

Partnership Policy(draft)

Partners as in organisations, companies and foundation that help to achieve our mission.
Currently those are:

Key factors of successful partnering from best practices (Acumen /IDEO):

When looking for partners, it should be partners who:

- **Have an additional expertise** (see key partners Social Business Models) that is not our core expertise (and/or how does the partnership position us to scale).
- **Have a shared mission and values to us**
- **Benefit from the partnership** (it must be incentivized), as in:
 - Financial profit
 - Social impact
 - Personal satisfaction
 - Help them achieve other goals, such as ...

Questions to verify partnership decisions

- Understand the motivation of each partner helps understanding which parts of your value chain are compensated in which ways, and where your organisation might be vulnerable to corruption or breakdown.
- Credibility (i.e. no fraud or other integrity issues) of the partner (where relevant); google, ask former/current partners/references about their opinion, ...
- Is there a risk to get locked into a situation where iMPACT direct carries risks because of partners?

How do we check better before starting a partnership?

Cases to discuss and that might lead to additions / adaptations of page 1:

1. Earth Today

Who has been in the media about their hidden profit making business model beyond what was presented as a good-cause platform. I remembered asking about what was in it for them & that it did not become very clear.

We stopped the cooperation (the contract said that if one of the parties was in the news in a negative way, the other party was allowed to withdraw) - as it was certainly not in our mission.

Can we know beforehand to not partner with these type of organisations?

2. FEMI FOUNDATION

The fund is interested in what we do in Kenya – and is going to visit some of our projects which they found most interesting in terms of location or theme (Wa Wa, Vision of the Blind and COSDEP).

Feedback from this proposed visit.

A somewhat delayed response to your email. Unfortunately I have to inform you that FEMI is really looking for projects with the holistic approach. It therefore makes no sense for me to visit one of the projects you have suggested. I wish you every success with the beautiful design of Impact direct.

There is one man responsible for the selection in East Africa: Harrie Oostrom. I had a face-toface meeting with him before my holidays.

Although it's in their written mission that Femo Foundation values equal partnerships with African NGOs, there were so many phrases in our conversation that told me otherwise, to recall a few examples:

“You cannot trust ‘local’ experts for the selection, as they would only select ngos from the same tribe.”

“ We tell them – first you arrange hygiene issues and the we fund the school.” (which is part of their ‘holistic’ approach).

Do we want to be supported by these type of organisations?

(I will have a meeting with Jasmijn Melse early October, who is also in the board of Femi Foundation, can I raise the issue – or explore how she feels about it?)

3. CAPREA MEDIA

Caprea Media is with us from the start – building our website and developing it; coming with support on media and Google Ads and much more. They are very valuable, even though they come with a lot of delays.

What's in it for them? Hardly any financial profit (we can do better with new Social Business Models ;); Personal satisfaction – Remco is over enthusiastic about a lot of things, but also on us – and genuinely has an open/equal mindset; and We help Caprea Media to achieve their goals – because our organisations started at the same time – they test services and features first to us – before bring it to market.

Is this an equal trade you think? (Of course I would prefer to become a paying client one day – in a smart way – so we get better services – but for now it's a huge asset)

4. Stichting Overal

Because they fail the hands and expertise of doing the selection in the country – they asked us (and another fund) to make a selection for them (amongst our projects, and check some of theirs in our 6 main countries).

We are secured of €15-€20,000 a year like this.

Is this an equal trade you think?

Yes, iD has the expertise they don't have and they bring in the resources we need.

We go hard on selection, only the best get selected. This way, we uphold value for others like Overal on selection.

To prevent scams

With visibility comes also the scams of emails trying to profit from us or one of our partners.

Examples:

We linked a donor of laptops to Dr Karambu, and in bits she has paid him around €5,000 for customs, VAT, sending etc.

Martha couldn't believe her ears when the news finally came to us, as with the amount she could have easily paid for the laptops herself.

Also HCF's phone was hacked lately; hacker tried to get money in from your phone number / account.

Our Bunq Bank bank asked to verify details as fast as before the end of the day.

Sustain Cameroon also received a password reset request to their email

Do's:

- KYC, Know your customer/client. This is mostly used in banks. Verify the client's identity, suitability and risks involved in maintaining a relationship with a client/customer. It's always done before any account opening; in our case new partnerships.....transactions/agreements are made in our case individual donors promising donations in kind to scam iD or partnering NGOs.
- Google the person; hackers cannot be found; not reliable per se
- Asking for reference, or making a video call.
- No money transfers before delivery of services. Scammers will always request payment of particular fees upfront.