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Good Samaritan Project is now Thrive Health Connection

KANSAS CITY, Mo. (April 12, 2019) — Good Samaritan Project (GSP) is now Thrive Health Connection. The organization unveiled its new name and brand identity to stakeholders late yesterday, April 11.

The organization is celebrating 35 years of providing exceptional care in the community to those affected by HIV. In December, they moved to 5008 Prospect Ave., into one of the two ZIP codes in the Kansas City area with the largest population living with HIV/AIDS and the lowest life expectancy.

“We have created an impactful legacy in Kansas City and our 11-county service area over more than three decades,” Chief Executive Officer Caroline Huffman said. “Our programs, core services and focus have changed over the years, but the name and brand have not. What better way to honor that legacy than to continue to evolve to meet the needs of our community now and into the future? Our new name and brand better represent our evolution, an expanded scope of services and our vision to create a healthy, thriving community.”

Board President, The Rev. Charles Everson, added, "The name Good Samaritan Project has served us well, but it's neither reflective of those we serve today nor our mission. People are living longer with HIV/AIDS, thanks to the advancement of medicine. However, they are facing new health challenges and their needs continue to evolve. Our new name, Thrive Health Connection, is an important step in our organization's growth as we continue to connect those we serve with resources – healthcare-related and otherwise – so that they can thrive."

In addition to the new name of Thrive Health Connection, the organization revealed a new tagline – Educate, Empower, Enrich – that Huffman described as a “great fit for our relationships with those we serve and our shared aspirations.”



The word “thrive” is the focal point of the new logo. The “V” icon signifies a bold action and is respectful of GSP's legacy in a more modern style. It’s symbolic of the former heart and hands icon representing compassion, care and belonging. The colors are vibrant yet purposefully gender neutral to represent inclusion. The red/orange is also a playful nod to the bright color of the building on Prospect Avenue.



The people served by Thrive Health Connection are living with HIV successfully, Huffman said. The organization has some of the highest viral load suppression numbers in the KC metro area, state of Missouri and the nation.

“Thrive Health Connection reflects our strategy to move beyond HIV/AIDS treatment and into more cohesive programming to support holistic health and wellness,” Huffman shared. “We are expanding our services, including offering mental health, a job training/entrepreneurial initiative and mobile health for greater access to care.”

While the name and logo have changed, the commitment to those individuals living with HIV/AIDS has not. “We will provide the same exceptional care management and focus on integrated, holistic health,” Huffman assured. “We will continue to partner with organizations that can support additional needs in housing, food security, financial support, job training, substance abuse and more. We will also continue to honor our organization-wide values of acceptance, hospitality, respect and inclusion.”

About Thrive Health Connection

Since 1984, Thrive Health Connection (formerly GSP) has provided exceptional care in the community to those affected by HIV/AIDS with the goal to educate, empower and enrich lives. A regional healthcare leader and influencer, Thrive Health provides medical case management, mental health counseling and prevention, education and testing services. An inclusive and dignified approach puts the individual at the center of their care decisions and has resulted in great success in viral load suppression. Thrive Health offers holistic and integrated health and wellness services to individuals affected by HIV and other STIs, LGBTQ communities, and those seeking a welcoming and affirming health community. For more information, visit thrivehealthkc.org.

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