



Schools Uniting Neighborhoods Business Partnerships

Resource List

This is a list of resources that may be helpful to SUN Initiative staff, individual schools, and business partners as they work together to strengthen school / business partnerships. The printed resources are available on loan from the SUN Initiative Office. Many of these resources—and other titles on fundraising and volunteer management—are also available at The Black United Fund Resource Room in NE Portland and at the Multnomah County Main Library downtown.

Keep in mind that this is only a partial list. If you know of other resources that you think would be useful to include, please pass the information on to the SUN Initiative Office so they can be added to the lending library.

1. “Business Involvement in Education: The Nonprofit Route” by P. Michael Timpane. In Nonprofit Organizations in a Market Economy: Understanding New Roles, Issues and Trends, edited by David Hammack and Dennis Young. Jossey Bass Publishers, San Francisco (www.josseybass.com).

This book chapter discusses the role of business people in education, with a focus on school reform, policy development and collaborative partnerships. There is some discussion of “helping hand” relationships in which businesses provide human, in-kind and financial resources to schools. The complete book may be out of print, but can be found at the Black United Fund.

2. The Collaboration Challenge by James E. Austin, 2004. Jossey Bass Publishers (www.josseybass.com).

This book offers guidelines for collaborating successfully and includes a list of questions for partners to ask themselves at each stage of the process.

3. The Collaboration Handbook by Michael Winer and Karen Ray, 1994. Amherst Wilder Foundation (1-800-274-6024; www.wilder.org/pubs/index.html).

4. Collaboration - What Makes It Work: A Review of the Research Literature on Factors Influencing Successful Collaboration, by Paul Mattessich & Barbara Monsey, 1992. Amherst Wilder Foundation (1-800-274-6024; www.wilder.org/pubs/index.html).

5. Common Interest, Common Good: Creating Value Through Business and Social Sector Partnerships by Shirley Sagawa & Eli Segal, 1999. Harvard Business School Press (www.hbsp.harvard.edu).

6. Documents from the partnership between Providence Hospital and Laurelhurst Elementary School. This packet includes a project history, each partners’ goals, an activity check list, project templates and more.

7. "Corporate Donors" in Effective Fund-Raising Management by Kathleen Kelly, 1998. Lawrence Erlbaum Associates, Mahwah, New Jersey.

This book chapter gives an overview of issues related to business donors including motives, benefits and trends. It stresses the need to understand things from a business perspective and is written in somewhat academic language.

8. Giving by Industry: A Reference Guide to the New Corporate Philanthropy by Craig Smith, 1997. Capitol Publications, Alexandria, VA.

*The SUN Office has two chapters. The **Introduction** discusses the importance of understanding the strategic interests of your business partners, and how to research the industry your partners are operating in. The chapter on **Computers** describes the types of partnerships that are likely to interest computer companies. Keep in mind that this text is several years old, and a lot has changed in the computer industry. There may be a newer edition available from the publisher if this is of interest.*

9. Grassroots Fundraising Journal (www.chardonpress.com).

The SUN Initiative Office has four articles on corporate giving and volunteerism:

- *Corporate Philanthropy: Getting Down to Business, by Stephen Maita. Vol. 11:6, 1992.*
- *The Corporate Volunteer Connection: What's In It for Them? What's In It for You? by Elisabeth Ptak. Vol. 14:3, 1995.*
- *Seeking Corporate Support: An Intelligent Approach, by Nancy Wiltsek. Vol. 12:1, 1993.*
- *Connecting with Corporate Funders, by Linda Zukowski. Vol. 17:1, 1998.*

10. Litlamp.com

This web site focuses on the marketing and sponsorship aspects of business partnerships. Sample resources include: "Tips for Gaining Superior Return on Investment from Sponsorships" and "Tracking the Shift in Consumer Interests."

11. "Profits for Nonprofits: Find a Corporate Partner" by Alan Andreasen in Harvard Business Review, November-December 1996. Harvard Business School Press (www.hbsp.harvard.edu).

This article focuses on cause-related marketing partnerships.

12. Making Money While Making a Difference: How to Profit with a Nonprofit Partner by Richard Steckel, et al, 1999. High Tide Press (1-888-487-7377; www.hightidepress.com).

This book is written from a business perspective. It shows how to create joint projects with nonprofits that will bolster marketing, employee morale, and (ultimately) profits.