

# **Cultivating a Field of Hope: Case Study on Partnerships and Collaborative Process between Nonprofit Organizations and Businesses**

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## **Abstract**

The main purpose of this study is to explore the process of forming partnerships between NPOs and businesses, especially focusing on the motives and objectives of NPOs and businesses to collaborate with each other, the difficulties arising from the collaborative process and how these difficulties are addressed, as well as the influencing factors on forming a partnership between both parties. To summarize and conclude the collaborative experiences and models between NPOs and businesses, this study proposes a reference of the best operational strategies to develop partnerships between NPOs and businesses in the future. Based on these research purposes, this study has adopted the case study research method and conducted individual interviews for collection of preliminary data, as well as collecting secondary data as supporting interpretations. The findings of this study can be concluded as the following: 1) Collaborative partnership is a dynamic and interactive process; 2) Factors to facilitate a good partnership including: building mutual understanding and sharing, consensus on risk control, shared teaching to benefit both parties, cultivating core members and staff training; 3) Management issues of collaborative partnership including: management of the discussion and

understanding between both parties before the collaboration with respect to the purposes and objectives of such collaboration, changes in partnership models arising from the collaboration, effects of changes in personnel on the collaboration.

**Keywords: Nonprofit organization, Partnership, Collaboration, Case study**