Partnership for Katine Village: AMREF & the *Guardian* Newspaper

Albert Stone, Outreach Director at the *Guardian*, kicked his feet up onto his desk and exhaled a deep sigh of relief. The search process he initiated two months ago to find an NGO partner had now concluded. The international NGO, AMREF, had emerged as an ideal partner, which the *Guardian* had been seeking for a new development venture. If everything went according to plan, this three-year development project would establish the *Guardian* as the vanguard for coverage of African development, which was an increasingly important topic to many of the *Guardian*’s liberal-minded, globally concerned readers. The project and partnership would be a great means to increase the *Guardian*’s public relations and brand equity as the project would be a source of compelling, exclusive content for *Guardian* readers. As long as the *Guardian* had autonomy to publish regular compelling stories on AMREF’s work in Katine village in Uganda, this would be a win-win partnership for both the *Guardian* and AMREF. Albert could not wait to start working with the editorial department on the logistical details.

Lisa Lewis, Chief Development Officer for AMREF UK, hung up the phone and ran into the office of the Chief Executive Officer, Cynthia Hernandez. “There is something amazing going on, Cynthia. I just got off the phone with the *Guardian*. They have selected us to partner with them on the development project in Uganda! Do you know what this means? This gives us free access to their 20 million web subscribers on a daily basis! I haven’t even run the numbers, but this is going to lead to a massive increase in support and awareness among private donors. All they need from us is our permission to closely follow and report our progress on the Katine Village project in Uganda. They’re going to build a whole interactive website to showcase the project, so readers can keep updated on our efforts and see how their donated funds are being used to help the people of Katine. It’s too good to be true!” Cynthia did not know what to say. While partnerships between corporations and non-profits were not a new concept, partnering with a media organization would have its own flavor of difficulties. Cynthia could not think of an example of an NGO giving a corporate entity full reign to monitor and report its daily progress on a given project to such a mass audience. Certainly, the scale, if not the public access to information, would make this a groundbreaking project in the non-profit world. Cynthia had some initial concerns about sharing project control and the potential for the media scrutiny to magnify small issues on the ground. But she brushed off these concerns quickly as she too became excited about the likely windfall in donations and increased awareness AMREF would receive from its partnership with such a prominent and influential media organization.