



## Increasing Impact and Value in Community School Programming with Corporate Philanthropy

Children's Home + Aid in Partnership with Aon

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The Aon logo, consisting of the word "AON" in a bold, black, sans-serif font.



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## Goals + Objectives

Today you will learn...

- How to identify needs that can be met with the assistance of a corporate partner to support your program
- Form and plan/use tools to structure a corporate engagement strategy in your program
- How to engage a corporate partner with a menu of opportunities
- How to use strategies to help build and sustain your relationship with your corporate partner



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## How to Identify a Supportive Corporate Partner

- What are the needs of the community school program?
- What connections does my community school or lead non-profit agency already have? Are there people interested in furthering your agencies mission in your community or in your agency? (Example: Advisory Board, Board of Trustees, Women's Board, Associate Board)
- Are there corporations that have corporate responsibility goals that can help support my program needs?



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## Why do Corporations Want to Invest?

- Aon's Commitment to Education
- Overview of Aon's Partner School Program
- Benefits to Corporations and Employees
- Challenges



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## Building a Partner Menu

- Volunteer Opportunities (one-time and ongoing)
- Monetary Donations (event sponsorship, matching gifts, grants, employee giving)
- In-Kind Donations (Holiday Gift Drive/Coat Drive/Back-to-School Drive/Uniform Drive)
- Volunteer Leadership
  - Associate Board
  - Leadership Committees
  - Board of Trustees
- Other Opportunities: (5K Start Early Run, Blue Bow Campaign, Volunteer)
- Corporate Partner Recognition (Website, Facebook/Twitter, Press-Releases, Corporate Volunteer Monthly Spotlight, Annual Report, Recognition at Events)



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# Volunteer Events and Engagement Plan

## Q1: January – March

- After School Fun- Face painting, arts and crafts, relay races, and fun in the gym!

## Q2: April – June

- Celebrate Earth Day – Trash clean up around the school and community

## Q3: July - September

- Back-to-School Drive

## Q4: October - December

- Lunch and Learn or Volunteer Recruitment Fair
- December- Holiday Help. Adopt Families or host a Toy Drive

## On-going: Individual Volunteers

- On-going –Homework Helpers, Sports Buddies, or Mentors. 4:00 – 5:00 pm
- One-day – Sign up for a 1 day volunteer experience. (Kara will send opportunities to Company M at least 1 month in advance).
  - Example: Literacy and Science Nights. Volunteer groups (up to 30) can ass:



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# Lowell Elementary Partnership with Aon

## Lowell Elementary History of Partnership & Highlights

- Partnership began in 2009
- Working in the Schools (WITS)
- Junior Achievement
- Girls in the Game
- Chicago Cares
- School Supply Drive
- Holiday Drive
- Success Story



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# Lowell Elementary





## Mays Academy Partnership with Aon

### Mays Academy History of Partnership & Highlights

- Partnership began in 2009
- Chicago Cares
- Junior Achievement
- Back to School BBQ
- School Supply Drive
- Holiday Drive
- Success Story



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# Mays Elementary



## Nurturing Relationships with Your Corporate Partner

- What comes after the Volunteer Events and Engagement Plan?
- Roles and Responsibilities/ Next Steps
- Formal Meetings (quarterly, before & end of school year)
- Pre-event Communication and Pre-event Documents
- De-briefing Meetings
- Corporate Partner Recognition:
  - Website, Facebook/Twitter, Press-Releases, Corporate Volunteer Monthly Spotlight, Annual Report, Recognition at Events, etc.
- Thank you notes from program staff, students/families!!!



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## Conclusion

- Wrap Up
- Questions

### Contact Information

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