Strategic Alliances Initiative Overview

Thrive’s mission is to promote and support a nonprofit sector that contributes to the economic and social health of San Mateo County. This past year has demonstrated how integral nonprofits are to providing critical services and programs for our communities. It has also become very clear that crises like the COVID-19 pandemic present formidable challenges for nonprofit sustainability. Monitor Institute by Deloitte estimates that 10-40% of nonprofits will face consolidation or closure due to the pandemic. Thrive aims to protect against this trend in San Mateo County through strategic support of the nonprofit sector, which is essential for pandemic recovery and long-term community resiliency.

With the support of the County of San Mateo, Thrive has created the Strategic Alliances Initiative to help nonprofits not only stay open, but also strengthen their capacity to meet community needs and deliver impactful programs.

Step 1: Understanding the Landscape (January - April 2021)

Thrive is laying the groundwork through a landscape analysis designed to provide a clear, current, and comprehensive picture of the nonprofit sector in San Mateo County. Mixed method research will be conducted to understand the number of active nonprofits; their geographic and service area distribution; challenges, opportunities, and factors related to sustainability and impact; and strategies to facilitate strategic alliances.

Step 2: Developing a Roadmap (April - June 2021)

Based on landscape analysis, stakeholder engagement, and literature review of existing successful models, Thrive will develop a framework and recommendations for nonprofits to navigate opportunities for strategic alliances that maximize service delivery and program impact.

Step 3: Technical Assistance & Pilot Program (June - Sept 2021)

In addition to providing this roadmap, Thrive will provide broad and customized technical assistance to nonprofits in generating solutions to address challenges and leveraging opportunities for strategic alliances. This will include a pilot program to establish shared services among local nonprofits to let nonprofit leaders do what they do best – deliver high quality programs to meet critical needs.

GOAL: FURTHER MISSION

Strengthen nonprofit capacity to meet community needs and deliver impactful programs.

BROAD DEFINITION

Strategic Alliances include a range of collaborative activities – from group training and coordinated action to shared services and formal alliances.

EMPOWERMENT

Strategic Alliances empower nonprofit leaders and staff to focus their time and resources on mission-driven activities.

ENGAGEMENT

Strategic Alliances engage nonprofits in identifying and leveraging opportunities based on their needs, priorities, and goals.

EQUITY & INCLUSION

Strategic Alliances provide capacity building and resources for diverse nonprofits that may face challenges due to their size, leadership, communities of focus, and service areas.

THIS INITIATIVE AIMS TO STRENGTHEN THE NONPROFIT SECTOR FOR THE BENEFIT OF EVERYONE IN SAN MATEO COUNTY. SHARE YOUR IDEAS FOR CREATIVE STRATEGIC ALLIANCES TO SERVE MORE PEOPLE AND DO MORE GOOD.