

## Community Connections: Developing Strategic Partnership Alliances

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# Learning Objectives



How small agencies can partner for major impact



The Importance of strategic mapping/planning



The Importance of Org and Community Asset Mapping

A **strategic partnership** is a mutually beneficial arrangement between two separate parties that do not directly compete with one another.

Companies have long been engaging in **strategic partnerships** to enhance their offers and offset costs.

# Strategic Partnerships

# Strategy first:

You can't have “strategic partnerships” without first having a strategy!

## Strategy must be:

- Rooted in the mission of the org
- SMART
  - Specific
  - Measurable
  - Achievable
  - Realistic
  - Timely

# Strategy

- Strategy = The roadmap to impact that answers the “what, when, who and how”
- Mission is the “why”
- **Being strategic also means being selective... normalize saying no!**
  - **\*\*Not everyone’s brand will align with yours \*\***

# Teamwork makes the DREAM WORK

Once you've decided what your strategic goals and priorities are, then you find "Co-conspirators"

- Main or New Partner?
- **There must be legally binding contracts!**

# Main Partner

- Long lasting
- Trusted
- Reliable
- Mutually beneficial
- Synergistic

NEWS RELEASE:  
Ending the HIV Epidemic



**FULTON  
COUNTY**



# New Partner

Vetting

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graph TD; A[Vetting] --> B[Partner on one project]; B --> C[Find alignments/synergies];
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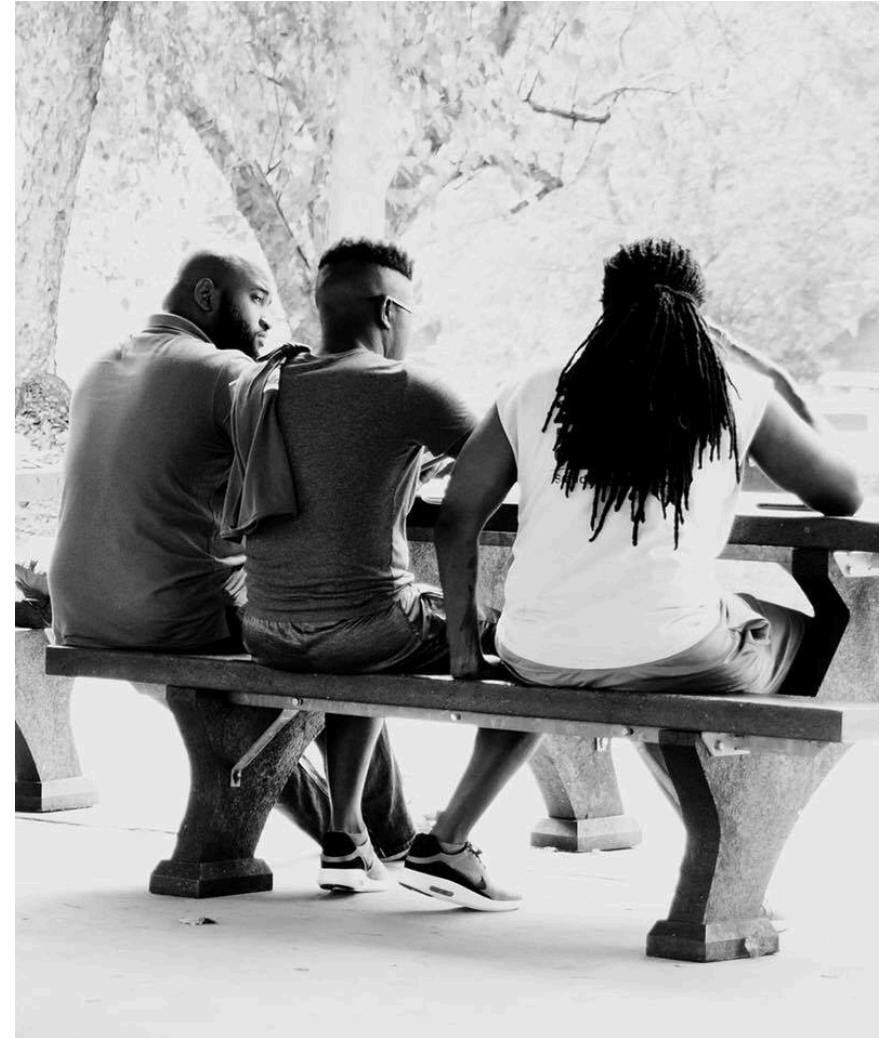
Partner on one project

Find alignments/synergies



# THRIVE SS Inc

- Founded by 3 Black Gay Men with HIV
- Largest support network for BGMWH
- Currently incubating 3 grassroots agencies
- Formed as a collaboration of colleagues



# Beginning - first 1-2yrs

- Little to NO Funding
- 300+ members
- Partnered with larger agencies for funding
- Partnered with local agencies
- National partnership (Huge Impact)

2017

- First lead grant
- Partnered with Bristol Myers Squibb to build poster presentation for USCA and IAS



Bristol-Myers Squibb

# 2018

- Leased first space
- R3 Project
- Partnered with almost every HIV provider to give centered care to people with HIV (PWH)
- Providing training to agencies centering community feedback
- Hosted exhibit at IAS in Amsterdam



## 2019 - Strategic map

### Importance

1. Lists are magic
2. Strategy maps/plans help to assure we have a measured approach forward
3. focuses efforts
4. prevents mission drift
5. helps with aligning and partnering with others



# 2019

- Settled a 5,600 sq ft building,
- National membership around 4000+
- Linked 300+ PWH
- Providing local and national TA
- Filmed first documentary



2020

- National and Local partnerships  
- e.g., health departments,  
Ryan White-funded orgs, legacy  
agencies, AETCs, small startup  
agencies, incubating agencies
- Strategic Plan

# DOING NON-PROFIT DIFFERENTLY

THRIV<sup>o</sup>SS

STRATEGIC PLAN 2022

# 2021

- Global partners
- Twinning opportunities
- Partnering outside of HIV and public health (tech developers, media)
- Elected officials
- Faith-based communities/leaders



# THRIVE Strategic Goals and Expansion Plans

- Community Conversations/THRIVE365 App:
  - Partners: GA AETC, Rutgers University, The Corporate Lounge, local providers and SME
- TA Center:
  - Partners: GA AETC, The Corporate Lounge
- Expanding into testing and care provision:
  - Positive Impact Health Centers, Odyssey Family Counseling

## THE LONG GAME

The following section provides a high level, long-range view of the future THRIVE SS. As such, these pillars are bold, innovative, and progressive, to match the agency's mission to advance community power collectively. The ultimate goal is to design and catapult programs that are:



# Partnerships can provide:



Space



Staffing



Revenue



Cost saving



Bolster services

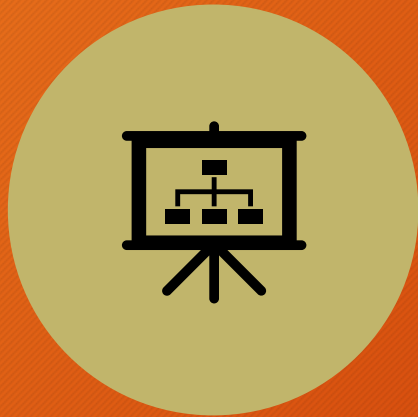


Provide greater  
diversity of  
experience

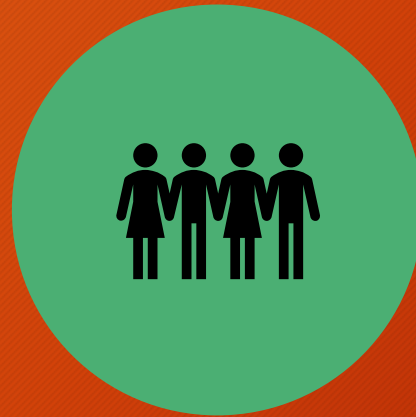
# Asset mapping

- **Asset Mapping** is a tool that relies on a core belief of **asset-based** community development; namely, that good things exist in communities and that those things can be highlighted and encouraged – these are **assets** suited to advancing those communities.

# Asset Mapping



YOUR ORG/MISSION = ASSET



WHO ELSE IS IN COMMUNITY  
DOING WORK



WHOSE WORK ALIGNS WITH  
YOUR VISION/MISSION

# Importance of Org and Community asset mapping

## 01

### Org mapping

- Helps to identify talent and service gaps
- Scout talent
- Know what NOT to do
- Choose and vet partners

## 02

### Community mapping

- Helps gauge:
  - Who is where
  - What they are doing
  - How best to align

Partner with  
**PURPOSE**

## Consider:

- Cost vs. Benefit
- Are there alignments
- Main vs. New
  - Does this partnership support our 3-5 year goals?

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