

# LBG *for Community*

LBG is a best practice management tool for corporate community investment used by hundreds of corporate organisations globally. Understanding how corporate organisations measure impact is critical for any not for profits seeking to develop their corporate partnership programs.

**LBG for Community** is a training and certification program for not for profits partnering or seeking to partner with companies. This program provides a standard methodology for non-profits to measure community investment, and enables them to establish a common language with companies to build new and strengthen existing partnerships.

Organisations participating in the program are recognised as an **LBG certified community partner** and provided with a logo for use in communication materials.

The reporting tool and framework for the non-profit sector were piloted in 2016 and officially launched in 2017. They build on LBG's global network and decades of experience.



## How it works

The program is delivered through a set of three webinars. These focus on best practice corporate community investment reporting, impact measurement and strategic partnership development. Over three sessions, participants gain a detailed understanding of the **LBG for Community** data collection tool and guidance - a simple input, output, impact framework for non-profit organisations to use in reporting back to their corporate partners.

The LBG social impact methodology is incorporated into the training to provide organisations with a comprehensive toolkit that navigates impact measurement and strategic partnership development. An understanding of the 'Guiding Principles for Corporate - Community Partnership Measurement' is also provided. These Principles provide guidance to practitioners across non-profit and corporate sectors responsible for negotiating impact measurement, reporting and partnerships.

## Costs and participation

Organisations are able to nominate up to three team members to attend the webinar series. Additional benefits include: two hours' phone support to clarify any questions throughout the year, and an invitation to attend the Annual LBG Conference free of charge along with access to member pricing for additional tickets. The cost per organisation is \$3,000 + GST.

## What do the corporate and community partners think?

Discover two perspectives on the program in this article: <http://www.lbg-online.net/2018/04/two-perspectives-lbg-for-community/>

*"Over the years we have improved the way we measure our impact, and when LBG for Community was introduced I thought it was a good move from LBG to close the loop and engage community partners to further improve the measurement process."*

— Payce Foundation

