



Partnership Opportunities

*Community isn't built by chance.
It's built by design.*



We help institutions build with communities, not for them

Fair Ground Impact Strategy & Development is a strategy and design studio in St. Louis. We work with nonprofits, schools, libraries, municipalities and public institutions that have a problem worth solving or an idea worth building and we turn community insight into programs, partnerships and plans that hold.

Founded in 2025 by Siyanna Mahan, LMSW

A social worker by training and a strategist by trade. MSW, Howard University.

1

Foundation in St. Louis

Based in St. Louis, serving organizations nationally.

2

Social work × Strategy × Design

Clinical rigor about people, paired with plans that actually run.

3

A cross-subsidy model

Our institutional work helps fund Fair Play, our free youth initiative.

The people who know a place best rarely get the most say in what gets built there

01

Engagement fatigue

Communities are surveyed again and again without seeing anything change. Trust erodes with every extractive ask.

02

The strategy-to-execution gap

Leaders receive high-level reports with no operating workflows, staffing plans or funding path, so good plans stall.

03

Participation without power

Many processes create the appearance of participation without the substance. Input is collected; decisions don't move.

It's rarely about effort. It's usually about strategy.

Design is a justice issue

OUR MISSION

To move institutions beyond performative community engagement by co-designing tangible programs, spatial strategy frameworks and operational workflows that measurably expand organizational reach and advance equitable community outcomes.

OUR VISION

To be the Midwest's most trusted community engagement and public participation partner — the one organizations call when they need to make better decisions with the people they serve.



Design for Public Good™

Communities deserve programs, spaces and systems designed with people, not just for them.

Every engagement moves from listening to a plan people can act on

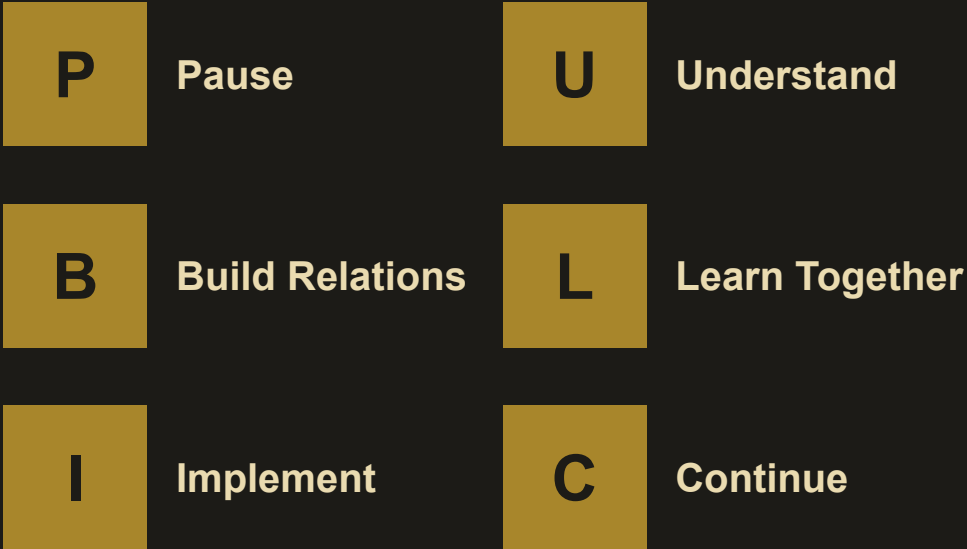
- 01

Diagnose
Listening sessions, stakeholder interviews and an honest look at the gap between intent and impact.
- 02

Co-Design
Structured working sessions with your team, your stakeholders and the community you serve, together.
- 03

Build the Blueprint
A concrete, fundable roadmap your team and your funders can act on — not just a report.

THE PUBLIC METHOD™



We're early — and building the evidence base on purpose

IN PLACE TODAY

- The PUBLIC Method™ and a full service catalog
- Equitable Stakeholder Engagement 101 course and workbook in development.
- Fair Play youth initiative designed; recruiting founding sponsors
- Featured in CanvasRebel and VoyageSTL

OUTCOMES WE DESIGN FOR

Projected — not yet demonstrated

- Community input that visibly shapes decisions
- Programs people use and keep using
- Trust rebuilt where it was damaged
- Youth-led ideas funded and launched

HOW WE'LL MEASURE IT

- An engagement baseline, scored before and after
- Decisions traceable to community input
- Participation that reflects who is affected
- Follow-through tracked in the Continue stage

Fair Ground Impact was founded in November 2025. We report outcomes only once they're measured.

Stronger communities require shared solutions



Partnering instead of competing lets us take on larger, multidisciplinary work than any of us could win — or deliver — alone.

Six ways to build with us

1 Program partners

Nonprofits · schools · libraries · cities

Co-design and deliver programs, listening campaigns and community advisory boards.

2 Philanthropic partners

Foundations · funders

Resident-informed grantmaking, community engagement and grantee capacity building.

3 Business partners

CSR teams · local businesses

Sponsor Fair Play youth projects, offer mentors and connect to your neighbors.

4 Community partners

Organizers · CBOs · resident leaders

Co-host sessions, shape agendas and lead — with community expertise always paid.

5 Delivery partners

Planners · designers · researchers

Join multidisciplinary proposals, share evaluation work and exchange referrals.

6 Learning partners

Associations · conferences · universities

Host workshops, trainings and the Equitable Stakeholder Engagement curriculum.

What a partnership could look like

A library system with a new strategic plan

THEY BRING

The plan, staff time and access to branches

WE BRING

A listening campaign and co-design lab with paid resident participants

SHARED OUTCOME

An implementation roadmap built on community priorities

A regional foundation

THEY BRING

Grantmaking goals and convening power

WE BRING

A Community Advisory Board — recruited, trained and facilitated

SHARED OUTCOME

Funding priorities shaped by residents

A St. Louis business

THEY BRING

Founding sponsorship and employee mentors

WE BRING

Fair Play program design and youth project coaching

SHARED OUTCOME

Youth-led ideas launched in local neighborhoods

Better decisions, tools you keep, and relationships that last

Decisions that hold

Choices shaped with the people affected are easier to sustain.

Tools, not just reports

Every engagement ends with something your team can use on its own.

Trusted local roots

Based in North St. Louis, working from the communities we serve.

Fundable roadmaps

Plans built to be acted on by your team and your funders.

Honest counsel

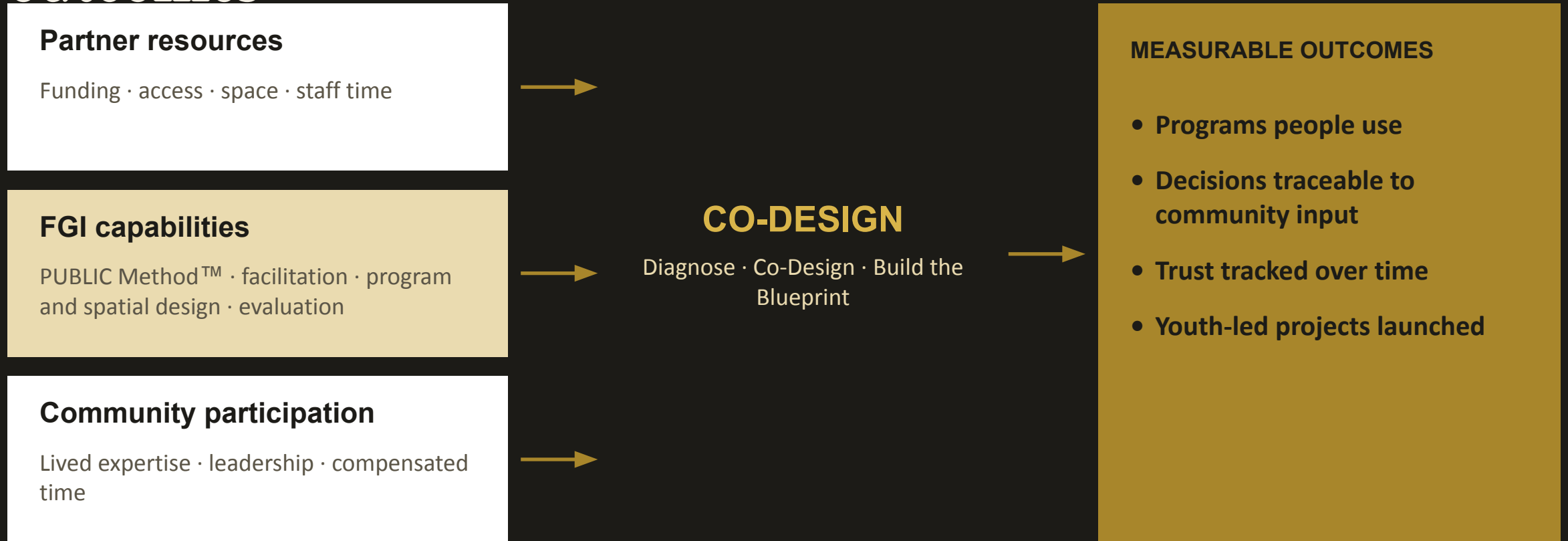
If we're not the right fit, we'll say so and point you to who is.

Community connection

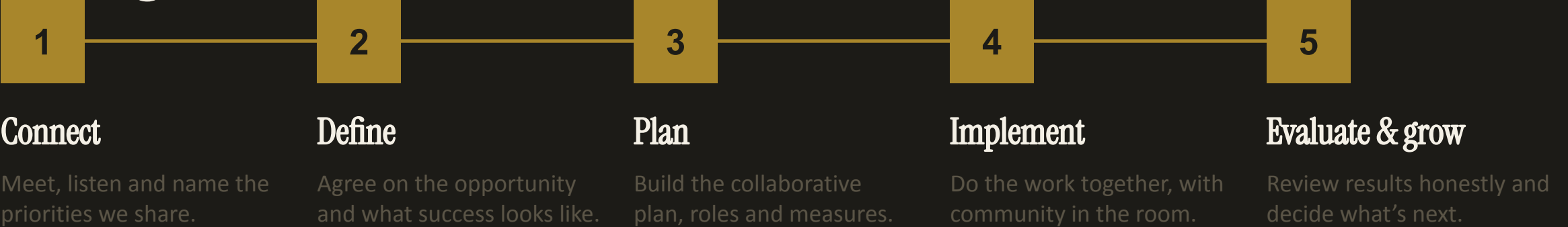
Mentor, convene and stand behind youth-led work through Fair Play.

We don't promise publicity or guaranteed outcomes. We promise rigorous, honest work.

Three kinds of expertise, one set of measurable outcomes



A simple path from first conversation to lasting change



WHAT WE ASK OF PARTNERS

- Share your history honestly, including the hard parts*
- Name a decision-maker who can move things forward*
- Stay open to findings that challenge assumptions*
- Give community members real voice, not symbolic seats*

Four ways to partner, scaled to your capacity

Strategic partner

A multi-year relationship around a shared agenda, investing together across several initiatives.

Program partner

Co-design and deliver one initiative together, from listening to launch.

Community partner

Co-host, recruit and advise, with your knowledge of the neighborhood shaping the work.

Resource & sponsorship partner

Funding, in-kind space or services, or founding sponsorship of Fair Play.

MOST VALUABLE RIGHT NOW

- Anchor institutional partners in St. Louis
- Founding sponsors for Fair Play
- Evaluation, data and spatial design collaborators
- Space to convene community sessions
- Platforms to share the work: conferences and trainings



Let's build something meaningful

Start with a short conversation. Bring a real problem and a genuine desire to address it — you don't need a confirmed budget or a fully scoped ask.

1

Reach out

2

Name shared
priorities

3

Agree on a first step

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*St. Louis, Missouri · Serving organizations
nationally*

Partnership



Do we need a budget to start?

No. A real problem and a genuine desire to address it is enough to begin the conversation.



Are community members paid?

Yes. Community members who take part in our co-design processes are always compensated.



Where do you work?

We're based in St. Louis, Missouri, and serve organizations nationally.



How is pricing set?

By scope, on a sliding scale: full rate for institutional contracts, reduced rates for community-based organizations, and selective pro bono work.



What if we're not a fit?

We'll tell you, and point you toward someone who is.



How does Fair Play fit in?

Fair Play is our free youth initiative, funded through our cross-subsidy model. It is pre-launch and recruiting founding sponsors.