



Your Thrive Health Connection Rebrand Questions, Answered.

We hope this information addresses any questions you have about Good Samaritan Project (GSP) becoming Thrive Health Connection. If you have additional questions, please send them to Brian Williams, Director of Development, via email (bwilliams@thrivehealthkc.org) or by calling 816-778-0786.

Why did we need a new name?

- To reflect the evolution of HIV and AIDS treatment and care management. Those we serve are successfully living with HIV and have not only survived but are thriving today.
- To be more relevant. Our programs, core services and focus have changed over 35 years, however, the name and brand have not.
- To support the next generation of care. There is new hope and options for those living with HIV.
- To reflect our strategy to move beyond HIV/AIDS treatment and into more cohesive programming to support the holistic health and lifestyle needs of those individuals we serve.
- To reflect the expansion of services, such as mental health, entrepreneurial initiatives and a mobile health initiative.

Why now?

- The move to Prospect Ave. presented a unique opportunity to reintroduce GSP to a new neighborhood and the larger community.
- We have new strategies in process to expand the scope of services and increase access locally to programs.
- Celebrating our 35th year of providing exceptional care in the community is beneficial to launching the rebrand in 2019.

What has changed in the market?

- While competition is not an issue from a customer perspective, we previously did not stand out from some organizations providing similar services.
- We now have more competition for funding and philanthropy dollars.

What problems did we need to solve?

- We had a possible image issue with name being linked to a church or faith-based organization. And, another group in town has a very similar name.
- Our name did not describe what we do. It is hard to reach new markets, donors or volunteers when we must constantly explain what we do and who we serve.
- Our name and brand did not allow for growth – the organization is expanding into new areas of programming such as mental and behavioral health, more integrated and holistic health services and entrepreneurial and job training ventures.

How have our customers changed?

- Those we serve are living with HIV very successfully. Our organization has some of the highest viral load suppression numbers in the KC metro area, state and nation.
- Our customers are no longer just focused on surviving. They need resources to support more holistic health and lifestyle needs.

What does the new brand represent?

Our new brand better represents our plans for service expansion, plus our vision to be a leader in creating a healthy, thriving community. Additionally, it signifies:

- Continued hope for the future;
- Emphasis on the relational aspect of the organization with those we serve, the community and our partners;
- Helping the whole person beyond HIV/AIDS treatment; and
- An aspirational goal for all involved.

What doesn't change about our commitment to those we serve?

Our name and logo have changed, but our commitment to those individuals living with HIV/AIDS who have entrusted us to help care for them has not. We will provide the same:

- Exceptional care management and focus on integrated, holistic health;
- Continued partnerships with organizations that can support the additional needs of our customers in housing, food security, financial support, job training, mental health, substance abuse and more;
- Organization-wide values of acceptance, hospitality, respect and inclusion; and
- Promise to continue evolving and supporting our community to thrive now and into the future.

How did we develop and imagine our new name?

- The process to develop the new name and brand involved representatives from all stakeholders, including those we serve, staff, community partners, volunteers, donors and Board members. A brand survey, focus groups, market research, legal research and oversight by marketing and communications committee of the Board of Directors were all part of the thoughtful process.
- Thrive Health Connection was the best choice for our new name based on all input and market research and was well received and approved by our Board of Directors. It's a good fit for the mission and vision of the organization and is forward focused.
- "Thrive" is positive and uplifting. It represents wellness, whole person care and the resources for thriving in life. "Thrive" is what those we serve can do in their lives—it's an aspirational goal.
- "Health Connection" clearly defines the role our organization serves as a provider, link to health services, referral base and as a connector to community and partner resources.



- Our new tagline, “educate, empower, enrich,” represents the aims of our programs; what those we serve contribute; and their ownership of their own health and future. The “empower and enrich” are elevating and inspirational for the community we serve.

What is important about the new logo?

- “Thrive” is the bold focal point of the new logo.
- The “V” icon is made up of two parts. The bottom part looks like a checkmark and could signify verification or a bold action. The top “V” form is respectful of GSP’s legacy. It’s symbolic of the former heart and hands icon representing compassion, care and belonging. It’s more modern with an actual bend upward to the future on the left side. The red/orange color is also indicative of a heart.
- The colors are vibrant, bold and purposefully gender neutral to represent inclusion.
- The red/orange is also a playful nod to the color of our building on Prospect Avenue.

What’s next in our future?

- We are excited to share the news about our new name and logo.
- We will update our materials over the next several months.
- We will continue to honor the 35th year legacy of GSP this year and into next year.
- We’re working on many exciting new programs as well, including onsite mental health services and a full-time mental health professional.
- We’re also looking ahead to mobile health services and an entrepreneurial venture to provide job training, a safe gathering place and a new stream of revenue.