this agreement), by and between the Community Living Ontario Foundation and

_____ will serve to govern the Strategic Partner’s participation in the Community Living Ontario Foundation’s Strategic Partnership Program.

The initial term of this Agreement will be twelve (12) months. Either party may terminate this Agreement for convenience giving three (3) months written notice to the other party. Any fees paid will be refunded on a prorated basis.

In witness whereof, the parties have executed this Agreement as of the date here shown.

_____ “Effective Date”

Community Living Ontario Foundation

Signature: _____

Signature: _____

Name: _____

Name: _____

Title: _____

Title: _____





Address: _____

Address: _____

Fax: _____

Fax: _____

Phone: _____

Phone: _____

Email: _____

Email: _____

