

GUIDESHEET

Sponsorship Groups



What is a Sponsorship Group?

A Sponsorship Group is an important part of any community building programme, providing a public facing entity that supports and champions the developments across a community. Each group typically includes:

- ⇒ 'Conductors': local people who support an asset based community development programme and are in a position to positively champion the approach across the community e.g. local GPs
- ⇒ The Community Builder(s) once recruited
- ⇒ The Community Connector(s) once identified

Significantly, Sponsorship Groups ensure that the community building developments hold true to the principles of ABCD; that they are:

- ⇒ place based in focus
- ⇒ emphasise the power of relationships over the power of money and position
- ⇒ committed to social justice
- ⇒ asset based
- ⇒ promote citizen / community led action

What does a Sponsorship Group actually do?

Sponsorship Groups are established at the beginning of any community building programme. They are convened by the contract holder and are an important pre-condition to the commencement of the Six Stepping Stones process. Sponsorship Groups:

1. Develop and carry out an appropriate process for recruiting Community Builders (with support from the Nurture Development Project Guide)
2. Provide non-financial support to the asset based community building programme and the people doing it
3. Ensure accountability to the community throughout the programme and beyond
4. Champion the asset based approach to community building, managing the inevitable conflict and resistance that arises from any transformational agenda

5. Develop a legacy plan to make sure the work and outcomes from the ABCD community building programme proliferate and are sustained once contract period ends

How often do Sponsorship Groups meet?

Sponsorship Groups meet monthly. Each meeting is chaired / facilitated by a member of the group on a rotating basis.

What support do Sponsorship Groups need?

Sponsorship Groups are supported by the Nurture Development Project Guide and receive mentoring, training and coaching every other month (or as required).