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

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.
The issues that help perpetuate the symptoms we see

Supporting

A surface-level sign or indicator of a deeper issue

Root Causes

The issues that help perpetuate the symptoms we see

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
- Weak community connections and lack of collaboration
- Apathetic attitudes and unhelpful cultural beliefs
- Economic disparities and lack of a diverse economy
Fundamental Shifts

1. Deeper Focus
   o Concentrating on where TGKVF can have the greatest impact

2. More Intentional Grantmaking Process
   o Becoming more proactive, participatory, and partnership based

3. Deeper Analysis & Learning
   o Developing better analysis, tracking progress, adjusting as needed
We believe, the shift will help...

- 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

COMMUNITY WEALTH CREATION
Community Wealth Creation

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?

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

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

- 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

○ 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

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
Community Wealth Creation in Action

HOW TGKVF IS USING THE PRINCIPLES AND TOOLS OF WEALTH CREATION
Greater Kanawha Valley Foundation
Community Wealth Creation
In Practice

1. Define & Understand the System
   - Clarify the system(s) that we are trying to impact.
   - Understand the parts of the system & how they interact.

2. Analyze the System(s) & Define Root Causes
   - What are the issues within the system that hold back better outcomes?
     - Look at data
     - Reflect on your knowledge
     - Define root causes
     - Draft ideas on where we can have impact
     - Engage stakeholders

3. Understand Assets
   - Understand the current assets that are already working or could work to address the root cause issues. Can use the forms of wealth as an assessment tool.

4. Plan For Action
   - Given the analysis, define where we can have the greatest impact.
     - Set goals, objectives, & indicators of success
     - Use forms of wealth to assess indicators
     - Establish measurement criteria

5. Implement Plans

6. Measure & Learn
   - Collect data to measure progress toward indicators. Reflect on what has changed & how to improve.
Thank you!