



Gretchen Villegas

THE TRIPLE WIN STRATEGY FOR SOCIAL IMPACT

Phone: 501-231-3932 | Email: gretchen_villegas@yahoo.com | Web: www.gretchenvillegas.net

OVERVIEW

The “Triple Win Strategy” is a field-proven approach for creating sustainable social impact by aligning three critical sectors: **global corporations, local organizations (nonprofits and for-profits), and governments**, in service of vulnerable communities.

Born out of two decades of on-the-ground experience, this model emerged from the urgent need to move beyond donor timelines and short-term interventions. Instead, it calls for system-level change that communities can depend on.

WHY IT MATTERS

Traditional social impact efforts often operate in isolation, delivering fragmented solutions that fail to outlast funding cycles or address root causes.

The Triple Win Strategy offers a durable, intentional model that:

- **Aligns actors** across sectors with shared incentives.
- **Designs for long-term sustainability**, not temporary relief.
- **Centers community dignity and ownership**, avoiding cycles of dependency.



The Triple Win Strategy is a blueprint for shifting from siloed interventions to **aligned, systemic solutions**. When diverse stakeholders work together intentionally, with community needs at the center, they don't just deliver impact; they build the infrastructure for **lasting, generational change**.

THE UGANDA CASE STUDY: TRIPLE WIN IN ACTION

In Northern Uganda, a conservation farming initiative reached 60,000 smallholder farmers, many organized into cooperatives. While initial nonprofit funding provided training, it was insufficient for full-scale implementation.

To solve this, a **local oil processing company** was brought in. With vested interest in high-quality crop supply, the company provided technical training and committed to buying farmers' harvests at fair prices. Yet, farmers still lacked access to quality seeds and fertilizers.

This gap was addressed by partnering with **local government**, not to increase spending but to reallocate existing funds to facilitate access to high-quality inputs. The oil company fronted costs for these inputs, while the government covered initial setup for supply chains.

IMPACT HIGHLIGHTS

- Farmers received comprehensive training and access to reliable markets.
- The nonprofit exceeded donor expectations by achieving deeper, more lasting outcomes.
- The oil processor expanded its operations with a stable, high-quality supply base.
- Government spending stayed flat while returns increased due to local economic growth.
- Farmers reinvested in future inputs, moving from aid recipients to independent producers.

This case illustrates the essence of a Triple Win: each actor contributes uniquely, fills systemic gaps, and benefits collectively, delivering transformation at scale.



RAISE IMPACT AT
YOUR NEXT EVENT