

# The art of partnership

*A journey through the GDfE's projects,  
in light of the 4Cs Assessment Framework  
prepared by WINGS and DAFNE*



# *We are* an ARGENTINIAN

non-profit civil association founded in 1995 and committed to sustainable development. Due to a change in leadership, in 2018 we began to redefine our role in the pursuit of **making a more significant impact on society.**

In order to take on that challenge, we found that there was an opportunity to go beyond our 2nd floor legal perspective to **create and lead joint fieldwork programs.** This implied taking a step forward from the traditional role of chambers and associations – whose main activities essentially consist in providing support to their members.

That is why we decided to **promote a process of reflection of the role that institutions play in society.** We believe that people and institutions (companies, the State and civil society) are called to add value beyond the immediately economic, and that individuals are agents of change with the capacity to lead the transformation of political, economic and cultural structures for the sake of the public interest.

As a part of this change, we have transformed the way in which we carry out our mission, **promoting and mobilizing resources in a strategic and efficient way in pursuit of the common good.**



Our main objectives are:

1

Strengthening the ecosystem and management of Private Social Investment (PSI) by means of incorporating tools, proficiency in different areas, publications and innovative spaces for co-creation.

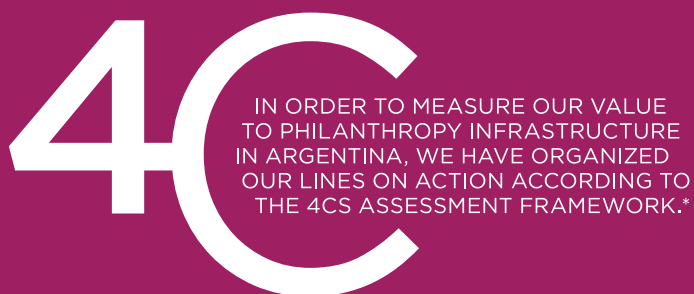
2

Encouraging an efficient partnership between companies, the State and civil society to jointly address the challenges of sustainable development.

3

Providing a critical and sensitive reflection that makes an impact on the public opinion and contributes to the identification of the different actors' roles needed to pursue the public good.





This document aims to show the GDFE's contributions to philanthropy infrastructure and to a more efficient and impactfull PSI in Argentina through a simple tool.

Every project or initiative is in constant evolution. Therefore, they are open not only to be financed but also to be enriched and improved, because we trust in the power of partnership and we believe that the best way to work is company with others: offering what we have to give and knowing when and how to ask for help.

We are aware of the importance of 2nd floor organizations for philanthropy and civil society. They are the link between community based organizations (who are familiar with the field and its needs) and grantmaking foundations, who can leverage and scale field programs to unprecedented levels. 2nd floor organizations can lead the way to a more collaborative civil society with their articulating spirit.

With that known and considering the GDFE's journey through the years, we have arrived to a place in which we want to take every project, every initiative and every action to its highest level. The time has come to reap the fruits of what we have been seeding since 1995 and become a social impact catalyst gathering funds, knowledge and experience. We know we cannot and should not do it alone.

**This is an invitation for you to explore what we do. Feel free to use it as a base line to start talking and cocreating, asking questions, sharing your thoughts. Transform it into a dynamic work tool. Don't read it: use it.**

*\* The 4Cs Assessment Framework is an evaluation system for organizations that support philanthropy prepared by WINGS and DAFNE members for the philanthropy support sector.*

# 1. CAPACITY

## VOLUME

We have 50 members – 50 of the largest companies and foundations of Argentina, who pay an annual membership fee. Our members also sponsor events and support those projects in which they have a special interest, such as Public Private Partnership for Local Development in cities where they operate.

We are part of a larger network funded by the European Union (EU) to promote the strengthening of the philanthropy environment.

The Inter-American Development Bank (IDB) supports our main event: the GDFE annual conference.



## SUSTAINABILITY

Since 2018, our members have risen by 45%; an amount unprecedented in the history of the organization. We plan to keep this growth in 2019.

Within our new strategy, we plan and implement projects that generate an income in terms of technical and logistical work. For example, by co-coordinating the Public Private Partnership for Local Development, leading the Health Observatory, organizing local and regional events, training programs, among others.

## STRATEGIC

As regards our mission and the search for efficiency in PSI in general, all resources are invested in projects focused on systemic change and advocacy for public policy.



## 2. **C**APABILITY

### **PROFFESIONALISM**

We have published guides and studies which are used by our members and other organizations, and which have been included in the bibliography of university courses in our country: the **Guide to Design and Manage Private Public Partnerships**, the **Guide to Corporate Volunteering** and the **Private Social Investment Guide**.

### **KNOWLEDGE & SKILLS**

We offer a large number of courses and training programs both exclusive for our members and open to the community. These are held in partnership with other organizations and are focused on improving the performance of our members and allies, thereby empowering PSI leaders and team members. Some of our programs are the **Leadership & Empowerment Program for Private Social Investment Actors** and the **Strengthening Program for Partner NGOs**.

We also offer courses in other topics for a wider audience such as the **Executive Program in Economy and Sustainability**, the **Gender and Diversity Group** and the **Public Policy and Advocacy on Education Training**.



[Click here  
to view  
all our  
publications](#)



## 3. **C**ONNECTIONS

### **COMMUNICATIONS**

Every two months, we send a newsletter to a database that includes private and NGOs heads, media teams and interested audiences. Our website registers 200 visits per day and we have more than 4,500 followers on Instagram, Facebook, Twitter and LinkedIn. We post our own content regularly, while also contributing visibility to our members' initiatives. In line with our institutional change, we are also transforming our communications content for a more modern and agile style.

### **INFLUENCE**

We provide special spaces of advocacy to inform policy in relation to our programmatic content (health, education and local development) and in relation to enabling an environment for philanthropy.

We are part of a network that encompasses other networks and organizations from Argentina which are focused on bringing together actors, data and expertise in order to mobilize the change of legal and fiscal frameworks for NGOs.

In addition to that, we are working on a Public Policy Lab to inform policy in relation to real incentives from local governments for companies who are committed to sustainable development.

### **COLLABORATION**

Collaboration is the foundation stone of the GDFE. Our identity stems from companies and foundations working together for sustainable development. We have historically had seven affinity groups built on the topics of education, local development, health, advocacy, insurance, inclusive agribusiness and volunteering. These affinity groups were formerly based on reflection, observation and research but now they have become powerhouses for both territorial and systemic projects.



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## Where we had affinity groups, we now have work groups

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Our *Public Private Partnership for Local Development* program consists in local governments working side by side with companies located in their cities on a public policy solution for a particular challenge.

We are currently working in eight cities in order to solve employability issues, especially for young people and women, as well as security, efficient energy use, use of the land, diversification of the productive matrix, social inclusion through sports and culture and entrepreneurship.

For each of our programs and projects we collaborate with an external expert and invite our members to sit at a round table to work together and with other NGOs, government and academy.

Furthermore, our organization takes part in national and regional philanthropy networks.





## 4. CREDIBILITY

### TRANSPARENCY

We ensure accountability by regularly informing our members, board and government about our work and finances. We constantly report to our members about the results of every project and discuss every initiative with the board on a monthly basis. We also subscribe to anti-money laundering and anti-terrorism policy.

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We have the challenge of bringing philanthropy to the main media and influence groups and, therefore, to the public agenda.

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### PUBLIC SUPPORT & ENGAGEMENT / AWARENESS RAISING

We believe there is still work to do in order to make the general public aware of the value and the state of philanthropy. We have the challenge of bringing philanthropy to the main media and influence groups and, therefore, to the public agenda. Thus, raising awareness about the lack of public policy and legislation to strengthen the philanthropy infrastructure becomes of utmost importance.

# THESE ARE OUR PROJECTS

	CAPABILITY		CREDIBILITY	
	CAPACITY	CONNECTIONS		
Economy and Sustainability Course	C	C		
Leadership & Empowerment Program for Private Social Investment Actors	C	C		
Strengthening Program for Partner NGOs	C	C	C	
Public Private Partnerships for Local Development.	C		C	
Volunteering Day			C	
GDPE Annual Conference		C	C	C
WINGS and Regional Meetings			C	
Inclusive Agribusiness			C	
Financial Innovation			C	
Education Group			C	
Gender Group			C	
Health Observatory	C			C
Public Policy Lab			C	C
Social Progress Index			C	
Civil Society Network, supported by the EU			C	
Legal and Tax Framework for Philanthropy			C	C
Regional Event for NGO Networks	C		C	