

Good Food Jobs: Leveraging Anchor Institutions for Community Wealth Building

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New Partners for Smart Growth Conference
Baltimore, MD



The Democracy Collaborative

Promoting innovations to rebuild community wealth and enhance vital and equitable local economies

Field Building

To create a “Community Wealth” movement:

- C-W.org
- CWB Roundtable
- Learning/Action Lab
- Policy Development
- Key Partnerships
- Conferences

Research

Build knowledge for the field:

- Reports
- Articles
- Case Studies
- Books
- Metrics & Indicators

Advisory

Develop community wealth building strategies in local communities (with City governments, local philanthropy, anchors):

- Cleveland, OH
- Atlanta, GA
- Washington, DC
- Pittsburgh, PA
- Amarillo, TX
- Jacksonville, FL
- New Orleans, LA

Next System

Expand network of scholars & activists:

- Conferences (Harvard, MIT)
- Commissioned Research
- Next System Book

HOSPITALS BUILDING HEALTHIER COMMUNITIES

Embracing the anchor mission

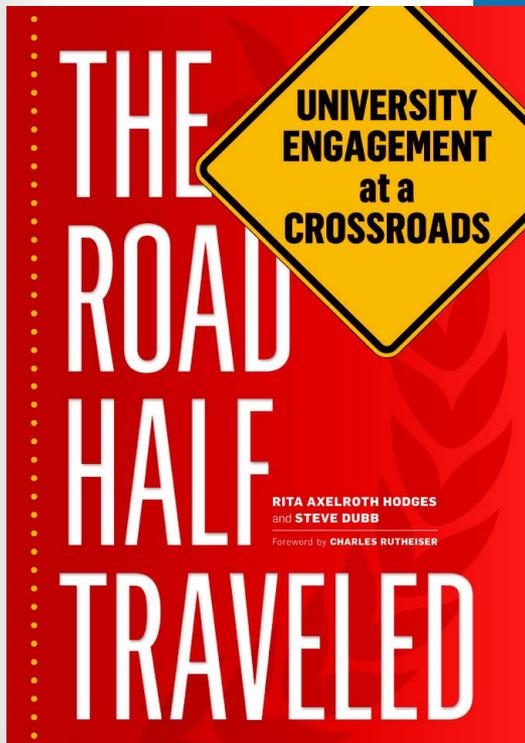
by David Zuckerman
with contributions from Holly Jo Sparks, Steve Dubb, and Ted Howard

The Democracy Collaborative at the University of Maryland
March 2013

THE ROAD HALF TRAVELED

UNIVERSITY ENGAGEMENT at a CROSSROADS

RITA AXELROTH HODGES and STEVE DUBB
Foreword by CHARLES RUTHEISER




A New Anchor Mission for a New Century

Community foundations
deploying all resources to
build community wealth

NOVEMBER 2014
By Marjorie Kelly and
Violeta Duncan



Community Wealth Building

- Refocus public and private resources to expand individual and family assets
- Broaden ownership over local capital (coops, land trusts, ESOPs, social enterprise, etc.) to anchor jobs, create family supporting jobs and wealth building
- Leverage existing assets (such as nonprofit and public anchor institutions) for local benefit
- Stop the leakage of dollars from communities and achieve a “multiplier” effect

Community Wealth Building Elements

Inclusiveness

Collaboration/Collective Impact

Asset-based

Local Control/Ownership/Power

Institution Building

What are Anchor Institutions?

- “Sticky capital”
- Economic engine: employer and purchaser
- Vested interest in surrounding communities
- Typically nonprofit or public

Types of Anchors



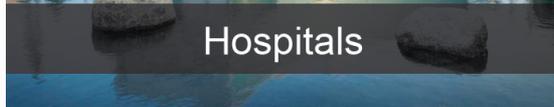
Hospitals



Universities



Local Government



Utilities



Cultural Institutions
(theaters, museums, zoos, etc.)



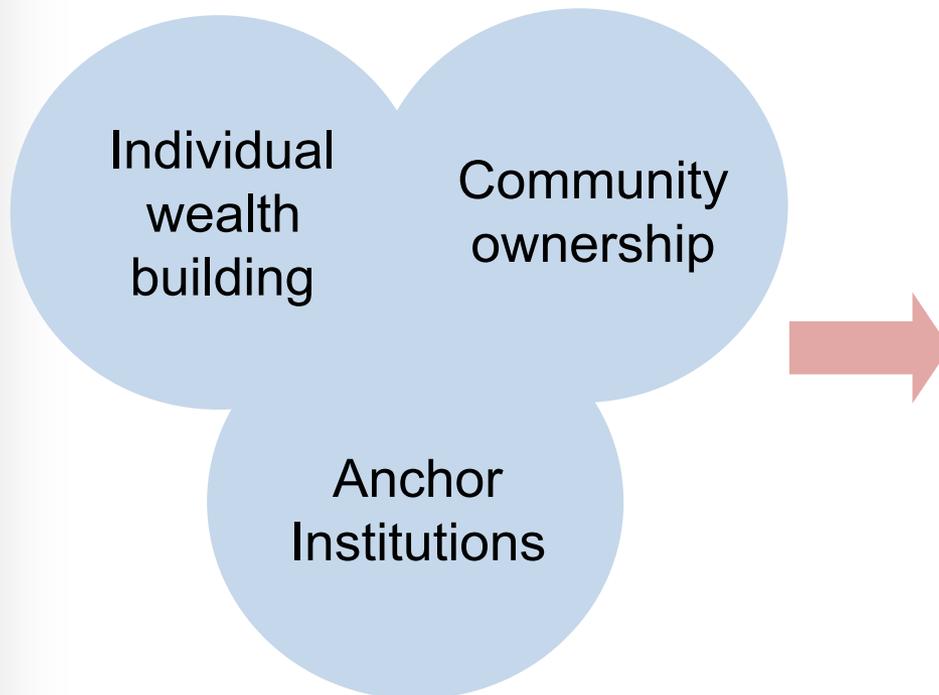
Faith-based Institutions



“Eds and Meds” Economic Impact

Employment	9 million+
Annual Expenditures	\$1 trillion+
Annual Procurement	\$500 billion+
Investment Portfolios/ Endowments	\$750 billion+

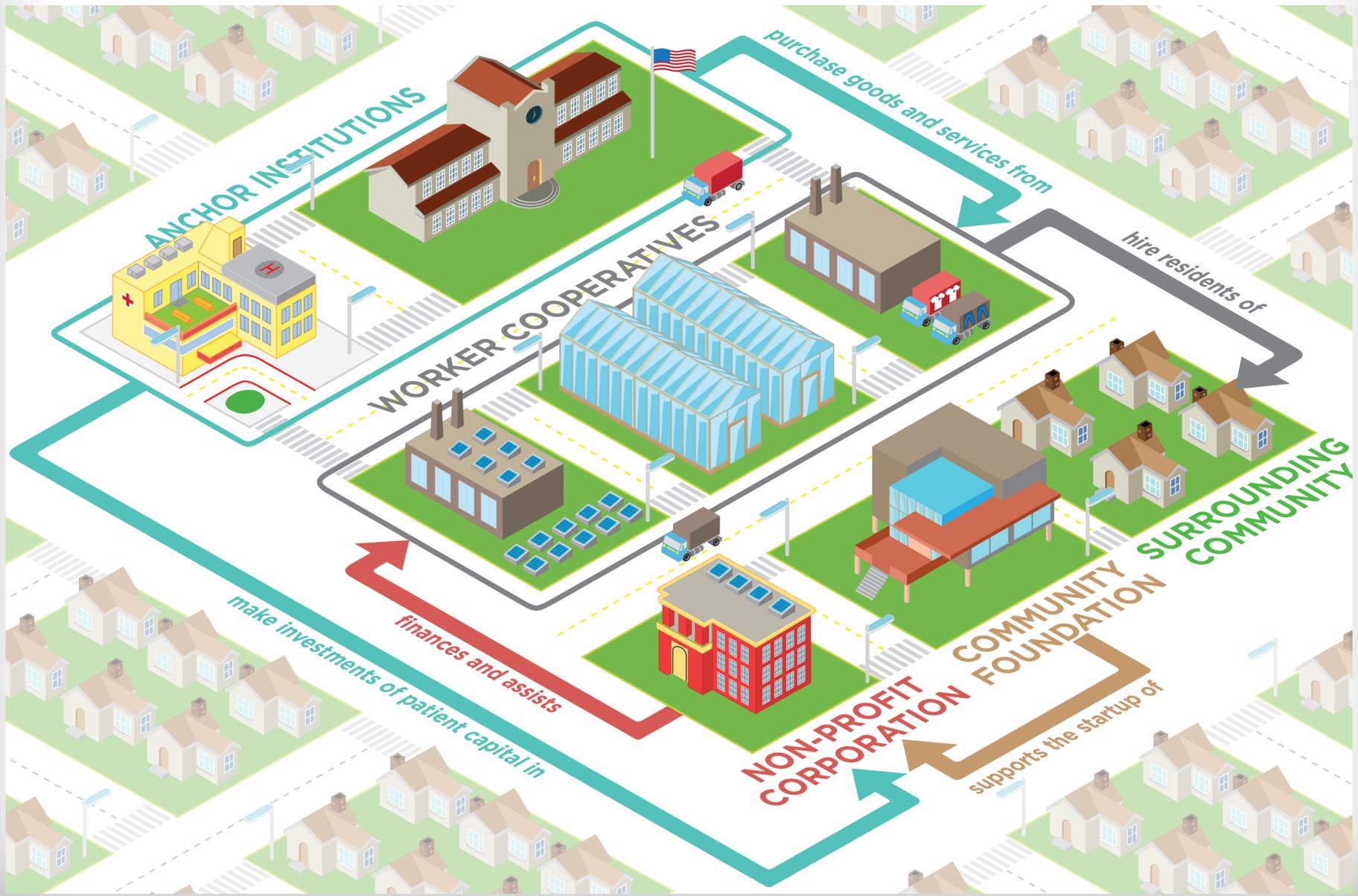
An Integrated Community Wealth Approach



Putting the Pieces Together

- Help individuals build wealth and savings (using matched-savings programs, etc.)
- Create community-owned businesses that provide living wage jobs and anchor wealth in low-income communities
- Link community businesses with anchor procurement needs

The Cleveland Model



BUILDING A REGIONAL FOOD SYSTEM

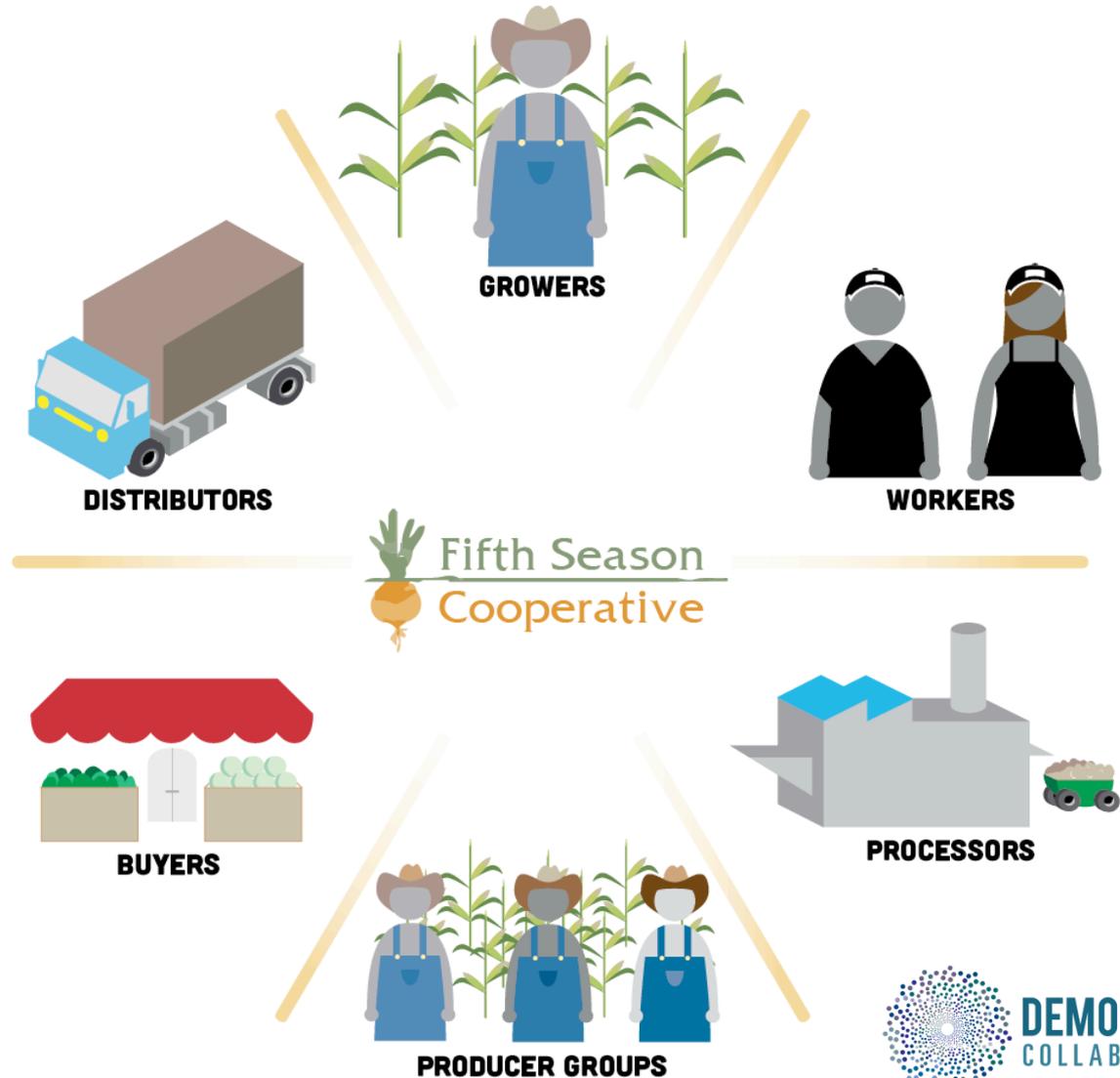
A MULTISTAKEHOLDER COOPERATIVE FOR A LOCALIZED ECONOMY

EVERYONE HAS A STAKE

Building community wealth means making the local economy stronger by democratizing who owns it. In the 7 Rivers region of rural Wisconsin, the Fifth Season Co-op, started in 2010, does this across the entire food supply chain. It's building a cooperative, community-anchored local food system that's owned & operated by six different classes of stakeholders, working together for both economic and ecological sustainability.

WHY LOCAL?

Despite the heavy prevalence of agriculture in the 7 Rivers region, most food grown is exported—and most food consumed comes from elsewhere. Fifth Season is an intentional attempt to build a more self-sufficient regional food system.



Thank you!

For more information:
www.democracycollaborative.org
www.community-wealth.org

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