

Energizing Rural Entrepreneurial Communities

Cue Slide

Philanthropy Southwest

10.23.15 Presentation – Santa Fe, NM

Don Macke

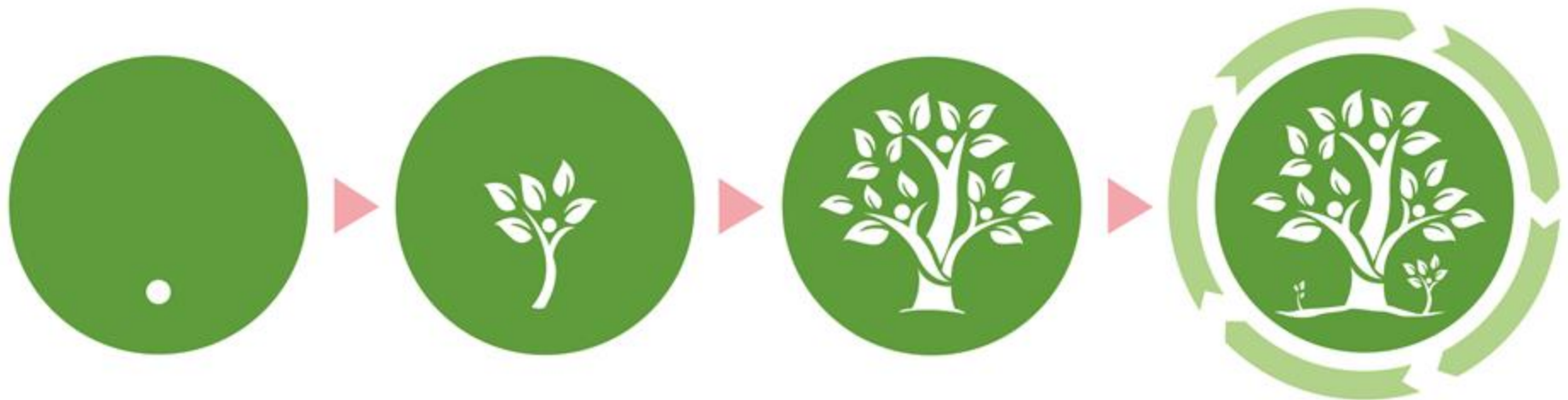
Center for Rural Entrepreneurship

10.19.15 Version



Energizing Rural Entrepreneurial Communities

Philanthropy Southwest



Santa Fe, New Mexico – October 23, 2015

Kick Off Exercise

Two Questions...

1. What kind of philanthropic organization are you?
2. Why are you in this workshop or what do you hope to learn?



Today's Workshop

Part 1

Understanding Rural Communities

Part 2

Strategic Grant Making Implications

Part 3

Some Illustrations from the Field



Part 1

Understanding Rural Communities



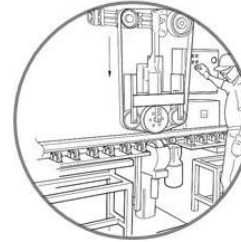
Defining Rural?

- **Metro – Non-Metro**
- **Metro – Micro – Rural**
- **At Least 3 Rurals...**
 - **Urbanizing**
 - **Stable for Now**
 - **Remote Rural and Challenged**
 - **Defining Community?**
County – City – School – Area



Drivers of Change?

- Urbanization
- Natural Resource Extraction
- Agriculture
- Manufacturing
- Tourism
- Second Homes
- Transportation Corridors
- Aging & Depopulation
- Diversifying



Considerations When Working with Rural



- **Scale Issue**
 - Low Density
 - High Cost
- **Capacity Issue**

Eroded capacity has been the price paid because of chronic and severe decline.

- **Trust & Challenge Community Intuitions**
- **Avoid the Triage Trap**



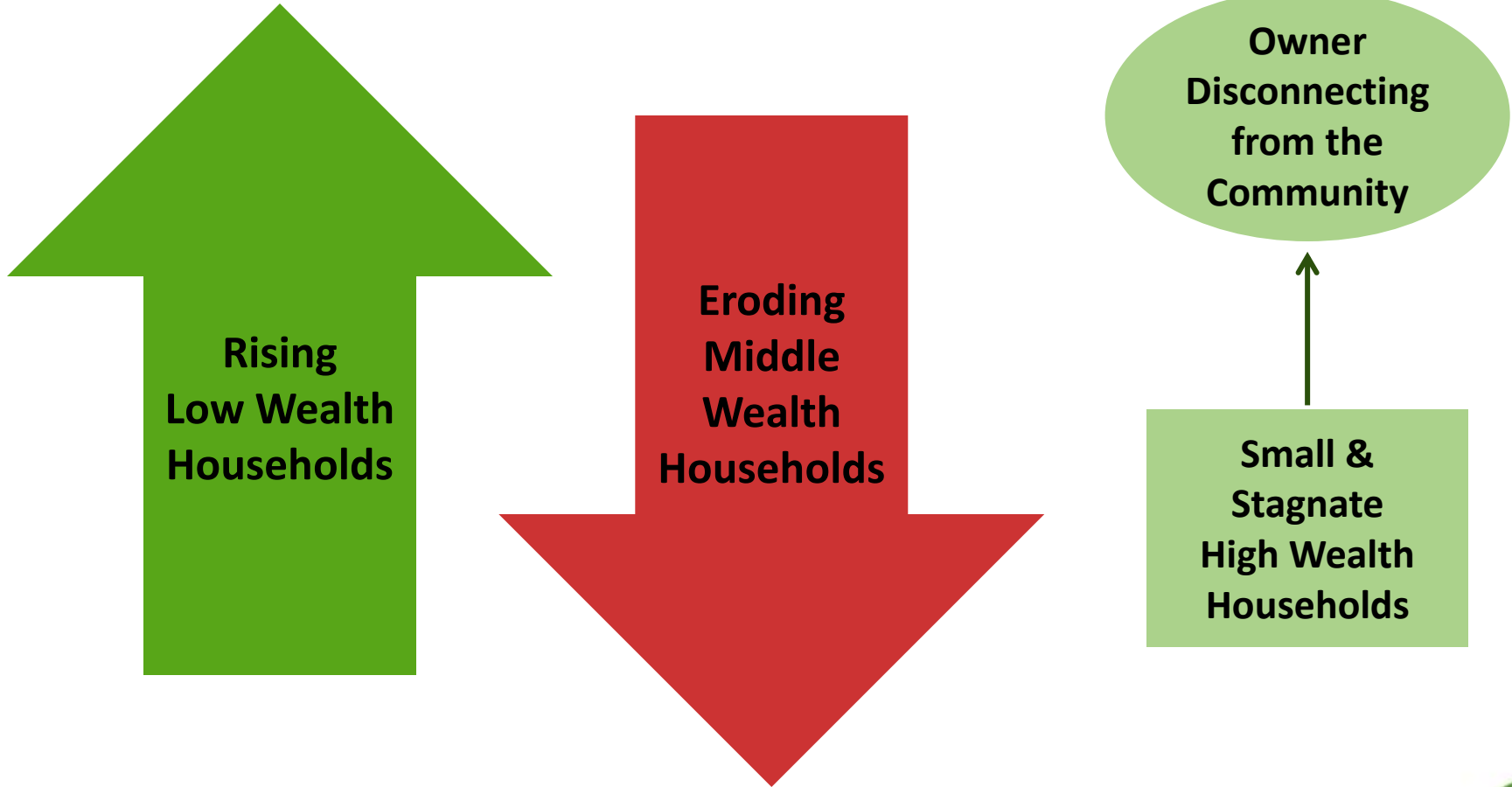
Brain Drain Challenged

A quick review of the literature on rural American (or core city neighborhoods) will surface the “brain drain” concept.

Research actually shows that these places are not losing the “best and brightest” but their risk takers or their entrepreneurial talent. This trend is a bigger threat.



Rural Community MO...



If Small & Remote Rural...

Often Very Slow Change...
Death by a Thousand Cuts

Loss of
Young
&
Aging
Residents

Depopulation

Yet New
Residents

Hopelessness – Paralysis – Conflict



If Urban Adjacent...

Growth can often be dramatic
Rapid change is hitting the community

Devolution
as a Low
Income or
Working Poor
Neighborhood

Population Growth

Emerging
Acres or
Suburb

Social Fabric Change & Disruption



Fractured Landscape...

Multiple Players...

Chamber

Development Corp.

City

County

Main Street

Tourism

School

Non-Profits

Community College

There are multiple plays engaged in the development of the community.

This infrastructure is over-organized and under-resourced.

Typically there is limited staff with high turnover and too little training.

Volunteers care, but are overwhelmed, thin in numbers and often untrained.



Hansford County, Texas

- **2010 Population – 5,913**
- **Three Towns:**
Spearman – Gruver - Morse
- **42 Registered Non-Profits**
- **Plus Non-Profit Equivalents:**
Government – Schools – Faith

Over 100 Organizations

Most are totally volunteer and operate on a shoe string budget. They play important roles but struggle to stay active and current.



But....

No Community is Destined to Die
No Community is Guaranteed to Exist

There are Champions

There is Love of Hometown

There is History, Culture and Opportunity

Any Rural Community Can Become a
CAN DO Community



Attributes of a Can Do Community



- There is Hope
- There is Leadership
- Folks Work Together
- People Engage
- There is Knowledge
- There is a Vision
- Development is Occurring
- They are Entrepreneurial



Questions and Discussion..



Your Reality Exercise...

Take a few moments to collect your thoughts.

Focus on your rural community experiences and the challenges and positives you have encountered in working with these communities.

Share back and let's have a conversation.



Part 2

Strategic Grant Making Implications



What is an Entrepreneurial Community?

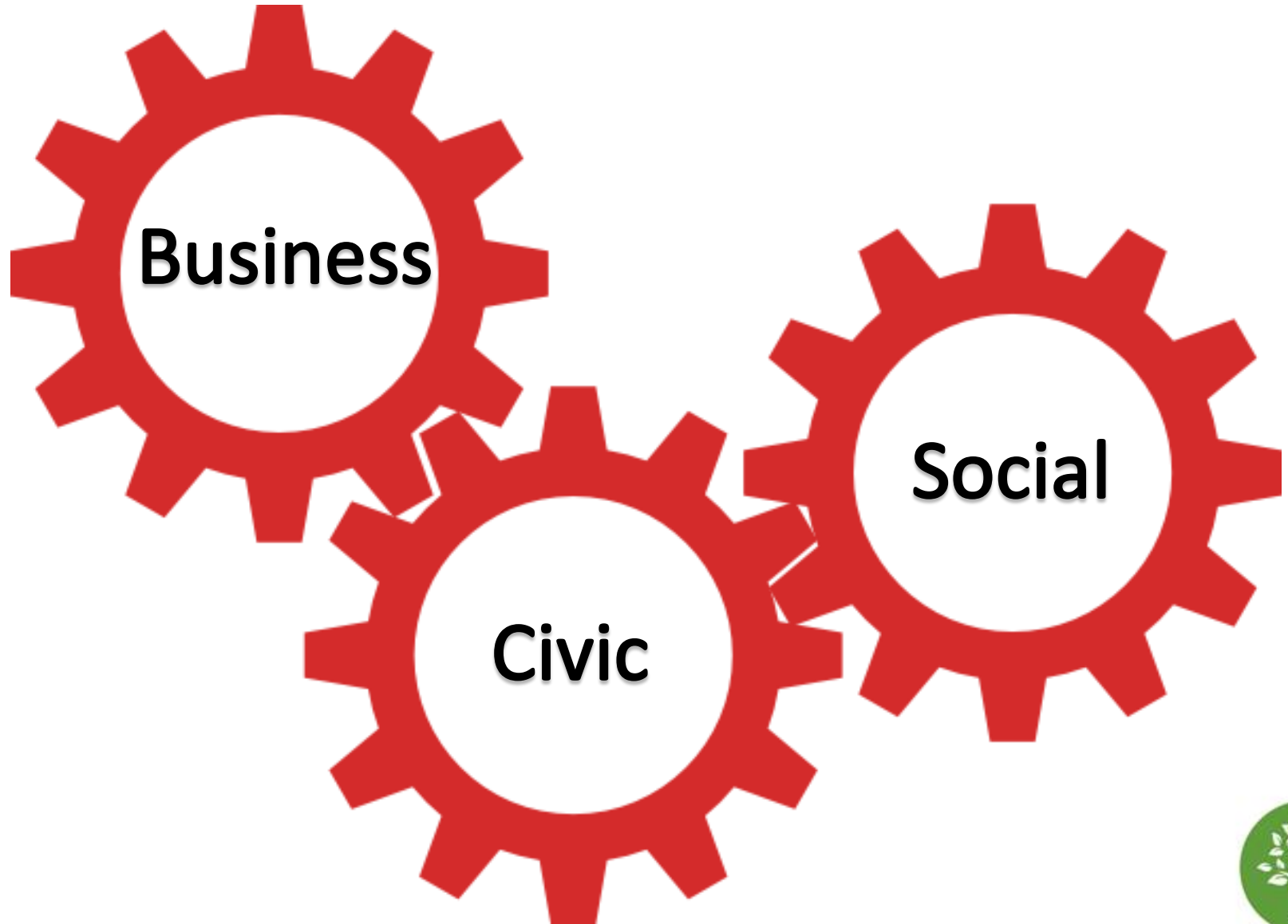
- *Has a Vision*
- *Investing in its Future*
- *Prosperous*
- *Thriving with Change*

But at a Minimum...

- *Demographic Renewal*
- *Economic Opportunity*



Keys to Becoming an E Community



Strategic Grant Making Considerations

What Kind of Funder Are You?

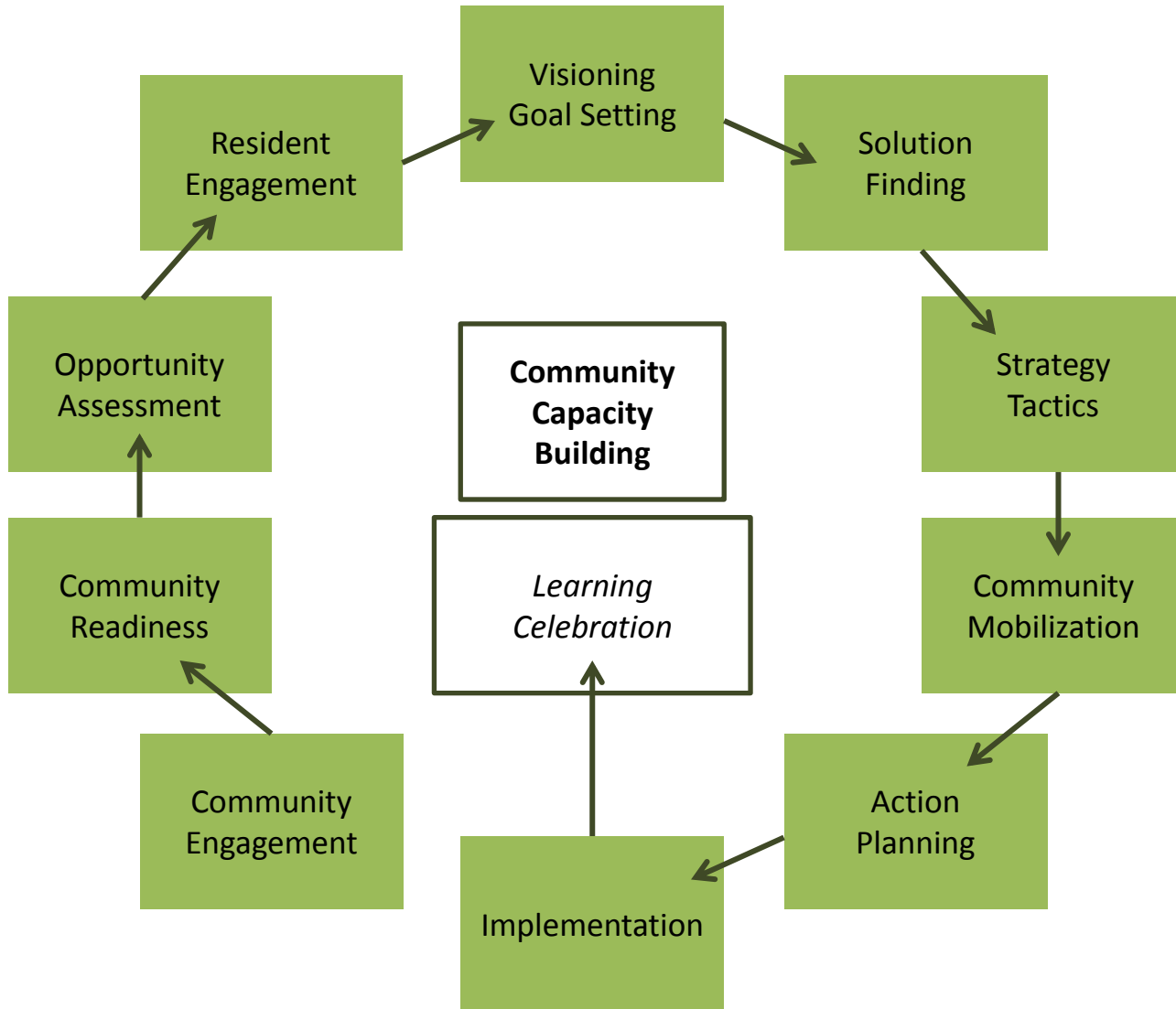
- *Periodic or Strategic?*
- *Capacity Building Partner?*
- *Project or Program Funder?*

Do No Harm Ethic

How can giving a community funding do harm? Actually, how you fund in rural communities can build their capacity or divert and erode their ability to find their optimal solutions.



Building Capacity Process



Alternatives....

As a funder it may not be your mission to build capacity in rural communities but you want to fund in rural places.

Recognizing potentially weak rural community capacity, you may want to consider finding capable partners who already have deep relationships with rural communities you want to serve.

***A Story from the
Turner Foundation***



East Central Council of Local Governments
"To do together what we can't do alone."

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Colorado's Central Plains
*Serving our local elected officials
for over 40 years!*

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Working Well with Rural Communities



- **Commitment**
- **Knowledge**
- **Relationships**
- **Right Staffing**
- **It Will Cost More**
- **Expect Some Failure**
- **Be Creative**

Partners & Donors?



Questions and Discussion..

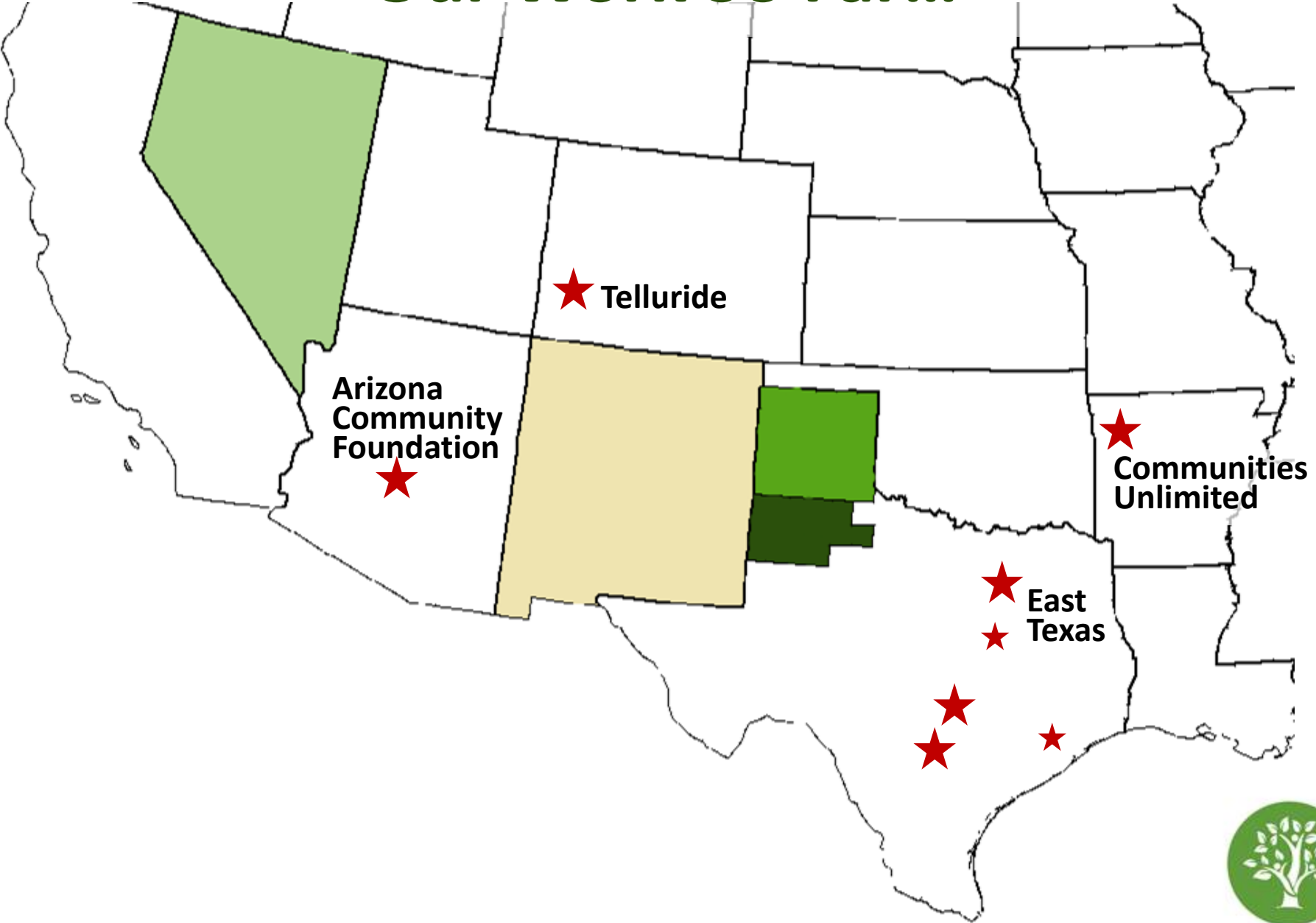


Part 3

Some Illustrations from the Field



Our Work So Far...



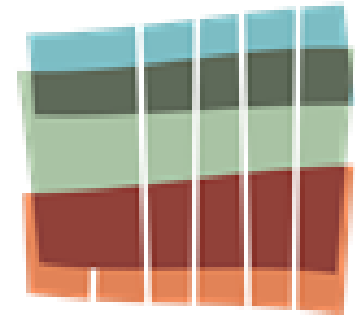
Amarillo Area Foundation

Community Development Philanthropy Initiative

- *Texas Panhandle*
- *Amarillo – Rural Communities*
- *Harrington Challenge*
- *Community Affiliate Program*

Prosperity Initiative

- *Increase Economic Success*
- *Working Low Income and Poor*



AMARILLO AREA
FOUNDATION



Communities Unlimited

COMMUNITIES
...Unlimited

About CU...

- *Large & High Performing CDFI*
- *Serves the Mid-South*
- *Connect to Urban & Rural Places*
- *Focused on Economic Opportunity*
 - *Business Development*
 - *Infrastructure Development*
- *Committed to Prosperity*

Partner Candidate



Community Foundation of Western Nevada

Rural Communities Strategy

- *Based in Reno*
- *Supported Statewide TOW*
- *Working to Serve Rural*
- *Wanting an Affiliates Program*
- *Test – Deep Community Interest*
- *Partnering with USDA Rural Dev.*
- *Funding Challenges*



**COMMUNITY
FOUNDATION**
of Western Nevada



Telluride Foundation



TELLURIDE
FOUNDATION
make more possible

Paradox Trust

- *Telluride & Other Communities*
- *Southwestern Colorado*
- *Unique Affiliate Strategy*
- *Resource Wealth*

Business Accelerator

- *Entrepreneur Development*
- *Innovative Model*
- *Diversify the Resort Economy*



Lubbock Area Foundation

Rural Community Initiative

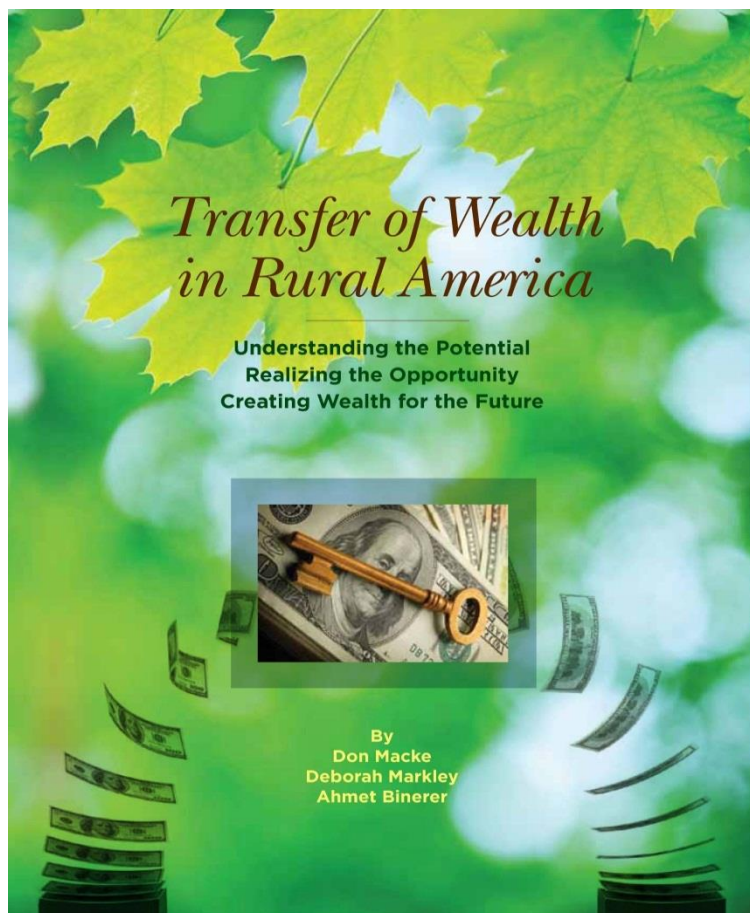
- *West Texas South Plains*
- *Lubbock – Rural Communities*
- *Community Affiliate Program*
- *Community Conversations*
- *Community Capacity Building Vision*
- *Funding Challenges*
- *Working Low Income and Poor*

LUBBOCK AREA
FOUNDATION



Questions and Discussion..





Workshop Resources

Slide Presentation

Our TOW Book

Community Leadership & Change

Leaders are Key

Rural Development Guide

Overview of Economic Development

Organizing for Action Guide

Jeff Yost Article

USDA RD Report

If you share your email address we will make these resources available to you free of charge via a web portal/

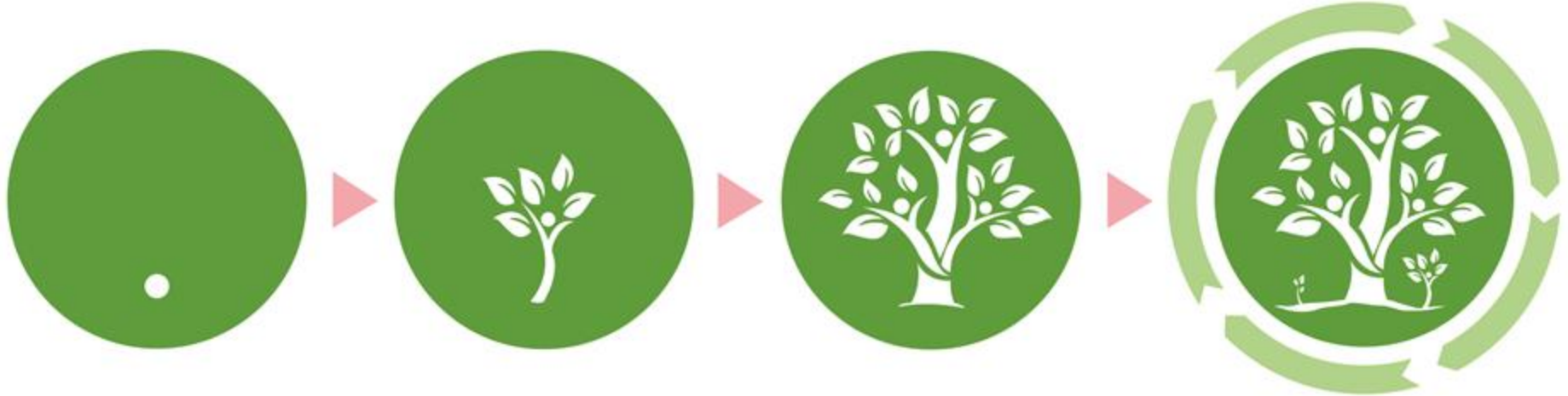
This book explores America's community transfer of wealth opportunity, this idea of community development philanthropy and how philanthropy can help your community prosper.



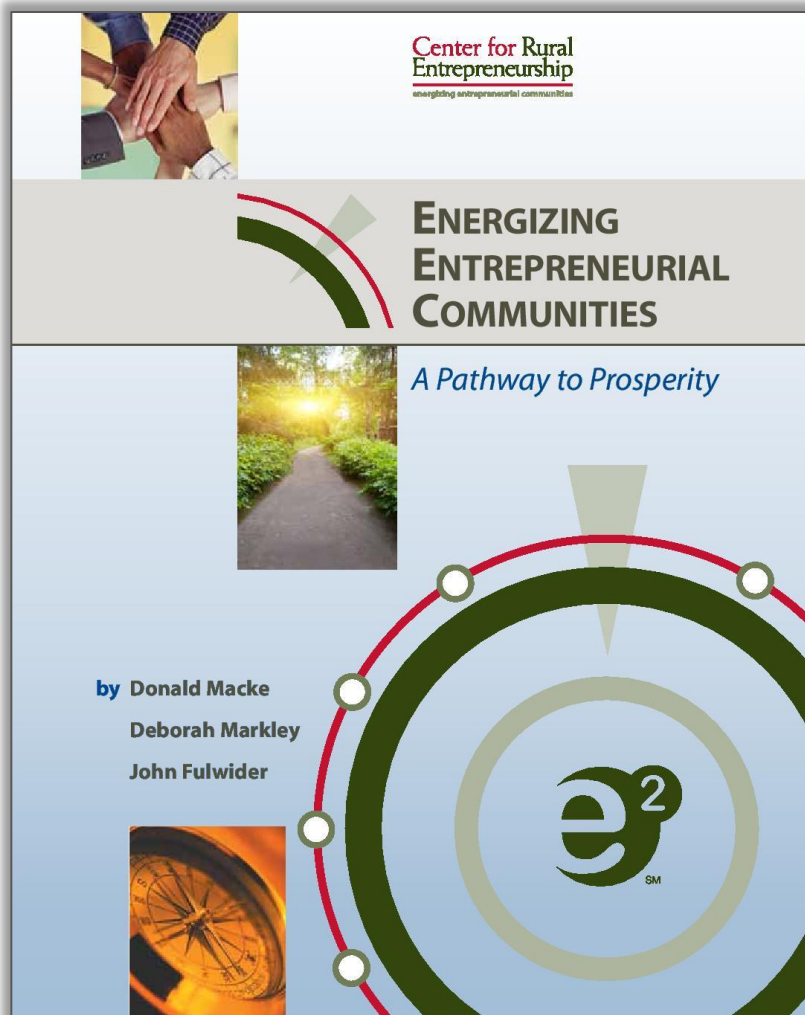
Questions and Discussion..



Center Resources



New Book



Contents...

Case for Entrepreneurs

Entrepreneurial Community

Action Framework

Working with Entrepreneurs

Guiding & Tracking Progress

Paper & E Book

E2 University Online

11 Packages available already!

Resources:

- Guides
- Tools
- Protocols
- Training Webinars
- Exercises & Illustrations
- Videos, Stories & More



Website & Newsletters

www.energizingentrepreneurs.org

Check out our resource-packed website with free resources and guidance to compensated resources. Also... sign up to receive our recently streamlined electronic newsletter for free.

Center for Rural
Entrepreneurship

energizing entrepreneurial communities

Newsletter

Other Center Resources & Partners



A partnership working to advance Community Development Philanthropy

To Learn More About:

Working in Rural

Growing Entrepreneurial Communities

Center for Rural
Entrepreneurship

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