

SA2020[®]

PARTNER OVERVIEW

NONPROFIT

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WHAT IS SA2020?

SA2020 is a bold vision for San Antonio in the year 2020 created by thousands of San Antonio residents in 2010. The vision is made up of 11 cause areas that our community prioritized as fundamental to our success as a world-class city. Each cause has indicators chosen to track our community's progress toward the vision.

Knowing that meaningful and lasting change could not happen without ongoing support and activation of the community, SA2020, the nonprofit organization, was created in 2012 to serve as the primary catalyst for progress toward the community vision. SA2020 brings a macro-level perspective to community work that allows us to identify gaps and potential collaborations. Our objective use of data and comprehensive approach allows us to integrate and align efforts toward common results and make strategic use of community resources, while inspiring action throughout the community.

Our work falls into three main categories:

MEASURING PROGRESS

SA2020 objectively measures progress on the community's goals, using various indicators of progress to inform partner action and engage the community. We have built and maintain a one-of-a-kind web system, designed and developed in San Antonio, which includes a real-time data SA2020 Dashboard showing up-to-date progress towards our SA2020 outcomes.

SUPPORTING PARTNERS

SA2020 partners with organizations whose work impacts the community vision, combining and aligning efforts to strengthen our collective work. The data we collect helps SA2020 and our partners guide responsive strategies, validate successful ones, build collaborations, pinpoint areas needing additional investment, and stimulate and drive thoughtful public policy making.

ENGAGING THE PUBLIC

The SA2020 vision was created by the public, and SA2020 the nonprofit works hard to ensure the public remains engaged with and informed of the community's work toward that vision. SA2020 celebrates stories of success and innovation in the community, shares data stories of our progress to enhance public understanding and motivate action, and SA2020 partners offer direct access for individuals to get involved through our portal on SA2020.org.

CORE VALUES

SA2020 uses four core values to drive our work as an organization and as individuals.

Community

We value supportive relationships, open communication, and collaboration, which we believe strengthen our connection to and trust in each other.

Creativity

We value imagination and innovation and recognize that taking risks and adapting to change leads to solutions.

Personal Development

We value excellence, independence, and achievement. We believe that if we work to grow individually, we will be even stronger together.

Accountability

We value transparency and reliability in our own work and in the information we release. We take our responsibility for measuring San Antonio's progress very seriously and commit to being transparent, objective, and reliable in this process.

THEORY OF CHANGE

As a nonprofit, we serve as caretakers of the enormous set of “what if?” statements created by several thousands of you back in 2010 to describe what our community would look like as a world-class city.

What if...

San Antonio residents were among the healthiest people in the U.S.?

San Antonio had the greatest turnaround in education in the nation?

San Antonio was recognized as a leader in economic growth?

San Antonio was the safest big city in the country?

San Antonio led the world as a creative community?

San Antonio was renowned as the best city to raise a family?

Our goal is not to answer the “what if?” for only some community members, but to help create and support comprehensive strategies and action plans that answer the “what ifs?” for all.

Through the work of SA2020 the nonprofit, our partners, and community efforts, we believe that our collective vision will be achieved by 2020.

We know present conditions produce future communities. Strengthening the city today ensures progress for tomorrow. In order to achieve our vision, we have to have a plan of action. The results we expect to see as part of that vision are not narrow, isolated changes. Neither is there one straightforward path to achieving those results.

Community change is cyclical, composed of many parts that continually influence one another. These complex issues require multiple approaches and strategies. Because each piece directly or indirectly impacts other areas, focused efforts on any area pay immediate and future dividends.

With no clear cycle beginning, this way of looking at our environment offers multiple entry points to intervene and potentially turn the curve.



EARLY CHILDHOOD

Early childhood investments help prevent future academic, social and health challenges and the costs that come with them, laying a strong foundation for our children to become healthy, thriving, contributing adults.

SA2020 Cause Connection: Health & Fitness, Family Well-Being, Education

EDUCATION AND WORKFORCE

A well-educated community builds a stronger workforce, which builds a stronger economy. Students who enter and leave the education system ready to succeed are able to create greater economic opportunities for themselves and for our city, supporting a thriving economy and an overall improved quality of life.

SA2020 Cause Connection: Education, Economic Competitiveness

HEALTH ACCESS AND WELLNESS

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Good health and access to healthcare is essential for residents to be successful in all other parts of the cycle. Urban residents need an environment designed to support health through access to quality food, safe transportation and housing as well as public spaces that encourage active living.

SA2020 Cause Connection: Health & Fitness, Transportation, Family Well-Being, Community Safety, Neighborhoods, Environmental Sustainability

SOCIAL CONNECTEDNESS

Social connectedness refers to the benefits of human relationships within a community. Social bonds among residents create ‘social capital’ - the informal networks and connections that help a community function in healthy and positive ways, and promote the kind of civic involvement that is essential to a vital community.

SA2020 Cause Connection: Civic Engagement, Community Safety, Arts & Culture, Downtown Development, Neighborhoods

SUSTAINABILITY

Everything that is required for our wellbeing depends directly or indirectly on our natural environment. Promoting responsible growth and using practices such as water conservation, energy management and responsible land development are all part of maintaining conditions from which future generations can continue to benefit.

SA2020 Cause Connection: Environmental Sustainability, Neighborhoods, Health & Fitness

INFRASTRUCTURE AND THE BUILT ENVIRONMENT

Smart growth means designing infrastructure to protect the environment and encourage active living, building housing and transportation choices near jobs, services and schools, maintaining our culture and historic buildings, and ultimately decreasing commutes and increasing diversity of neighborhoods.

SA2020 Cause Connection: Neighborhoods, Downtown Development, Transportation, Environmental Sustainability, Community Safety

COMMUNITY VITALITY

Community vitality represents our ability as a city to plan, make decisions and act together in ways that make our hopes and dreams become reality. The SA2020 community vision encompasses all the areas that contribute to our community’s vitality and ability to thrive well into the future.

SA2020 Cause Connection: All

WHO IS AN SA2020 PARTNER?

Partners are the foundation to SA2020's work. Our shared goals as a community cannot be accomplished by any one entity alone. SA2020 works with a variety of partners, but all of our partnerships are built on the same things:

1. We share the same vision for San Antonio.
2. We agree to work collaboratively and focused toward at least one of the SA2020 outcomes.
3. We understand what each partner contributes to and benefits from the partnership, which is formed by the unique and complementary strengths of both.

SA2020 partners come in many shapes and sizes:

- Nonprofit Organizations
- Cross-Sector Collaborative Groups
- Public Sector
- Educational Institutions (school districts, colleges, and universities)
- Corporations
- Foundations or Private Funders
- Community Partners
- Individuals

Each partner is unique, but looking at partnerships by these types helps us communicate the ways in which we can offer support. We believe that building a network of partners across all areas and types is essential to making meaningful progress, because we are stronger together.

Not a nonprofit organization? We'd still love to discuss how we might be able to partner in other ways. Please email us at info@sa2020.org.

WHAT KIND OF PARTNER AM I?

SA2020 AND NONPROFITS

The work of nonprofit organizations is a major factor in what's going to turn the SA2020 vision of 'what if' into 'what is'. They are far-reaching and vital to San Antonio's wellbeing. As a nonprofit, there are many ways that you are moving the needle. As a partner, there are three main things you can do to help us work together:

- **Align your work to SA2020 outcomes.**
Using the SA2020 Causes as a frame, you can tell the story of how your work will lead to SA2020 outcomes. Focusing on how your programs contribute to specific outcomes helps create a clear picture for funders, staff and other stakeholders of how you're working to ensure your activities will actually contribute to the results you want to see – which will also help us share your impact with the community.
- **Use SA2020 data to inform your strategies and communication.**
The progress of our community is documented on the SA2020 Dashboard in a variety of ways. Each cause area includes a stated outcome goal and a set of indicators of success. While these indicators can never provide the *complete* picture of what it will take to achieve our vision, they make a great starting point to thinking and talking about progress in a big-picture way. If you are working on a particularly outcome, check out where we are as a city on the [SA2020 Dashboard](#).
- **Tell your story.**
By sharing the story of your successes and lessons learned, you help complete the picture of the progress we're making as a community towards our vision. With all of our partners combined stories, SA2020 can tell the community the big-picture story of progress, who is making it happen, and how.
 - Keep your partner microsite current ([hyperlink here](#)).
 - Write a blog about your work, or encourage a volunteer or client to write one. Check out the [Blog Submission Guidelines](#).
 - Use the "SA2020 Certified Awesome" stamp on materials for your events, and send to us so we can help share them. Send materials to our Communications Specialist, mhull@sa2020.org, for approval.

PARTNERSHIP IN ACTION

Examples of SA2020 nonprofit partnerships individually, within collaborative groups, and with local Funders.

Artpace San Antonio's *Chalk it Up!* 2014 (Individual Org Support)

Artpace San Antonio is a nonprofit partner of SA2020 with a profile on our website providing a connection for the public to get involved. As a partner in Arts & Culture, they aligned with the SA2020 goals to increase arts attendance, as well as increase volunteerism to 28.4% by 2020, among others.

In 2014, Artpace San Antonio needed hundreds of volunteers to support their public event Chalk it Up! To help spread awareness, Artpace updated their profile on SA2020.org, reaching the over 3,300 individuals who have profiles in the system. SA2020 shared promoted their event on social media and through our email newsletter, helping Artpace reach their goal of 500 volunteers, and increasing awareness for their event by over 3,000 social impressions, ultimately helping more individuals get involved and help move the needle toward the community vision.

EnrollSA (Collaborative Group)

In 2014, SA2020 joined an impressive coalition of community health groups and organizations, including many nonprofits, known as EnrollSA/Get Bexar Covered, who banded together to make healthcare and insurance a reality for San Antonio's uninsured population. The coalition itself was an asset, but SA2020 was able to identify a gap: a lack of strategic, comprehensive communications.

In order to ensure effective work, we first aligned the coalition around the SA2020 goal of 86% of the population under 65 with health care coverage. We then activated multiple financial sources, leading to over \$300,000 in funding for the coalition between February and November 2014.

SA2020 broadened awareness of this resource by leading a comprehensive communications strategy, under the umbrella campaign of "EnrollSA/Get Bexar Covered," that led to over 1.8 million impressions between February and April 2014.

The work of the coalition inspired action as San Antonio and Bexar County saw more than 76,000 people enroll in healthcare between November 2013 and March 2014. Ultimately, these actions improved outcomes as the number

of uninsured persons in Bexar County decreased from 22% in 2013 to 15% in 2014.

Anonymous Local Corporation *(Alignment of Corporate Funder)*

In 2014, a local corporation reached out to SA2020 for assistance in aligning their local funding to directly impact SA2020 goals. They identified the areas of the vision they wished to support, and requested information on SA2020 partners that impact Downtown Development, Education, and Family Well-Being.

To provide accurate and representative information, we asked partners who identified within these areas to fill out a logic model showing how their work and programs lead to progress on these SA2020 outcomes. (This logic model has since been incorporated into the Partner Application.)

Using this information, this anonymous corporation selected 10 organizations to receive donations that year, and have aligned their philanthropic giving with SA2020 goals, supporting SA2020 partners in their efforts to move the needle. This donor said, “As you hold discussions with the organizations about results and outcomes, I hope you can stress that at least some donors truly value this information. It certainly helps make the argument on “why” we should give to a certain entity and validates/endorses their efforts.”

THE SA2020 SMALL-AND-MIGHTY TEAM

For any partnership or application help, please email us at partner@sa2020.org!



Molly Cox
President & CEO



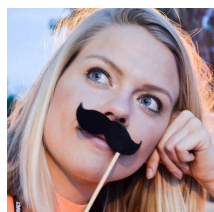
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