

**Energizing Rural Entrepreneurial Communities**

**Cue Slide**  
Philanthropy Southwest  
10.23.15 Presentation – Santa Fe, NM  
Don Macke  
Center for Rural Entrepreneurship  
09.22.15 Version



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Center for Rural Entrepreneurship  
Energizing Rural Entrepreneurial Communities  
Philanthropy Southwest



Santa Fe, New Mexico – October 23, 2015



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**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?



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## Today's Workshop

*Part 1*

**Understanding Rural Communities**

*Part 2*

**Strategic Grant Making Implications**

*Part 3*

**Some Illustrations from the Field**



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## Part 1 Understanding Rural Communities



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## 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*



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### Drivers of Change?

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




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### 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




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### 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.*




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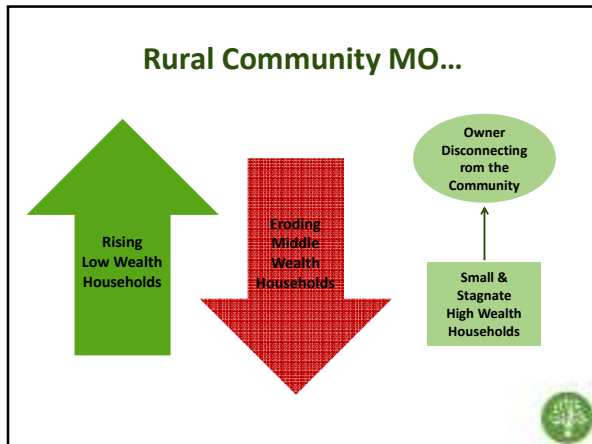
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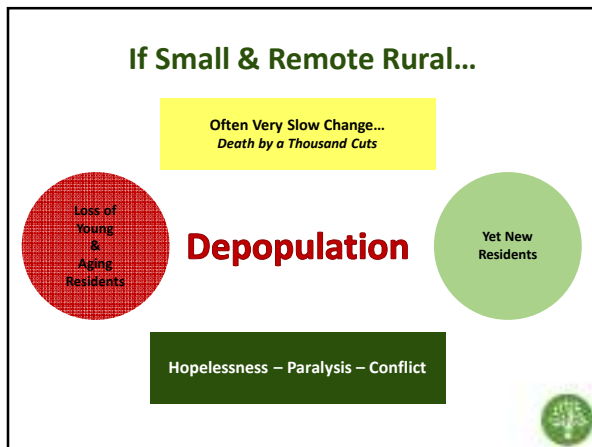
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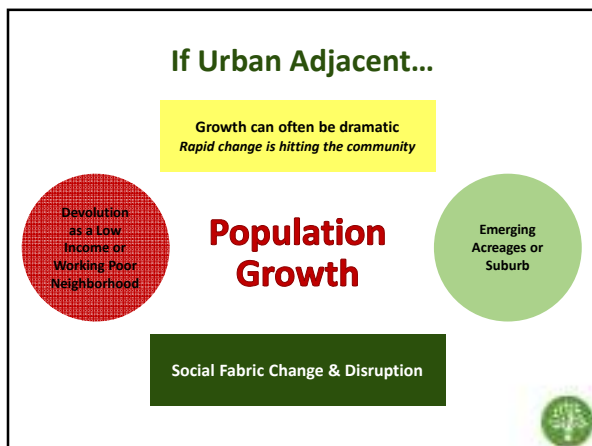
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### Fractured Landscape...

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.*




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### 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.*




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### 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**




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### 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



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### Questions and Discussion...



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### 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.*



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**Part 2**  
**Strategic Grant Making Implications**



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**What is an Entrepreneurial Community?**

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

But at a Minimum...

- *Demographic Renewal*
- *Economic Opportunity*



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**Keys to Becoming an E Community**



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### 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.




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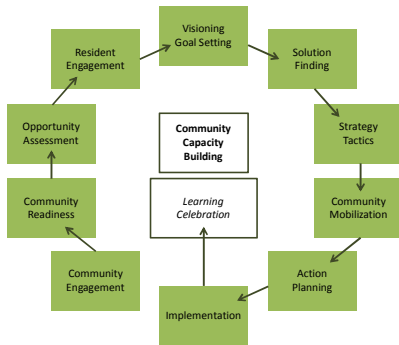
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### Building Capacity Process




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### 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**




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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?*



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### Questions and Discussion...



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### Part 3 Some Illustrations from the Field



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### 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*



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### 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**



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### 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*




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### Telluride Foundation



#### Paradox Trust

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

#### Business Accelerator

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




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### 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*




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Questions and Discussion... 



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**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. 

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Questions and Discussion... 



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Center for Rural Entrepreneurship

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University of Maryland

## Center Resources



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## New Book



**Contents...**  
Case for Entrepreneurs  
Entrepreneurial Community  
Action Framework  
Working with Entrepreneurs  
Guiding & Tracking Progress

*Paper & E Book*

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## E2 University Online

**11 Packages available already!**

**Resources:**

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



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### Website & Newsletters

[www.energizingentrepreneurs.org](http://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.



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### Other Center Resources & Partners











A partnership working to advance Community Development Philanthropy

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### To Learn More About:

***Working in Rural  
Growing Entrepreneurial Communities***



**Don Macke – [don@e2mail.org](mailto:don@e2mail.org)**

[www.energizingentrepreneurs.org](http://www.energizingentrepreneurs.org)



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