ASSET BASED COMMUNITY DEVELOPMENT

THE DILEMMA . . .



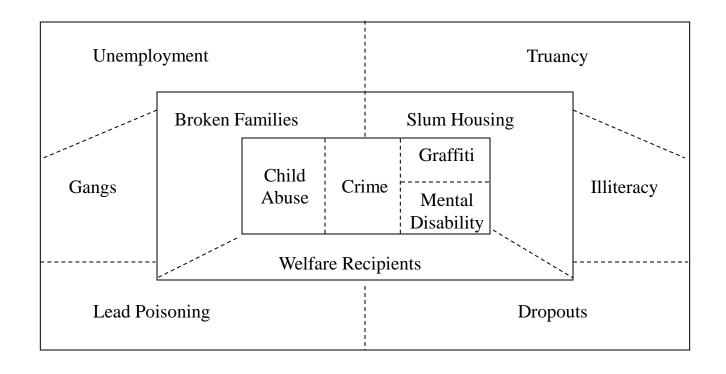
Individuals and Communities have *deficiencies & needs*

Individuals and Communities have *skills and talents*

Capacity and Social Capital are built HERE



NEIGHBORHOODS NEEDS MAP



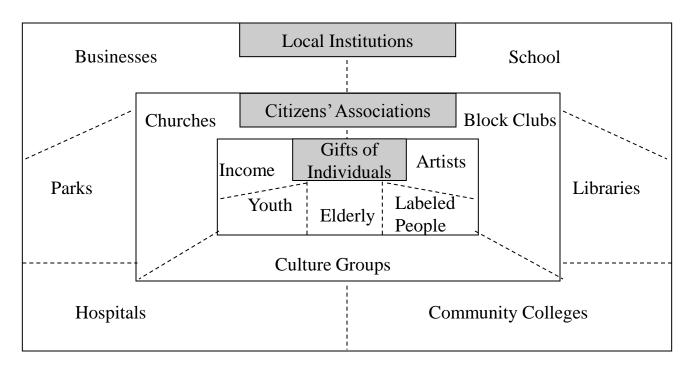


Consequences of the Needs Map for Local Residents

- "We are deficient"
- Our local relationships are damaged
- Most money comes into our community for programs often narrowly defined
- Money can get misdirected towards professional helpers, not residents
- We place focus on leaders who magnify deficiencies
- We reward failure and foster dependency on systems
- Our community has a poor self-image
- We experience hopelessness



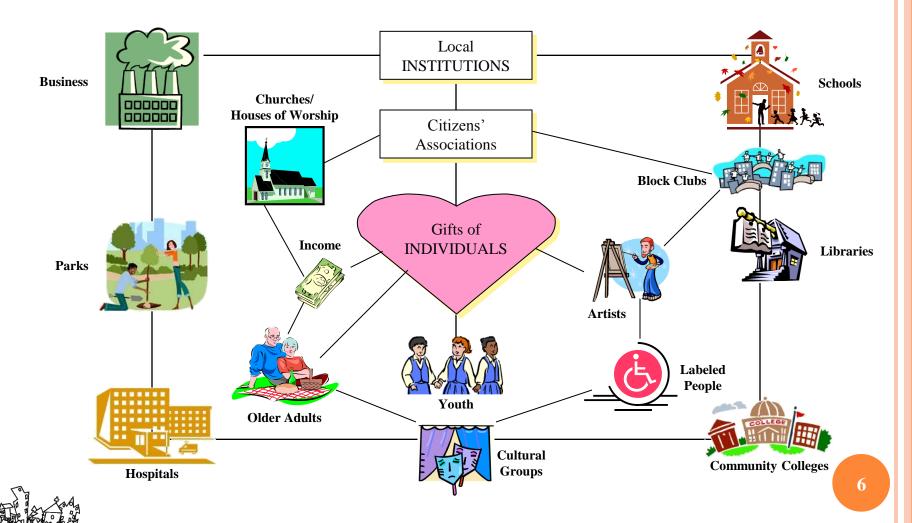
COMMUNITY ASSETS MAP



Building Communities From the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets, Kretzmann, John P. and McKnight, John L.



COMMUNITY ASSETS MAP



SIX TYPES OF ASSETS TO CONNECT

- 1. Talents and skills of our people
- 2. Associations, and our network of relationships
- 3. Institutions and professional entities
- 4. Physical assets
 - Land, Property, Buildings, Equipment
- 5. Economic assets
 - Productive work of individuals, Consumer spending power, Local business assets
- 6. Culture/Stories



A SAMPLE COMMUNITY ASSET MAP

Institutions

Schools
Universities
Community Colleges
Police Departments
Hospitals
Libraries
Social Service
Agencies
Non Profits
Museums
Fire Departments
Foundations

Individuals Gifts, Skills, Capacities,

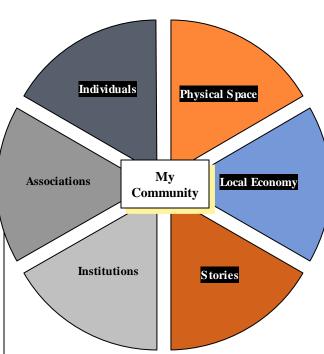
Knowledge and Traits of
Youth
Older Adults
Artists
Welfare Recipients
People with Disabilities
Students
Parents
Entrepreneurs
Activists

Veterans

Associations

Animal Care Groups
Anti Crime Groups
Block Clubs
Business Organizations
Charitable Groups
Civic Events Groups
Cultural Groups
Education Groups
Elderly Groups
Environmental Groups
Family Support Groups
Health Advocacy and
Fitness Groups

Heritage Groups Hobby and Collectors Groups Men's Groups Mentoring Groups Mutual Support Groups Neighborhood Improvement Groups **Political Organizations** Recreation Groups Religious Groups Service Clubs Social Groups **Union Groups** Veteran's Groups Women's Groups Youth Groups



Physical Space

Gardens
Parks
Playgrounds
Parking Lots
Bike Paths
Walking Paths
Forests/Forest
Preserves
Picnic Areas
Campsites
Fishing Spots

Local EconomyFor-Profit Businesses

Consumer Expenditures

Merchants
Chamber of Commerce
Business Associations
Banks
Credit Unions
Foundations
Institutional-Purchasing
Power and Personnel
Barer and Exchange
CDCs
Corporations and
Branches

StoriesOf background and personal history

Of what you like to do and contribute
Of existing and ongoing skills and
capacities
Of successful community development
Of economic growth
Of addressing racism
Of including those who are marginalized
Of recognizing the value of everyone
Of a time when you or your group felt
appreciated and valued
Of a time the community was at its best



CITIZEN POWER PROGRESSION

PRODUCER

... VISION ... OUTCOMES

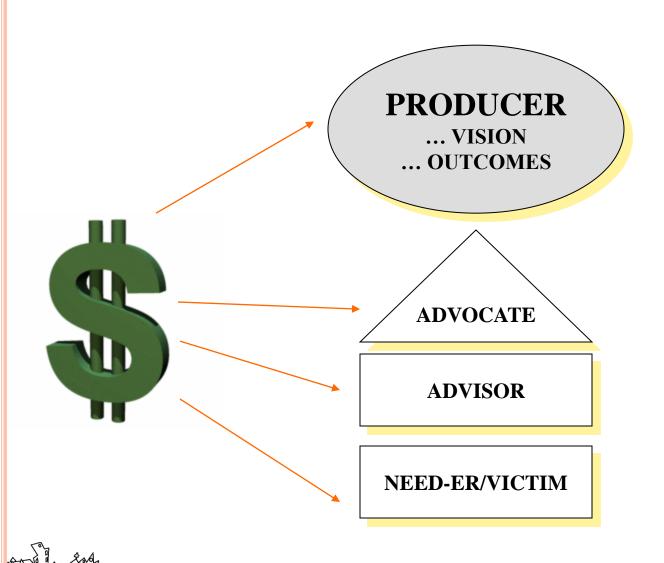
ADVOCATE

ADVISOR

NEED-ER/VICTIM



WHERE DOES FINANCIAL CAPITAL WANT TO GO?





• If communities do not have the social capital and capacity to produce outcomes, they will have great difficulty attracting and/or controlling the financial capital required to improve and sustain the physical *PLACE* in which they live.

