

Spruce Root, Inc.

**Presentation by Alana Peterson
Program Director**

www.sprucerooroot.org

Our Values



COMMUNITY



ECONOMY



ENVIRONMENT



PARTNERSHIP



COLLABORATION

Growing Together

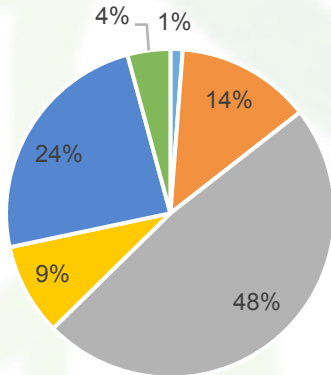
Products & Services

1. Business loans up to \$250,000
 - Existing & Start-up
2. Technical assistance
 - One-on-one Mentorship
 - P2P competition
 - Traveling workshops



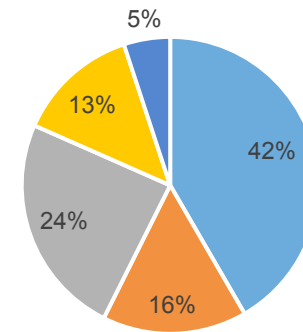
Dashboard: CDFI Loan Program

Loan Pipeline Opportunity - \$925 Thousand



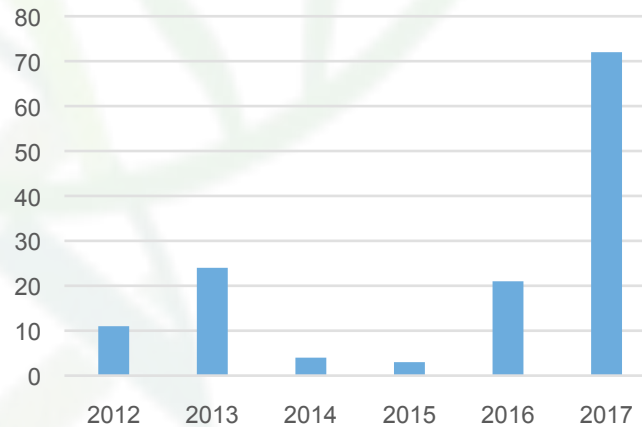
■ Juneau ■ Saxman ■ Sitka ■ Petersburg ■ Hoonah ■ Wrangell

Loans by Industry



■ Natural Resources ■ Fisheries
 ■ Leisure & Hospitality ■ Mariculture
 ■ Agriculture

Jobs Supported - 135 jobs





SUSTAINABLE SOUTHEAST

PARTNERSHIP

Resilient Peoples and Place

Why Collaborate/Partner?

Because it brings:

- Change
- Solutions
- Results

to the problems we have today that we cannot solve on our own...



OK, so how?

Collective Impact:

“Collective Impact is the commitment of a group of important actors, from different sectors, to a common agenda for solving a specific social problem”

collectiveimpactforum.org





Collaboration is
“working with others
to do a task and to
achieve shared goals”

Collective
Impact is a
structured form
of collaboration



A new way of working together.



Alaska Conservation Foundation



5 Elements Of Collective Impact



Common Agenda



Shared Measurement



Mutually Reinforcing Activities



Continuous Communication



Backbone Organization

Common Agenda

We envision a prosperous future for our families and region with self-reliant communities, a vibrant place-based culture, healthy functioning ecosystems, and a robust local economy.



Shared Measurement



Local Business



Energy Independence



Food Security



Community Fisheries
& Forestry

Triple Bottom Line Approach



People



Planet



Profit

Mutually Reinforcing Activities

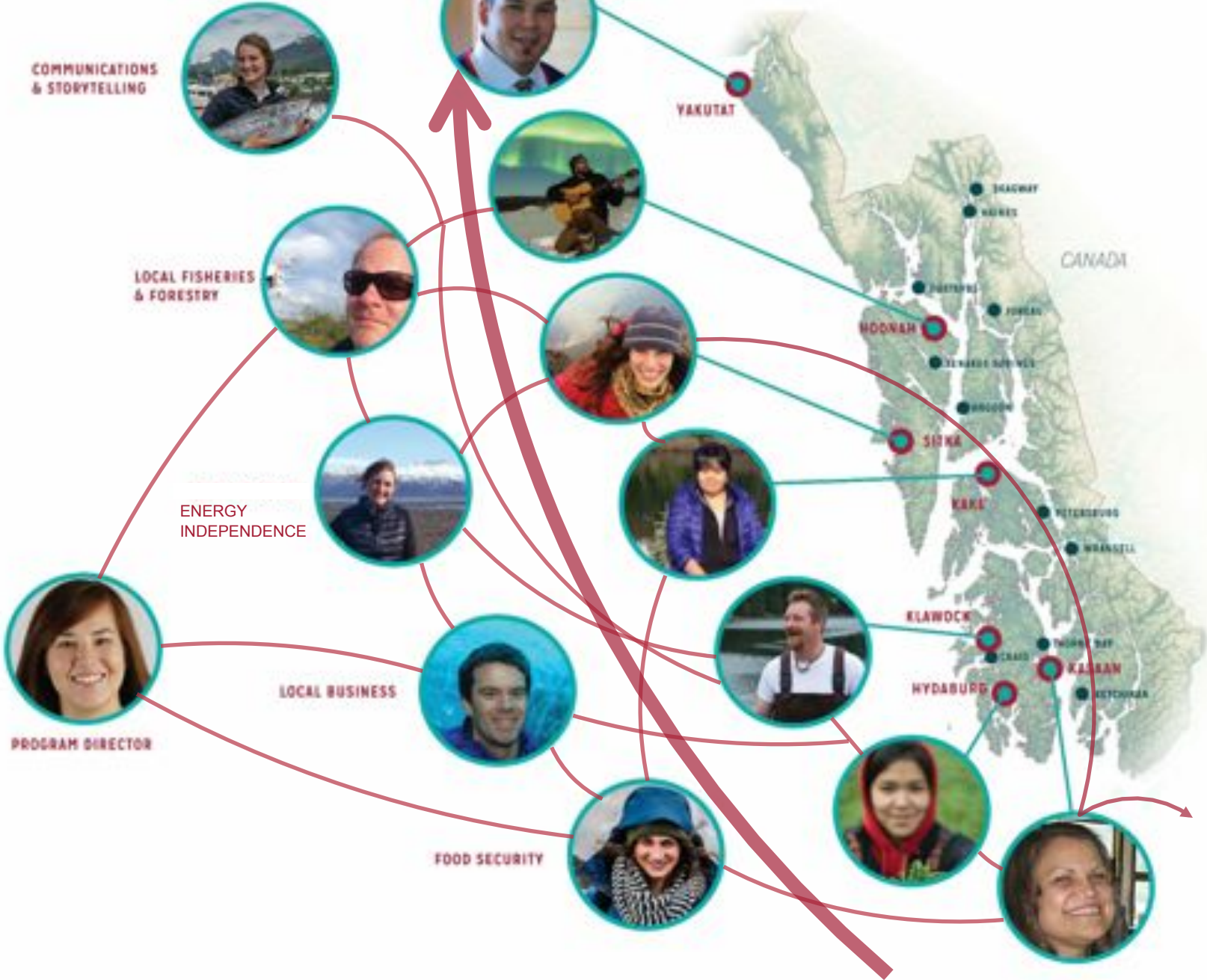
A Diverse Network

Our partnership is diverse and inclusive with representatives from both regional and community-based organizations that collectively support community identified

priorities
 $A + B = C$

Continuous

Communication



Building Relationships

Trust Building



Backbone Organization

- Role = convene & coordinate
- Includes:
 - Guiding vision & strategy
 - Supporting aligned activities
 - Establishing measurements
 - Building public support
 - Advancing policy
 - Mobilizing funding



The Challenges to Collective Impact

- Promising approach, but:
 - Requires trust/cooperation/breaking silos
 - Need to manage the “collaboration trolls” of control, competition, & commitment
 - Slow results
 - Difficult to fund
 - Must be community driven
 - Disrupts power hierarchies

Collective Impact in Action

Training Rural Alaskan Youth Leaders & Students (TRAYLS)





Join Us!

Alana Peterson, Program Director

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**Join the conversation:
October 9-13th Annual Retreat in Yakutat**

<http://sustainablesoutheast.net>

Google+ Community: Sustainable Southeast Partnership



Find us on:
facebook®



www.sustainablesoutheast.net

