

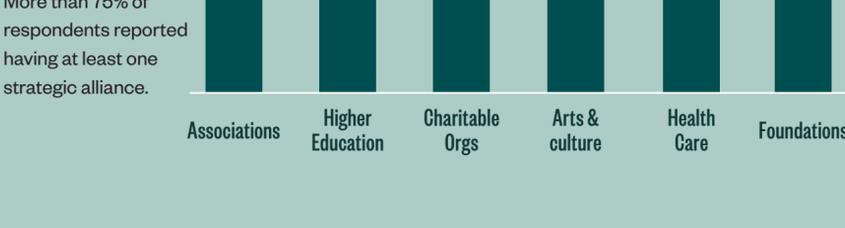
AN INSIDE LOOK

Not-for-Profit Strategic Alliances

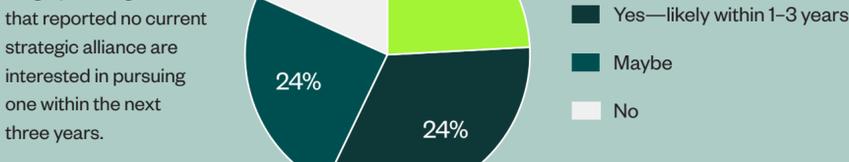
Accurate information about your industry is often the key to assessing your own operations. We've created a series of trend spotlights specifically for not-for-profits—including higher education—to look at decisions other groups are making as well as industry trends.

The second installment in this series includes insight from 491 organizations across the nation and focuses on the strategic alliances they maintain with various for-profit and not-for-profit organizations.

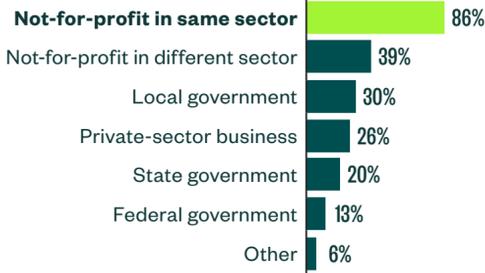
WHO HAS STRATEGIC ALLIANCES?



ORGANIZATIONS WITHOUT STRATEGIC ALLIANCES

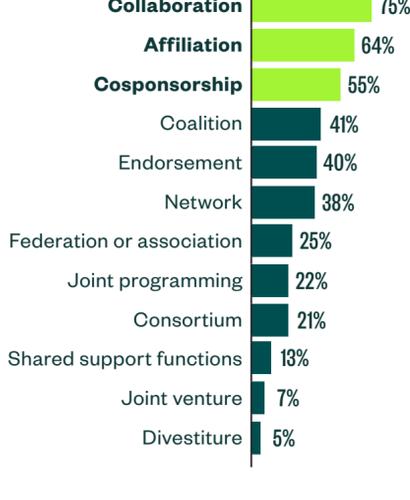


WHO ARE STRATEGIC ALLIANCES WITH?



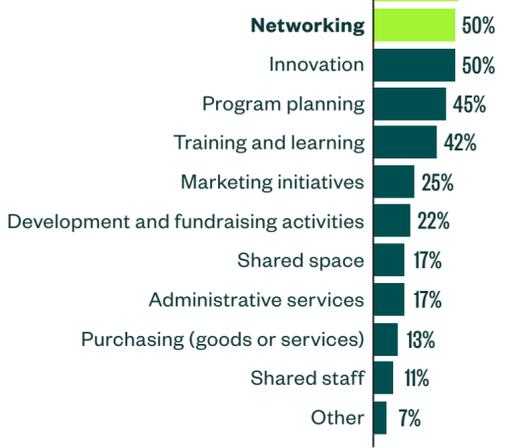
Not-for-profits most frequently reported entering into alliances with other not-for-profit organizations operating within the same sector and targeting the same population or cause. This percentage stands in stark contrast to private-sector businesses, which accounted for only one quarter of alliances.

TYPES OF STRATEGIC ALLIANCES



Collaboration, affiliation, and cosponsorship are likely the most popular strategic alliances because they don't require restructuring or a formal agreement.

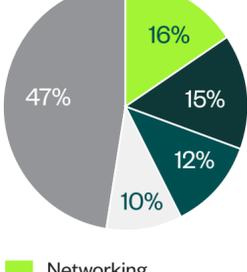
AREAS OF FOCUS



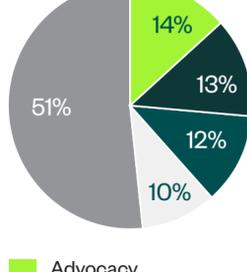
The most highly reported areas of focus unsurprisingly aligned with the top reasons identified for pursuing alliances: increased effectiveness in providing services and reaching a larger audience.

Here's the breakdown by industry.

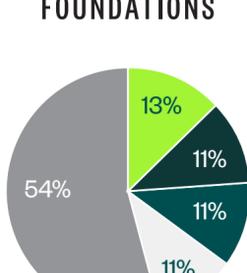
HIGHER EDUCATION



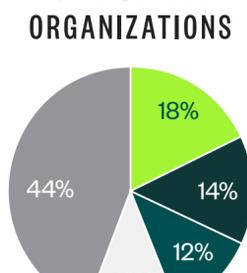
HEALTH CARE



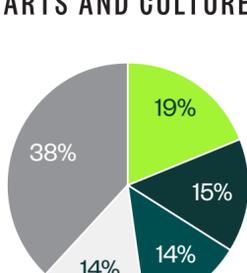
FOUNDATIONS



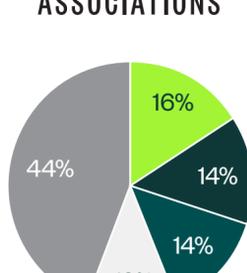
CHARITABLE ORGANIZATIONS



ARTS AND CULTURE



ASSOCIATIONS



REASONS FOR ALLIANCES



By a wide margin, increased effectiveness was the leading reason organizations reported pursuing a strategic alliance.

Respondents from each industry: higher education (40), health care (68), foundations (35), charitable organizations (296), arts and culture (34), and associations (18).

CONTACT US

If you have questions about the survey results or methodology, please email surveys@mossadams.com.

