



# **Relying on a Foundation: The Case for Community Foundations as Placemakers**

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COMMUNITY WEALTH CREATION THROUGH GRANTMAKING

# TGKVF Toolbox for Proactive Strategies



- Convene members of the community to generate trust, relationships, and partnerships
- Serve as an influential leader that can advocate for community interests
- Build the capacity of the people and organizations with whom we work
- Leverage our assets by partnering with other grantmaking organizations

# Shift in Thinking



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## Grant

A contribution, gift, or subsidy bestowed by an organization for specified purpose to an eligible recipient.



## Investment

The purchase of an item of value with an expectation of favorable future returns.



**Symptoms**

A surface-level sign or indicator of a deeper issue

**Supporting**

The issues that help perpetuate the symptoms we see

**Root Causes**

Source of one or more symptoms – when fixed, they will reduce the likelihood of the symptom's occurrence

# Root Causes



**Underperforming education system  
& ill-prepared students**

**Not enough strong and visionary  
leadership-at all levels**

**Poor health of population**

**Economic disparities and  
lack of a diverse economy**

**Weak community  
connections and lack of  
collaboration**

**Apathetic attitudes and  
unhelpful cultural beliefs**



# Fundamental Shifts

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## 1. Deeper Focus

- Concentrating on where TGKVF can have the greatest impact

## 2. More Intentional Grantmaking Process

- Becoming more proactive, participatory, and partnership based

## 3. Deeper Analysis & Learning

- Developing better analysis, tracking progress, adjusting as needed

# We believe, the shift will help...

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- Foster common analysis of the root cause issues
- Create stronger partnerships & more collective action
- Leverage additional resources
- Lead to deeper, more sustainable outcomes





# Guiding Ideas

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COMMUNITY WEALTH CREATION

# Community Wealth Creation

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**A set of principles & tools to help us take a systems approach to our work.**

***“It’s a way of thinking and acting that helps us see and understand the whole community change puzzle.”***



# What is Wealth?

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Not just income!

Assets that contribute to the overall well-being of a community

**Intellectual-** Knowledge & innovation

**Individual-** Skills, education, health

**Social-** Trust & relationships

**Natural-** Natural resources

**Built-** Infrastructure

**Political-** Political voice & influence

**Financial-** Investment & savings



# Wealth Creation Approach

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**The wealth creation approach intends to improve the livelihoods of people by creating wealth that is owned, controlled, and reinvested in their place, so that they become valued partners in resilient regions.**



# Basic Assumptions

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- **Wealth, broadly defined, is the foundation for prosperity;**
- **Communities with underdeveloped community assets will remain stagnant;**
- **Community assets, if properly developed, can contribute to larger regional economies**

# Basic Assumptions

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- Those assets can be developed and linked to markets in ways that create multiple forms of wealth;
- Structures exist and can be created that will cause that wealth to stick in rural areas instead of being extracted;
- Wealth that sticks in place leads to sustainable livelihoods and communities.

# Community Wealth Creation: Principles

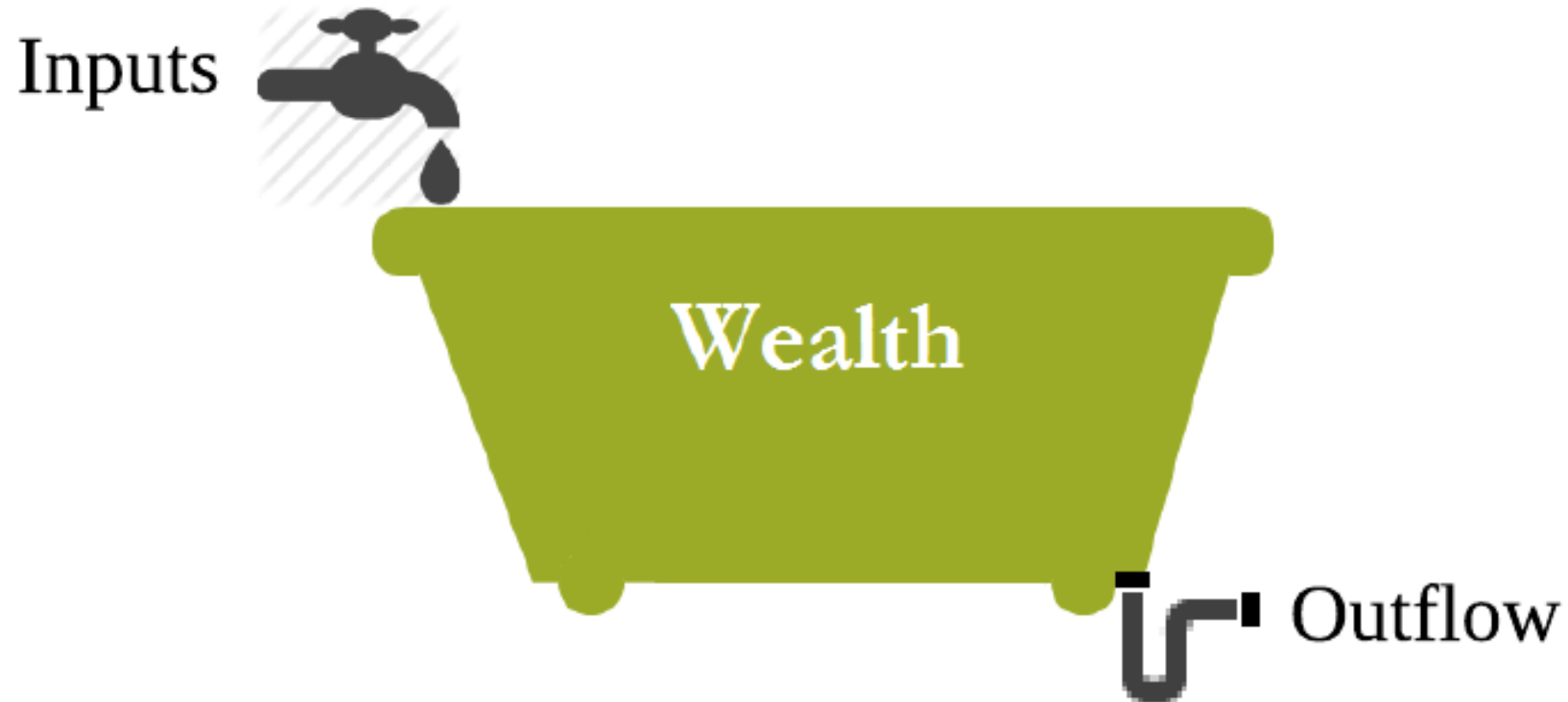
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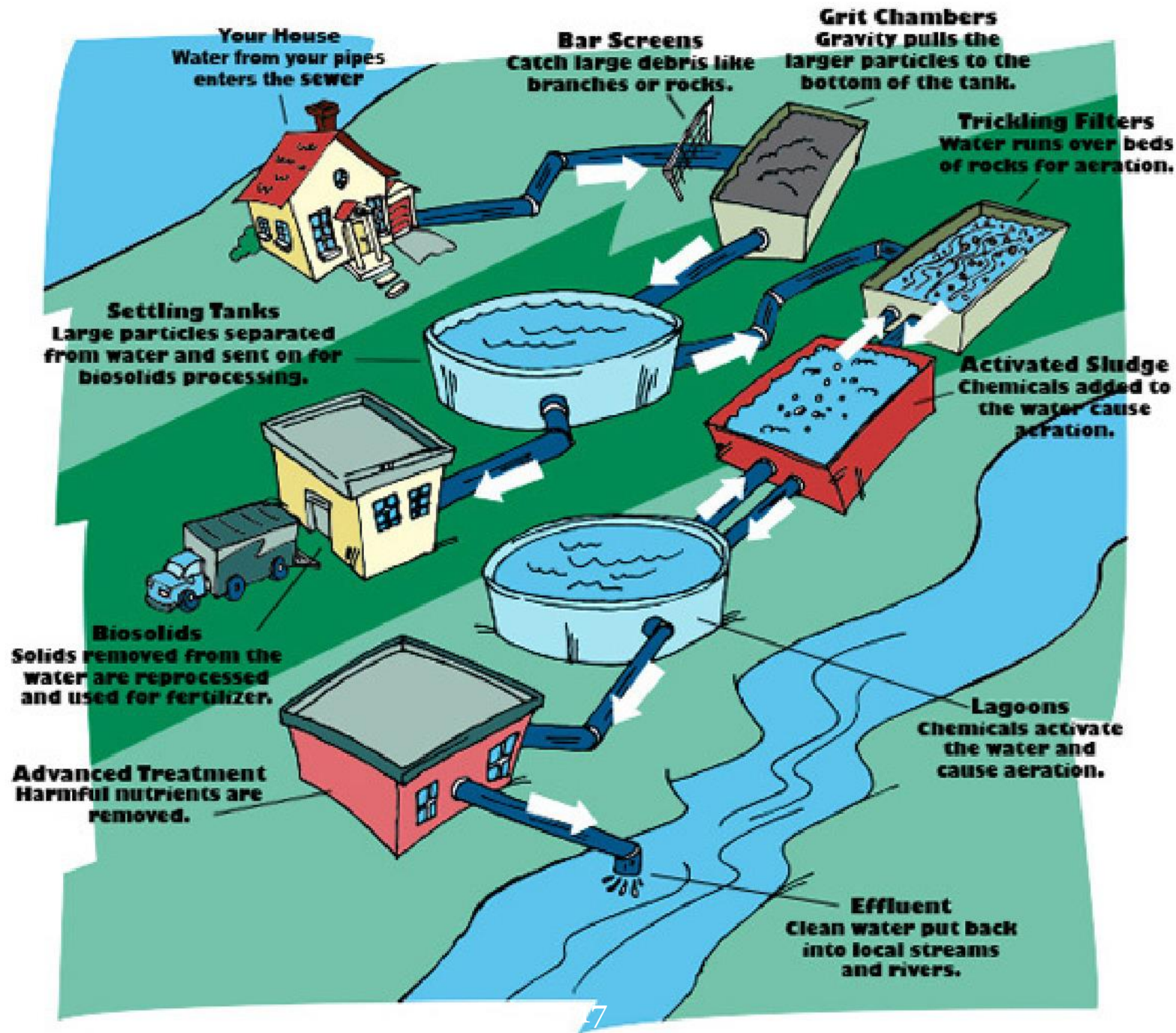
- 1. Move from the parts to the whole**
- 2. Take a long-term view to change**
- 3. Build on existing assets**
- 4. Collaborate for mutual benefit**
- 5. Integrate measurement & learning from the beginning**

# Community Wealth Creation

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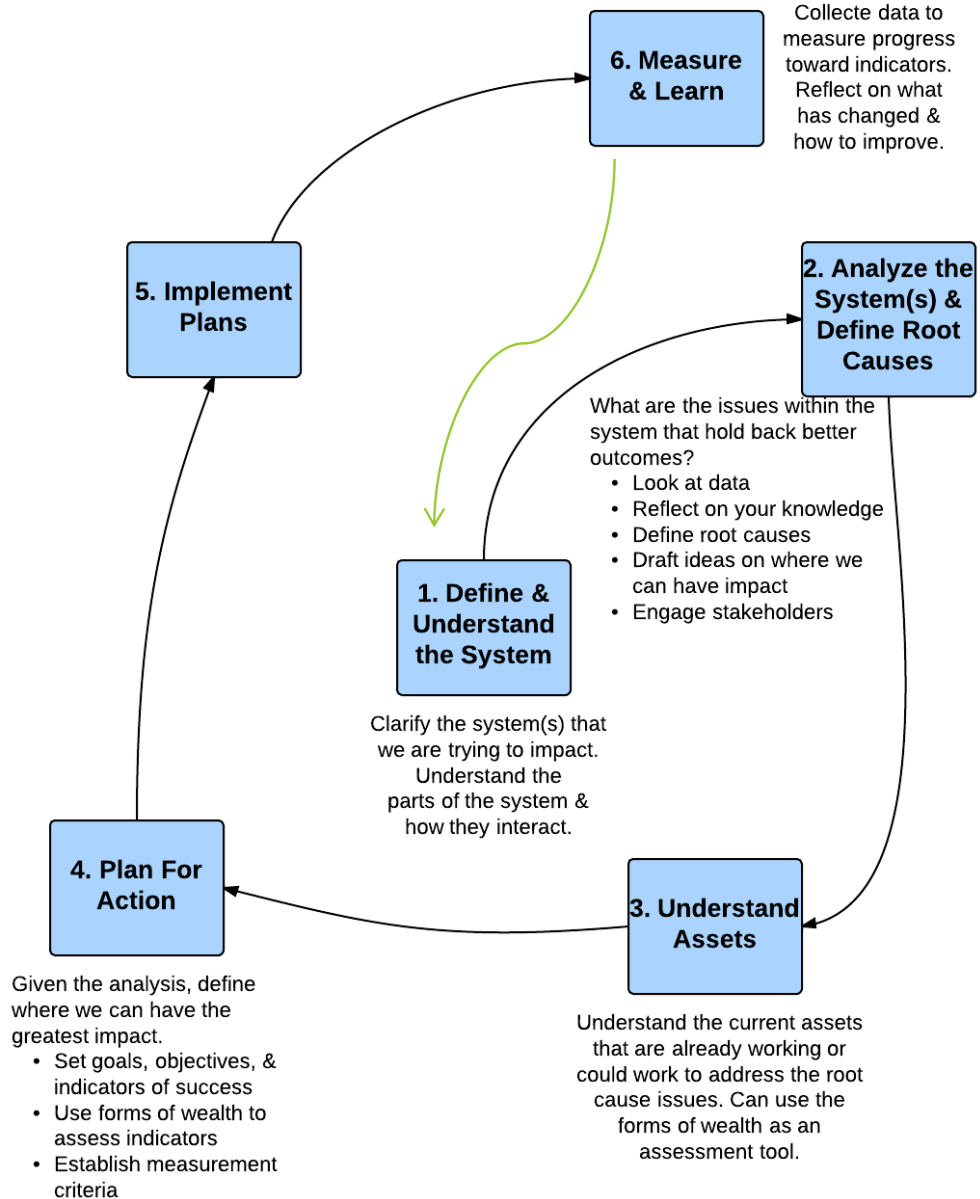


# Community Wealth Creation in Action

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HOW TGKVF IS USING THE PRINCIPLES AND TOOLS OF WEALTH CREATION

# Greater Kanawha Valley Foundation Community Wealth Creation In Practice





# Thank you!

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