

# COLLABORATION IS KEY: COLLABORATION FROM RRC'S PERSPECTIVE

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Atlanta, GA  
September 13, 2011



# VISION STATEMENT...

The RRC way is a unique, holistic approach to community development that supports residents as well as the physical and spiritual components of community. This approach creates vibrant, diverse communities which serve as models nationally and internationally.



# MISSION STATEMENT...

RRC supports and develops sustainable communities through knowledge sharing, community building, housing and economic opportunities with residents at the center of our efforts.



# VALUE STATEMENTS...

We value ...

**inclusiveness** and **diversity** in all forms.

We value and honor ...

every **community's history**.

We value ...

the **contributions of youth and elders** in our communities.

We believe ...

that it is necessary to **strengthen and create business, social and family-oriented alliances** to bring about **positive community change**.

We respect ...

**indigenous community residents** and will utilize their **inherent assets** to build viable communities where people **live, work and play**.



# BUSINESS LINES...



- Housing Development



- Property Management



- Community Building



- Housing and Financial Education through Home Ownership Center



# COLLABORATIONS...

WELLS  
FARGO

CHASE



HANDS ON  
ATLANTA.  
DO SOMETHING GOOD



VTA  
New Communities  
Builder



Bank of America.



Southern  
Polytechnic  
Georgia's Technology University



EMORY  
UNIVERSITY

CITY OF ATLANTA  
FULTON COUNTY



*John Wieland*  
JOHN WIELAND HOMES  
AND NEIGHBORHOODS



# COLLABORATIONS...



## STRENGTHS:

- Overall Project Management
- Acquisition Dollars
- Construction Financing



## STRENGTHS:

- Construction Project Management
- Marketing & Sales
- Community Relations
- Clarity of Market
- Knowledge of subsidy to support homebuyers

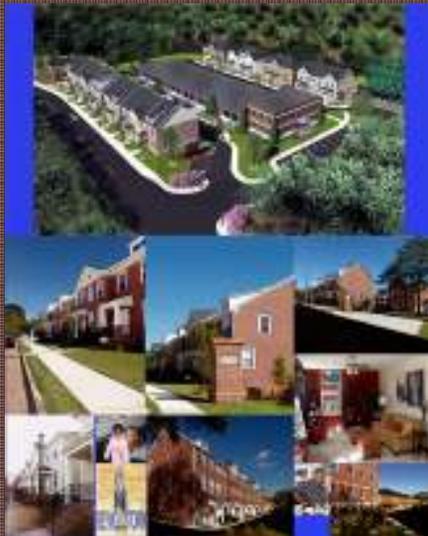


# COLLABORATIONS...



## STRENGTHS:

- Guaranteed construction financing
- Project Implementation
- Project Management



## STRENGTHS:

- Brought CONCEPT to table
- Owned Land
- Community Relations
- Clarity of Market
- Guaranteed construction financing
- Marketing & Sales
- HomeOwnership Center
- Capital
- Knowledge of subsidy to support homebuyers



# HOUSING...



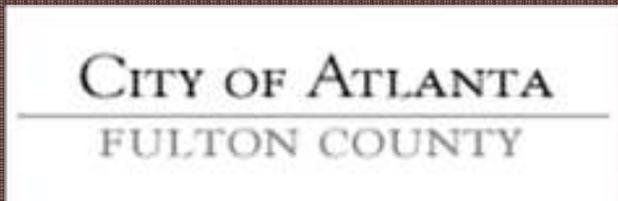
- **280+** Owner Occupied Homes
- **58** Single Family For Sale (Scattered Sites)
- **46** Single Family For Sale (Project Specific)
- **75** Affordable Rental Units
- **459+** units of housing in 17 years



# COLLABORATIONS...



Affordable Green Modular Home



**NSP**



# HOME OWNERSHIP CENTER



- Touch **1000+** people individually with training, pre/post purchase counseling, and foreclosure assistance annually
- Have impacted **3000+** individuals and families annually to date
- Collaborations and partnerships= continued growth
- Sustainability



# ECOSYSTEMS PERSPECTIVE

## CONNECTIVITY:

Everything is **CONNECTED**- a change in one part of a system creates change in another

## STRENGTH:

Utilize our existing **STRENGTHS**- within the individual, the family, the neighborhood, the community, and partnering organizations...

## COLLABORATION:

Forming **COLLABORATIONS** creates a sense of connectivity within the community, builds on our strengths, and establishes sustainability

## SUSTAINABILITY:

Provides **SUSTAINABILITY** to RRC, our partners, which benefits the end user of goods or services



# IN CONCLUSION:



- Be **honest** about strengths and weaknesses
- Manage Expectations (Relationship Building)
- **Respect** the value that each partner brings
- Expect an **EQUITABLE** deal (It's not about winning)
- Maintain **CLARITY** around profits and proceeds
- Honor **commitment** for norms, timelines set, etc. from partners
- Stay **ACCOUNTABLE**
- Be **sensitive** to **cultural differences** and blend visions/systems to achieve mission or goal
- Take advantage of gifts, talents, and resources to achieve goal
- And...



# IN CONCLUSION:

In collaborations and partnerships...  
the winner should be the end user of the  
goods and services produced or provided

All partners should feel good about the  
relationship and the work accomplished.

RRC creates sustainable home owners,  
families, neighborhoods, and communities,  
and **relationships**.





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