

The Good Neighbor Collective

I. The Context

Since 2018, The Good Neighbor Collective has worked to better the lives of its community by strengthening local kinship networks. As the organization grew, the importance of formalizing its mission and funding plan grew with it.

The Philanthropy Studio was there to help.

Objective 1: Support the formation of a brand architecture that helps to communicate The Good Neighbor Collective’s purpose.

Objective 2: Support the formation of an organizational funding strategy that promotes the sustainable fulfillment of the organizational mission.

II. The Process

- 01. Diagnose:** We conducted one on one calls with internal stakeholders and distilled key project information into a project brief for session participants.
- 02. Recruit:** We assembled a team of internal and external stakeholder participants.
- 03. Focus:** We designed and facilitated a 2.5 hour session, gleaning input on the brand architecture and organizational fundraising strategy.
- 04. Debrief:** We presented actionable recommendations with accompanying rationale and discussed areas of future need.

III. The Outputs

Objective 1 Outputs

- Refined TGNC’s mission
- Created TGNC’s tagline
- Created TGNC’s pillars

Objective 2 Outputs

- Created a donor game plan
- Created a grant game plan
- Created an events process guide

IV. The Impact

- Within three months of Philanthropy Studio’s work on this project, TGNC launched a new initiative to provide housing for their constituents.
- The organization successfully raised \$13k to cover the acquisition of a housing unit and offer the space to one of their constituents free of charge for the year.
- The organization is continuing to carry out its mission with other families in their network.