

Panel Discussion

HOW COLLABORATION CAN BENEFIT YOUR BOTTOM LINE

PATH Region 3 Conference

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COLLABORATION – DEFINED (I)

Mirriam-Webster definition:

- To work jointly with others or together especially in an intellectual endeavor.
- To cooperate with or willingly assist an enemy of one's country and especially an occupying force.
- To cooperate with an agency or instrumentality with which one is not immediately connected.

COLLABORATION – DEFINED (II)

Our definition:

- To work together to achieve a goal.
- To share knowledge, skills, ideas, and resources in order to achieve a common objective.
- To cooperate with other group(s) for the benefit of those we collectively serve.
- To leverage common relationships between organizations.
- **What is *your* definition???**

TYPES OF RESOURCES (AND THEIR IMPACT)

- Clients (Revenue)
- Volunteers (Revenue and Expense)
- Skills (Revenue and Expense)
- Horses (Expense)
- Facilities (Expense)
- Relationships – Clout (Revenue and Expense)
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- **What are *your* resources ???**

TYPES OF COMMON GOALS (I)

➤ Revenue Growth

- Joint Fundraising: the Concours collaboration
- Program Revenues: the Special Olympics collaboration
- **What are your ideas for revenue collaboration???**

➤ Expense Reduction

- Reducing Facility Costs: the MindStream Collaboration
- Reducing Herd Costs: the Lawton Stables Collaboration
- **What are your ideas for expense collaboration???**

TYPES OF COMMON GOALS (II)

➤ Program Enhancement

➤ Increasing your client base: Special Needs Organizations

➤ Wish Upon A Horse

➤ Special Olympics

➤ Programs For Exceptional People (PEP)

➤ Beaufort County Camp Treasure Chest

➤ ***What are your ideas for program enhancement???***

TYPES OF COMMON GOALS (III)

➤ Branding Opportunities

- Working with For-Profit businesses who INVEST in your organization.
 - MindStream
 - BMW
 - Hilton Head Island Motoring Festival & Concours d'Elegance

➤ ***What are your ideas for branding opportunities???***

THE CHALLENGE

Prepare Two Equestrian Athletes For The Special Olympics World Summer Games In Athens, Greece

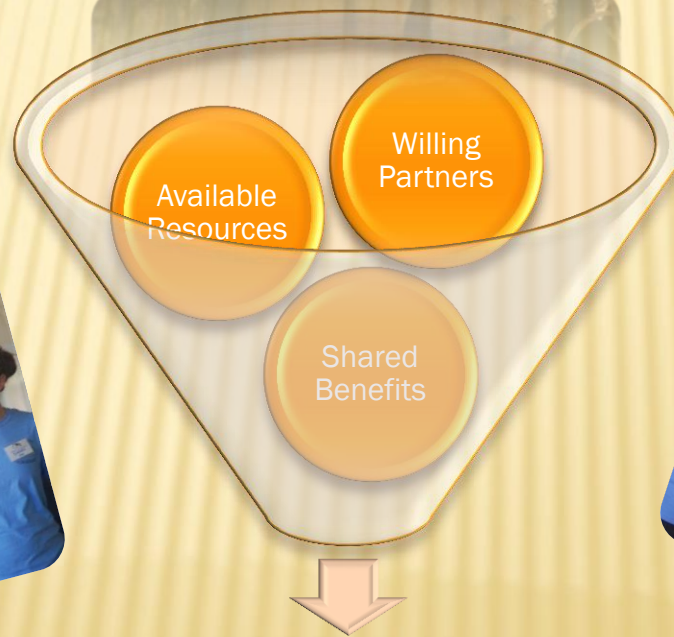
➤ Requirements:

- Travel Expenses, Luggage, Uniforms: Special Olympics (Local, State, and National)
- Training (facilities, horses, instructors): Heroes on Horseback, area riding facilities
- Clothing, Equestrian Equipment, Cameras, Incidentals: HOH, SO, volunteers, board members, local businesses

➤ Results:



THE FORMULA



Improved Bottom Line