



**Lazos Profesionales** is a non-profit, non-governmental organization (NGO), dedicated to the strengthening and capacity building of NGOs working or interested in social development, seeking to achieve positive and sustainable change through rational and strategic use of the available resources.

We seek to build effective partnerships across the business, public and NGO's sectors, ensuring such encounter is beneficial for all parts involved; and enhancing NGOs and other social players' potential for innovation and effective action

## About Us

**Lazos Profesionales** was created in late 2005 as a natural evolution and consolidation of the team formed in 2003 to plan and execute a national contest calling out for social projects to be carried out by and for organizations and People with Disabilities (PWD), "**Comunicar para crecer**" (*Communicate to grow*)"<sup>1</sup>. The former included a training course and benefited a total of 100 NGOs from more than 36 locations across the country. "**Comunicar para crecer** (*Communicate to grow*)," had the support of Fundación Telefónica de Argentina, one of the largest corporate foundations in the country.

We are a multidisciplinary team with expertise in the Social Sector, backed by both academic credentials and extensive field experience. Our perspective and personal involvement, hence, constitute a unique asset when addressing social issues. In our already mentioned inter-sectoral approach, we prioritize the participation of social organizations that are usually not visible to donors, investors or governments, yet show valuable knowledge and leadership among specific communities. Furthermore, in our role of facilitators for capacity-building and organizational strengthening, we focus on developing organizations' own resources to foster their self-sufficiency and sustainability, both in their operation and impacts, seeking to minimize unhealthy dependencies.

While our scope is wider, we have developed particular expertise in the work with organizations integrated by and working for people with disabilities (PWD), and the continued promotion of volunteerism as key pillar for social transformation.

## Mission

To contribute to improving social organizations's management capacities, enhancing their ability to increase their own goals's impact, and boosting interrelations among them.

## Goals

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- To promote social organizations as innovative and responsible actors for a better development of their activities, encouraging them to seek and create conditions for partnership and strengthening of social ties, as well as promoting good social management practices that make their development sustainable.
- To promote and strengthen processes of social organization, intending social development projects are driven by the strategic involvement of the different actors within society, support

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<sup>1</sup> In Spanish: "Concurso Nacional para Organizaciones de y para Personas con Discapacidad (PCD) "Comunicar para crecer",

the training of NG leaders and other members and any other relevant players, by enhancing the use of new technologies in management.

- To strengthen the relationship between universities and their communities, by promoting volunteerism among students as a means to bring them closer to social organizations, and promote awareness and exchange between the both institutions' integrants, Thus, we seek the development of citizenship literacy and practice, contributing to support organizations' mission and daily work.
- To strengthen the relationship between businesses and the community through the coordination among companies and NGOs, and promotion of participation in volunteer work.
- To promote PWD and organizations representing them as leaders and advocates for the collective interests and voices they represent.
- To disseminate and raise awareness of social problems by offering a working framework in organizations through seminars and workshops

## What we do

Programs	
<b>Training sessions</b>	We develop face-to-face and distance (e-learning, blending learning or video conferencing system) training sessions, to promote skill-building as needed. Our work dynamic is inductive - active: participants "learn by doing". To enable this, we have developed remarkable know-how for customizing teaching materials to the needs and possibilities of each particular audience. We have developed and dictated several training courses specifically aimed at NGOs integrated by and for PWD.
<b>Knowledge generation</b>	We support and provide assistance to organizations conducting research in the social field. We also work on developing teaching cases.
<b>Institutional Strengthening</b>	We provide technical assistance to NGOs, government agencies at various levels and companies in their areas of corporate community relations to improve their management practices and thus their social impact. After an initial review and diagnose of each case's particular needs, we identify, analyze and select the most appropriate intervention strategies to accompany the organization in the improvement process.
<b>Social projects</b>	We accompany NGOs, companies and/ or government areas in the design, implementation and evaluation of social projects.
<b>Volunteering</b>	We understand that volunteer human resources for NGOs are as important as financial resources, if not more. Therefore, we promote volunteering with special emphasis on Corporate and University Volunteerism, striving to strengthen the relationships between educational institutions and civil society, and between businesses and the community.
<b>Communication</b>	We support organizations in the design of their global communications strategy and implementation of diverse tools – with mail focus on digital. We understand communication as organizations' nervous system, as well as their bridge with all other society's players and potential partners. Good communication systems are essential for accountability and transparency. We consider that an effective strategy articulates success in terms of desired outcomes, sets and communicates priorities to internal and external stakeholders, also guiding decision-making to maximize effectiveness.
<b>Corporate Community Relations</b>	Assistance and support in designing, developing and implementing strategic plans and programmed specific relationship to maximize the impact of corporate contributions in money, staff time, products, services, knowledge management and other resources directed towards the communities in which they operate.

## Partnership with Liliane Fonds

Since May 2012, Lazos Profesionales is the **Strategic Partner Organization (SPO) in Argentina of Liliane Fonds** ([www.lilianefonds.org](http://www.lilianefonds.org)), a non-profit organization created in 1980 in the Netherlands. Liliane Fonds focus on children and youngsters with disabilities who live in poverty in Africa, Asia and Latin America.

After more than 20 years of cooperating with Argentina, Liliane Fonds **decided to terminate its Program in the country in a responsible way**. Lazos Profesionales became, then, the strategic partner organization: we were chosen since we share mission, vision and values of Liliane Fonds, and have strategies and programs related to disability and capacity building in common, as well as human resources, and organizational and institutional capacity to implement and monitor the program and partner organizations at the local level, strengthening the network at the grassroots level.

The strategy for the responsible termination of the Program was developed by Liliane Fonds, Lazos Profesionales and the National Coordination Team, with two main goals:

- To cooperate in the transformation of their partner organizations into sustainable institutions able to fulfill their mission and to provide quality services to children and youngsters with disabilities in their territory after the termination of Liliane Fonds 's program in Argentina.
- To build capacities related to the strengthening and the institutional development of the partner organizations, aiming at the gradual introduction of new routines, structures or procedures that tend to professionalize their NGO managing.

The termination of the program was based on a strategic redistribution of Direct Child Assistance and a Comprehensive Education and Training Program (Programa Integral de Capacitación y Formación – PDCF)

### About Comprehensive Education and Training Programme (Programa Integral de Capacitación y Formación – PDCF)

***“Programa Integral de Capacitación y Formación” (PDCF) is a comprehensive education and training program with a blended learning methodology –to ensure the involvement and participation of partner organizations from all over the country- to promote skill-building as needed; using customized teaching materials.*** PDCF aims to provide relevant answers for the organizational reconfiguration of services for children and youngsters with disabilities through capacity building processes in NGO management, according to the needs of the partner organizations in different regions and social contexts.

The implementation modalities have facilitated the process in a diverse territorial context and proved to be privileged spaces for installation, reinforcement and transference of skills, capacities, tools and resources on various aspects regarding NGO management in the participating partner organizations.

Since 2012, partner organizations participated in training sessions on various aspects regarding NGO management:

- Communication strategies and tools for NGOs.
- Sustainability and fundraising (on a local, national and international level).
- Project Cycle Management.
- Government and management, accountability and transparency in NGOs.
- Human resources and volunteer management in NGOs.

- Alliance Building (seeking to create an alliance of partner organizations on a national level).
- Advocacy.

The overall PICF strategic design met the demands of the partner organizations, and the methodology and didactic materials have been backed by good evaluation results and good responsiveness to changes on PICF curricula based on the needs expressed recurrently by members of partner organizations.

**PICF has proven to be relevant and responds to the goals set for the responsible termination of Liliane Fonds's cooperation in Argentina.** However, capacity building is not exhausted in training sessions: after midterm evaluation, and in PICF's framework, **started a demand driven coaching process and personalized technical assistance to partner organizations by Lazos Profesionales: Programa de Acompañamiento a Medida a Organizaciones Asociadas (PAM).**

PAM allows us to guide, assist and evaluate the effective incorporation of the contents and strategies, as well as the execution of concepts and tools acquired during the PICF's training sessions. **A personalized and targeted coaching, tailored to the needs of each partner organization, helps to identify, analyze and select the most appropriate intervention strategies to accompany the process of capacity building and institutional strengthening in each organization.** A course of action that relies on technical assistance "in the field" is naturally derived from an ongoing training process, and is oriented to reinforce the ultimate goals of the Program termination strategies.