



Partnership Agreement

Regional Community/Community stakeholder

The fundraising partnership between our democratically selected fundraising partner and one of the 12 Regional Community areas sets out to work with the partner on a collaborative basis at a local level.

This involves both parties sharing the same overall aims and values, forming the basis of the partnership.

This document sets out the responsibilities and expectations for both parties:

WHAT ARE THE BASICS?

Background	<p>Since 2015 Your Coop has worked with community partners at a local level, delivering a programme of focused fundraising activities across the term of the partnership with the aim of raising the profile of the partner as well as facilitating additional income for the partner through fundraising.</p> <p>At the end of the agreed term of the partnership, processes are in place for a new partner to be democratically selected at a local level by Midcounties Co-op members.</p>
What are the aims of the partnership?	<p>Working together to decide the agreed set of objectives as the focus of the partnership (agreed by the Regional Community Steering Group and the Fundraising Partner) which will include but is not limited to the commitment by the Regional Community steering group to facilitate a programme of fundraising on behalf of the partner and sharing the impacts of how funds raised are utilised with Your Coop members locally.</p> <p>Additional two way working outside of the remit of fundraising will be agreed based on the local needs and objectives of the partner to raise awareness of their work.</p>
What is the length of the partnership?	<p>The partnership will run from 1st July 2023 through to May 31st 2024</p>
Partnership management:	<p>Both parties agree to formulate an action plan for the term of the partnership to fully maximise the benefits of the collaboration and for both to meet its obligations, to do this each party shall:</p> <ul style="list-style-type: none">• Initially meet within 4 weeks of the partnership commencing for introductions, establish key contacts and to set the first stages of the action plan

- The partner will provide (in the first 4 weeks) to the Regional Community the group bank account details (to remain on file for the duration of the partnership) to enable payment of funds raised.
- The partner will provide (in the first 4 weeks) a jpeg image of the group's logo and agree to provide a 3-minute good quality video which provides insights into their work and how this partnership will make an impact. (this imagery will be hosted via our external website to showcase the partnerships in place)
- The partner will (in the first 4 weeks of the partnership) show via their social media/website platforms information about the partnership with The Midcounties Co-operative with regular updates as the partnership moves forward.
- As an ongoing requirement throughout the term of the partnership both parties will engage the other in planning discussions in relation to the partnership and related fundraising strategy, this will include attendance by the partner at Regional Community meetings to update on their work, and vice-versa with representatives of the Regional Community Steering Group attending and engaging in the partners meetings and discussion groups twice per year, or more frequently as mutually agreed.
- Both parties agree to keep the other informed about its own progress in relation to the partnership, including, but not limited to updates on funds raised, provision of monthly update around the work of the group, including collaborative work with Midcounties, upcoming events, volunteering etc.
- At the end of the partnership the partner agrees to provide a detailed impact report around how funds raised by the Regional Community will be used to support their work locally and the difference this has made as well as information around new developments and specific requirements to allow the partners to meet their obligations to their service users.
- Both parties agree to utilise social media/website platforms to promote each other as well as key local events in which both or either of the parties are individually involved in – this may be promotion of The Midcounties Co-operative membership and its benefits, society events, more localised community events and also to highlight milestones achieved during the partnership, which may involve the partner being contacted by The Midcounties Co-operative PR team to engage in an interview or filming.



ADDITIONAL INFORMATION

The Regional Community Team shall provide the following for the partner to use across the partnership:

- Branded imagery of The Midcounties Co-operative/Specific Regional Community which we would ask is displayed on the partner's social media and website platforms to show Midcounties as a fundraising partner
- Issue details of social media handles/website address
- Share with the group, pictures, video, testimonial around the fundraising activities in store – to be shared on relevant social platforms of both Midcounties and the partner

Payment of funds raised

- The regional community team agree to fundraise for the duration of the partnership with payments of any funds raised being made to the group in December 2023 (period July to November 2023) and May 2024 (period December 2023 to May 2024)

CONTACT INFORMATION

Email

Yourcoop.community@midcounties.coop

Or contact your specific Regional Community Ambassador