

Align to Thrive: Philanthropy and Rural Prosperity

Regards to Rural

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Introductions

- **Janet Topolsky**

*Executive Director
Aspen Institute Community
Strategies Group*

- **Deb Markley**

*Senior Vice President
LOCUS Impact Investing
Co-Founder
Center for Rural Entrepreneurship*

- **You!**

- Philanthropy in the room?
- Local or regional nonprofits?
- Government?
- Business?
- Other?

Objectives

- Review components critical to rural (and urban) prosperity for *all*
- Identify motivations for doing more than just “good” – doing *better*
- Highlight the roles that philanthropy can play *beyond* grantmaking
- Explore “*win-win’s*” that can foster alignment
- Develop some *Alignment Action Advice!*



What comprises “Prosperity” – for *All*?



Keeping the End in Mind



**Broadly
Shared
Prosperity**

**Focus on Individuals &
Families**

**Family
Economic
Success**

**Community
and Regional
Economic
Success**

**Focus on Community &
Economy**

Meeting family and community basic needs

Prosperity (Wealth Building) Outcomes

Grow multiple forms of capital

Recognize, invest in and grow the many types of capital – individual, intellectual, social, natural, built, political, cultural and financial – needed to sustain an economy.



Root ownership in the region

Create pathways for more local ownership, control and influence over economic drivers – and the wealth those drivers generate.



Improve livelihoods for those living on the margins

Strengthen and improve livelihoods – high quality, living-wage work and careers – for all residents, especially those on the economic margins.



From Good to Better: The Big Why's (or Wise?)



Economic Development: It's an Emerging Domain for Rural Philanthropy

But Why?

- Many regional economies are **not** producing broadly-shared community prosperity, and too many families are falling behind.
- Growing inequality and poverty create a new **urgency** for economic development.
- Increasingly, foundations want to use **more of their assets and tools** to help their communities address the **most critical issues** and capture the most promising opportunities.
- They want to “not just do **good**, but do **better.**”

Not just doing good...doing better

Let's say you want to address a community issue like:

Hungry Children and Families

Option 1	Option 2	Option 3:
Feed people by supporting or setting up a food pantry	Provide training and assistance to parents so that they can save costs, repair finances, and get benefits, a job (or a <i>better</i> job) -- and afford to buy enough food.	Support strategies to modernize and grow the local economy and businesses so that you have an adequate supply of <i>good</i> jobs.
<i>Treat the symptoms</i>	<i>Cure the disease</i>	<i>Prevent the disease</i>
Good	Better	Even Better: Transformative

Economic development philanthropy pushes foundations this way...

Practicing EDP requires:

Place-rooted foundations

mobilizing their full range of assets

to build economically prosperous regions

Economic Development: An Emerging Domain for Rural Philanthropy

Many place-rooted rural foundations are well-suited for this role because:

- They are driven by **mission** and **values** to seek prosperity that is broadly shared, especially by those on the economic margins.
- They seek **outcomes** from economic development that include addressing inequality.
- They bring a **long-term** perspective than many entities engaged in economic development.
- They often think and act **regionally** – may be the only “regionwide” actor available.
- They are networked and have **relationships** with many of the actors that can change the way economic development is practiced locally (residents, businesses, government, etc.).
- They have a **wide range of assets and tools** to use on behalf of the region or place.
- But they **need partners**.

That Full Range of Assets (& Roles)

– yes, Grantmaking, but Well Beyond



To infinity
and beyond...



What Do Foundations Bring To The Table?

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"You bring a lot to the table, Johnson.
Most notably Krispy Kremes."

What Can Foundations Bring to the Table Beyond Grantmaking?

ASSETS

- ❑ **Financial** – grantmaking, endowment, lending, portfolio investment
- ❑ **Social** – networks, relationships across many spectrums
- ❑ **Knowledge** – resident engagement, research, analysis
- ❑ **Political** – advocacy, influence, who's who
- ❑ **Built** – space, amenities
- ❑ **Values** – mission, trust, “showing up”

ROLES

- ❑ Conduct/sponsor research and analysis
- ❑ Convene stakeholders, grantees, factions
- ❑ Engage residents
- ❑ Make strategic grants
- ❑ Lend or invest funds
- ❑ Advocate for systems or policy change
- ❑ Leverage other actors/resources into the action
- ❑ Run a program

Let's hear from a few foundations...

- Tell us about one **role** you played *beyond grantmaking* that you believe has contributed to rural prosperity:
 - ✓ What was the **role** you played?
 - ✓ **How** did the opportunity to play this role come about or *come to your attention*?
 - ✓ What **motivated** you to play the role?
 - ✓ In what way did you **partner** with local/community actors?
 - What “bigger” **difference** do you think (or know) it made (than if you had “just made a grant”)
- Anne Kubisch
The Ford Family Foundation
 - Danielle Garbe
The Sherwood Trust
 - Paul Kimmell
Avista Corporation
 - Kathy Littman
Greater Tacoma Community Foundation

So ... what can we surmise from these stories...?

- Pretend you must write a set of rules for what it takes for community partners and foundations to **align their actions** to help rural communities thrive.
- Based on the stories you just heard, **what would one rule be?**



What *Win-Win's* can foster alignment?



Let' talk about it with something specific in mind...

- Form groups of three – quickly
- One person in your group:
Name an effort you want to pursue – or have been pursuing – to advance **rural development/prosperity.**

Discuss together

- What is a useful role that a foundation could play OTHER than grantmaking – to help succeed with this effort?
- How could you approach a foundation and frame their involvement/participation as a win-win?

Alignment Action Advice



Advice for Alignment Action

- Be in relationship. Give and take on both sides.
- Don't wait for an RFP. Take initiative and talk about it.
- Work to understand the real gap in situation – and how your action together can move from just “treating symptoms” toward “curing” or “preventing the disease.”
- Money is not the only solution. How can a different role – or different action – help as much?



Thank you!

