

How *Running for a Reason* Collaborated with Community Members

Partnerships can greatly benefit a Venture Team. For example, the Venture Team *Running for a Reason* combines non-competitive running and community investment. They found that through informal community collaborations they were able to grow their Venture within their community and get the resources they needed to succeed. Below are some examples of their partnerships and why they were successful.

It built credibility in the community:

Running for a Reason formed informal partnerships with the local Stanford University Track and Field Team, Impala Racing Team and the Nike Farm Team; all of which are highly respected groups in the community. By grouping their Venture name with their well-known partners, *Running for a Reason* increased the trust that people have in their Youth Venture Team. This made it easier to recruit people to donate time and financial support.

They gained knowledge:

Through their collaborations with professional runners, the members of *Running for a Reason* were able to get information about fitness, healthy lifestyles, and running. The members of Stanford, Impala, and the Nike Farm Team also benefited from helping the team by knowing they contributed to a good cause.

It was mutually beneficial:

By partnering with an end of life facility, Hospice of the Valley (HOV), *Running for a Reason* built a positive and mutually benefiting relationship with the organization. Their Venture Team raised money for Hospice of the Valley and in turn HOV helped *Running for a Reason* gain more visibility within the community, attract potential donors and sustain membership from year to year.

It promoted a common goal:

Running for a Reason stated that the real reason they collaborated with other organizations was to help build and teach awareness about healthy living issues, with a goal of systemic change in health and lifestyle choices. By successfully partnering with organizations, *Running for a Reason* promoted their cause and reached out to other organizations that shared similar goals and values.

More YV Tip Sheets

Check out these additional YV Tip Sheets:

- [Creating an Initial List of Contacts - Network Mapping](#)
- [The Benefits of Partnering](#)
- [Letter to a Prospective Partner - Sample](#)