



Advancing Collaboration with Street Business School

Approach to Collaboration

In addition to its direct service program in Uganda, SBS uses a model of social franchising to scale. It partners with NGOs to create social franchises, train, and certify them to work with the communities and ultimately implement SBS programs. To date, it has 66 franchises across Africa.

For advice for the nonprofit sector, Tiffany encourages organizations to look at the root causes of the problems they are trying to solve. Different problems may have common causes that can be better approached through collaborative initiatives that may not necessarily have the same mission.



Tiffany Boyles
Director, Global Philanthropy, Street Business School

Street Business School (SBS) initially started as a program at BeadforLife and became an independent non-governmental organization (NGO) in 2019. SBS has worked independently for three years. SBS is an award-winning non-profit, igniting the impact of other organizations by equipping them with an entrepreneurial training program for women of all ages, proven to triple their income and lift their families out of poverty with dignity. By 2027, its goal is to reach one million women globally to alleviate poverty for these women and their children.¹

¹ <https://www.streetbusinessschool.org/>

Application of the 9 Considerations for Collaboration

Build Trust

To emphasize the credibility of their brand, SBS points to their data to demonstrate their measurable impact. On average, a woman increases her income from \$1.35 to \$4.19 per day within two years of graduating SBS. Other things that help build trust are the awards they earn for their work, such as the 2017 Best Nonprofit by PeaceJam.

Regarding its partners' performance, SBS has a strong metrics and evaluation system as well as a long-term coaching partnership with their franchisees. In addition, it conducts an initial vetting process before entering into an agreement, and their franchisees are not free. Franchisees (SBS calls them "Global Catalyst Partners") pay a fee to become certified. SBS wants them to feel ownership regarding the project. SBS also cultivates their partner relationships through workshops and coaching activities.

Have a Vision

As mentioned before, SBS wants to reach one million women by 2027. They have a roadmap planning session every year but they are also open to making changes, if needed. For that reason, this roadmap is reviewed on a quarterly basis.

Seek to Assure the Success of Collaborators

The success of their Global Catalyst Partners determines SBS' success. That is why SBS trains and provides partners with the intensive training, support, and materials needed to implement programs successfully. For Tiffany, ensuring the success of collaborators is essential for the philanthropic sector to be effective.

Take Stock

SBS provides capacity building resources to its partners to fill the gap in those areas where partners need support, such as: fundraising

toolkits, financial management advice, and other kinds of support.

Start Small

It was through testing and evaluation that BeadforLife arrived at SBS. SBS started with three women who were willing to test new ideas and has experienced significant growth in recent years.

Fail Fast, and Build Rigorous Feedback Loops

Learning opportunities have been useful for adjusting the programs to craft the current franchise and educational model.

Take Portfolio Approach

It is looking for different ways to generate revenue and increase impact. There is an opportunity to re-examine the products and services they offer and to find new partnerships.

Consider Non-traditional Partners

Its prospective donor pipeline is composed mainly of foundations that are interested in SBS' model and individuals who believe in women's economic development, especially those that have some level of risk tolerance.

Foundations are non-traditional partners because most U.S. donors are individuals. In addition, by taking a step back to look at the root causes of the problems that they are trying to solve, SBS has identified organizations to partner with whose missions differ from SBS' mission, such as children's education, healthcare organizations, and even a wildlife conservation fund.

Keep Your Donors Apprised of Your Collaborations

Its foundation funders are very interested in the franchise model SBS applies, because of its impact and its ability to generate revenue to sustain the programs.

Future Collaborations

For future collaborations, Tiffany would like to partner with the Freedom Fund, based in the UK, collaborating on matters related to human trafficking. The idea is to leverage SBS as a preventive tool against human trafficking.

Interested in reading more about other collaboration stories?

Visit [Give.org](https://www.give.org) to discover how other charities are using the nine considerations framework to drive collaboration within their organizations.

Disclaimer: All participants were interviewed about past collaborations through the framework of the 9 Considerations for Collaboration. Naturally in some organizations, not every one of the considerations are applicable to their circumstances.

