



**Heartlands**  
International

**We have a world of experience**

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## **The Corporate Community Investment Service (CorCom)**

Heartlands International, Ltd. started CorCom in 1995 as a learning network for non-profits and businesses interested in partnerships that were joint-ventures, not philanthropic relationships. From those meetings and seminars, the CorCom Third Generation Model was then picked up by USAID and many other groups. There are also seminar reports available. Heartlands took the lessons learned from the experience and Shirley Buzzard wrote a manual for nonprofits seeking joint ventures. With Michelle Loosli, she prepared a tool kit of sample documents, check lists and planning guides. These books are available from [www.amazon.com](http://www.amazon.com).

Today, CorCom is a leader in the field of corporate community investments and works with companies that wish to provide better services to their employees, distribute their products in remote or rural areas, or want to invest in the economic development of communities where they do business. Heartlands has done consulting with Shell Oil Company in Nigeria and with Chevron in Angola, and many other consultancies. We continue to work with the boards of nonprofits to develop policies that allow for effective partnerships with business.

Heartlands facilitates partnerships, enabling them to get off to a good start. We design and carry out feasibility studies, train senior staff in partnership management, and we also design and carry out social impact and mitigation studies when business is expanding into new or different communities.

Heartland's CorCom division offers three basic workshops:

- ♥ Developing Partnerships with Business: A workshop for nonprofit organizations.
- ♥ Developing Joint-Ventures with Non-profits: A workshop for businesses interested in community development.
- ♥ Brokering Partnerships: A workshop for mid-level government officials on how to foster partnerships between businesses and nonprofits to further your sector's development.

We also offer workshops and coaching for boards of directors to help them develop policies and ethical guidelines on partnership development.

Some examples of CorCom's work:

- ♥ Heartlands worked with **Shell Oil Company Community Development Division in Nigeria** to train local community development workers in participatory research methodology so that they could develop programs that were sustainable and culturally appropriate.
- ♥ Heartlands worked with the **Association of American Oil Companies in Azerbaijan** to raise their awareness of the work the U.S. nonprofits were doing in Azerbaijan, particularly in agriculture and health, and help them start partnerships.
- ♥ Working with the board of directors of **Pan-American Development Foundation**, CorCom helped move the whole organization toward a partnership model of development in their work.
- ♥ A Heartlands Consultant made two visits to **Angola** to foster a partnership between **USAID and Chevron**.

For additional information, contact:

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