

Partnerships & Outreach: Building Strong Alliances to Expand Reach and Mission Impact (July 2025)

Presented by Black Cultural Zone Community Development Corporation

What We Do: This area focuses on building, maintaining, and leveraging external relationships and communication strategies to expand the organization's reach, impact, and visibility. It aims to foster strong alliances that amplify collective efforts and advance the mission.

How We Do It (Key Methodologies & Approaches): Our Partnerships & Outreach efforts are guided by

- **The Community Engagement Approach (ACA)** provides a comprehensive framework for multifaceted community engagement and strong partnerships.
- We also leverage the **Growth & Partnership System (SPARK)** to drive sustainable organizational growth through strategic alliances.

Why It Matters: Strong external relationships are vital for expanding our impact, securing resources, and ensuring our work is deeply rooted in the communities we serve. By fostering collaborative alliances, we can address complex challenges more effectively and amplify our collective power for systemic change.



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Our Signature and Strategic Initiatives:

External Relations - Strategic Partnerships

- Elected Officials
 - City of Oakland Council Members
 - County of Alameda_Supervisors
 - State of California_Senators
 - State of California_Assembly Members
 - Federal Government
 - Representative
 - Senator
- Government
 - Economic Development Agency (Federal)
 - County of Alameda
 - HCSA
 - City of Oakland
 - Deeply Rooted/Oakland General Plan
 - Black Cross Society_Safety Ambassadors
- Port of Oakland
 - Clean Ports
 - Clean Heavy Duty Vehicles
- Visit Oakland
- Chambers of Commerce
 - OMCC
 - OACC
- Community Engagement & Partnerships Center Initiatives

Alliances:

- The Legacy Group
- 40x40 Council
- East Oakland Black Cultural Zone Collaborative
- Black Led Organizations
- Deep East Collaboratives
- Black Economy Network
- The Oakland Web
- Oakland Arts Collective
- BlacSpace Collective
- Deeply Rooted