



Creating Synergy
between the
Nonprofit, Faith & Business Communities

The Collaborator

...from the desk of John C Johnson III

The RECIPROCAL NATURE OF BUSINESS RELATIONSHIPS

Matthew 25: 14-30 (NASB)

Parable of the Talents

¹⁴ "For it is just like a man *about* to go on a journey, who called his own slaves and entrusted his possessions to them. ¹⁵ To one he gave five talents, to another, two, and to another, one, each according to his own ability; and he went on his journey. ¹⁶ Immediately the one who had received the five talents went and traded with them, and gained five more talents. ¹⁷ In the same manner the one who *had received* the two talents gained two more. ¹⁸ But he who received the one talent went away, and dug a hole in the ground and hid his master's money.

¹⁹ "Now after a long time the master of those slaves *came and *settled accounts with them. ²⁰ The one who had received the five talents came up and brought five more talents, saying, 'Master, you entrusted five talents to me. See, I have gained five more talents.' ²¹ His master said to him, 'Well done, good and faithful slave. You were faithful with a few things, I will put you in charge of many things; enter into the joy of your master.' ²² "Also the one who *had received* the two talents came up and said, 'Master, you entrusted two talents to me. See, I have gained two more talents.' ²³ His master said to him, 'Well done, good and faithful slave. You were faithful with a few things, I will put you in charge of many things; enter into the joy of your master.' ²⁴ "And the one also who had received the one talent came up and said, 'Master, I knew you to be a hard man, reaping where you did not sow and gathering where you scattered no seed. ²⁵ And I was afraid, and went away and hid your talent in the ground. See, you have what is yours.' ²⁶ "But his master answered and said to him, 'You wicked, lazy slave, you knew that I reap where I did not sow and gather where I scattered no seed. ²⁷ Then you ought to have put my money in the bank, and on my arrival I would have received my money back with interest. ²⁸ Therefore take away the talent from him, and give it to the one who has the ten talents.'

²⁹ "For to everyone who has, *more* shall be given, and he will have an abundance; but from the one who does not have, even what he does have shall be taken away. ³⁰ Throw out the worthless slave into the outer darkness; in that place there will be weeping and gnashing of teeth.

In The New Economy

Social Services are rapidly moving in the direction of traditional business in terms of their ability to attract funding. As governmental and foundational sources struggle themselves to "stay afloat", the demands on programs they fund has evolved into more traditional and logical evaluative processes. Those of us who can make the necessary adjustments will survive the current economic tsunami. Those who choose to continue to do business using "traditional" approaches may not fare very well in the new era, for the criteria has changed dramatically.

Something for Nothing

One of the mindsets we must "ditch" (overcome) is the "Something for Nothing" mentality. This way of thinking is far more destructive in the long-run than it is helpful. Programs and resources that have been developed in this country were never intended to produce cultures of mass dependency. They were, as they should be, intended to "lend a helping hand", to get people on their feet following unforeseen downturns and catastrophies, in order to help us stand on our own again, not to produce long-term reliance on limited resources, which are at all times subject to continuous re-prioritization.

Return on Investment (ROI)

New-Age Philanthropists and program supporters are no longer seeking to fund "good ideas" for esoteric reasons. They have become a great deal more "business savvy", and they want a return on their investments, even where social services are concerned. Monies are out there, and they are plentiful. The dollars, however, are no longer being released imprudently. Supporters and Stakeholders want evidence-based "proof", usually in advance, that their finances will produce positive and long-term community benefits:

- They do not necessarily demand dollar or percentage returns, but they do insist on "Social Equity" (for example: proof that our programs will significantly reduce crime, or teen pregnancy, or gang intervention, or High School dropout rates, etc).
- They also want to help promote "winning" programs (programs with multiple funding sources, with the ability to stand on their own, financially and fiscally).
- They are not willing to continue to cultivate a "culture of dependency". This was never the original objective of any funding source.

These are just a few of the main reasons why we must develop and cultivate our own sources of funding, despite the initial levels of discomfort involved in their development.

Take the Lead!

Don't wait for someone to do the work for you, Take the lead! Study the funding initiative(s), get plugged-in, and execute! Do your part. Call on Team leaders to help you, but don't wait for anyone to call you. Go for it, and go for it in a big way!

Always feel welcome to contact me directly with any questions, comments, or great ideas!

Jack Johnson

The Advocacy Foundation, Inc
Managing Partner



*"Walk by Faith/ Serve with Abandon/
Expect to WIN!"*

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Our Threefold Mission

To Build a Diverse, Collaborative, Networking Community of Supporters Seeking Both Conventional and Non-Conventional Means of Establishing Endowments, Annuities, Retirement, and Programmatic Affluence;

To Teach Individuals and Organizations to Work Synergistically, Rather Than Competitively, In Order To Create and Pursue High-Yielding Fundraising Alternatives;

To Find and Execute Unique UBIT (Unrelated Business Income Tax) Opportunities Offering Consistent Returns On Investment.

Inspirational/ Devotional Call

8:30 - 9am Every Weekday Morning
(712) 432-0075/ Pin Code 396137#

Tuesday Evening Retreat

7:30 - 8:30pm - Doubletree Hotel
4156 Lavista Road, Atlanta, GA 30084
(I-285, Exit 37)

Wednesday Night T.E.A.M. Training Call

10pm (712) 432-0075/ Pin Code 396137#

Thursday Night Corporate Call

9pm (646) 519-5800/ Pin Code 5477#

Saturday Afternoon Opportunity Call

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