



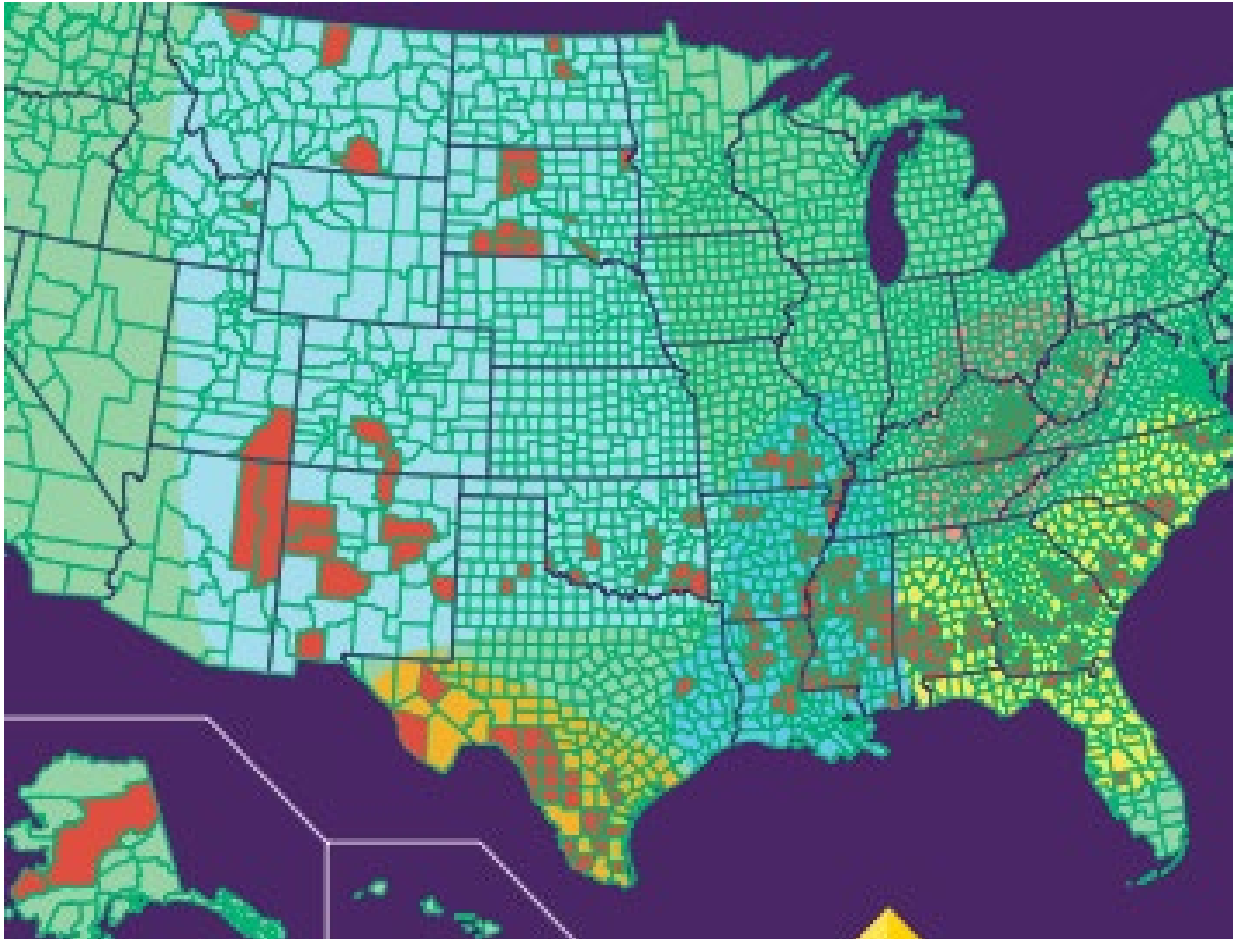
Together for Hope
Black Belt

Asset-based Community Development and Fundraising

Transforming Rural America

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Our Focus



The 338
counties of
persistent
rural poverty
in America

Five Ethno-Geographies

- **Delta (97+ counties)**
 - Primarily African Americans
- **Black Belt (84 counties)**
 - Primarily African Americans
- **Appalachia (55+ counties)**
 - Primarily White
- **Native Lands (44+ counties)**
 - Primarily Native American
- **Rio Grande Valley (25+ counties)**
 - Primarily Latino/a



Priorities of Hope

- Education
- Housing and Environment
- Health and Nutrition
- Social Enterprise



Our Philosophy

Asset Based Community Development



What is Asset Based Community Development?



Asset Based Community Development (ABCD) is a strategy for sustainable community-driven development based on the belief that all people have assets/strengths that can be used to benefit the community.

Community Driven - communities drive the development process themselves by identifying and mobilizing existing assets rather than having outside “experts” (expert model) develop the process

Strengths-Based - looking at what has led a community to hold together rather than looking at the needs or problems

Why does TFH Adhere to ABCD?



- ABCD focuses on what we **have**
- ABCD invites us all to **celebrate** the deep resiliency, rich culture, and persistent strength of rural America
- ABCD highlights the **individuals** that make up a community, focusing on the inherent dignity and worth of each person

Foundations of ABCD

- **Democracy** - all have a voice
- **Freedom** - right to choice (instead of choices being made for them)
- **Citizen Participation** - empowerment and ownership
- **Self Governance** - you have what you need and can build upon it

What ABCD Says About People



- All people have **dignity** and **worth**
- People are capable of **rational behavior**
- People have the **right to participate in decisions** that affect their present and future wellbeing
- People are capable of **creating and shaping/reshaping their environment** for the sake of their desired future
- People have the **right to reject** an externally imposed environment
- Motivation is created through interaction with the environment

Asset Mapping

- **Community Gathering (large cross-section of the community)**
- **Break into groups to encourage conversation and collaboration**
- **Map assets in groups**
- **Create asset mapping report that casts a vision for next steps**
- **Establish community leadership to move priorities forward**



Asset Mapping

- **Map within meaningful priorities**
 - Education
 - Health and Nutrition
 - Social Enterprise
 - Housing and Environment
 - Innate Gifting
 - Skillsets
 - Passions/Interests
 - Community Connections

Mapping Your local Housing Assets as part of an ABCD Exercise



What local Housing Assets did you identify?

- Is your Fuller Center for Housing on your list of local Housing Assets?

Categories of Housing Assets

- Tangible Capital
 - Land
 - Existing Public and Private Housing Stock
- Fungible Capital
 - Money (donations, grants)
 - In-kind donations
- Human Capital
- Social (Organizational) Capital

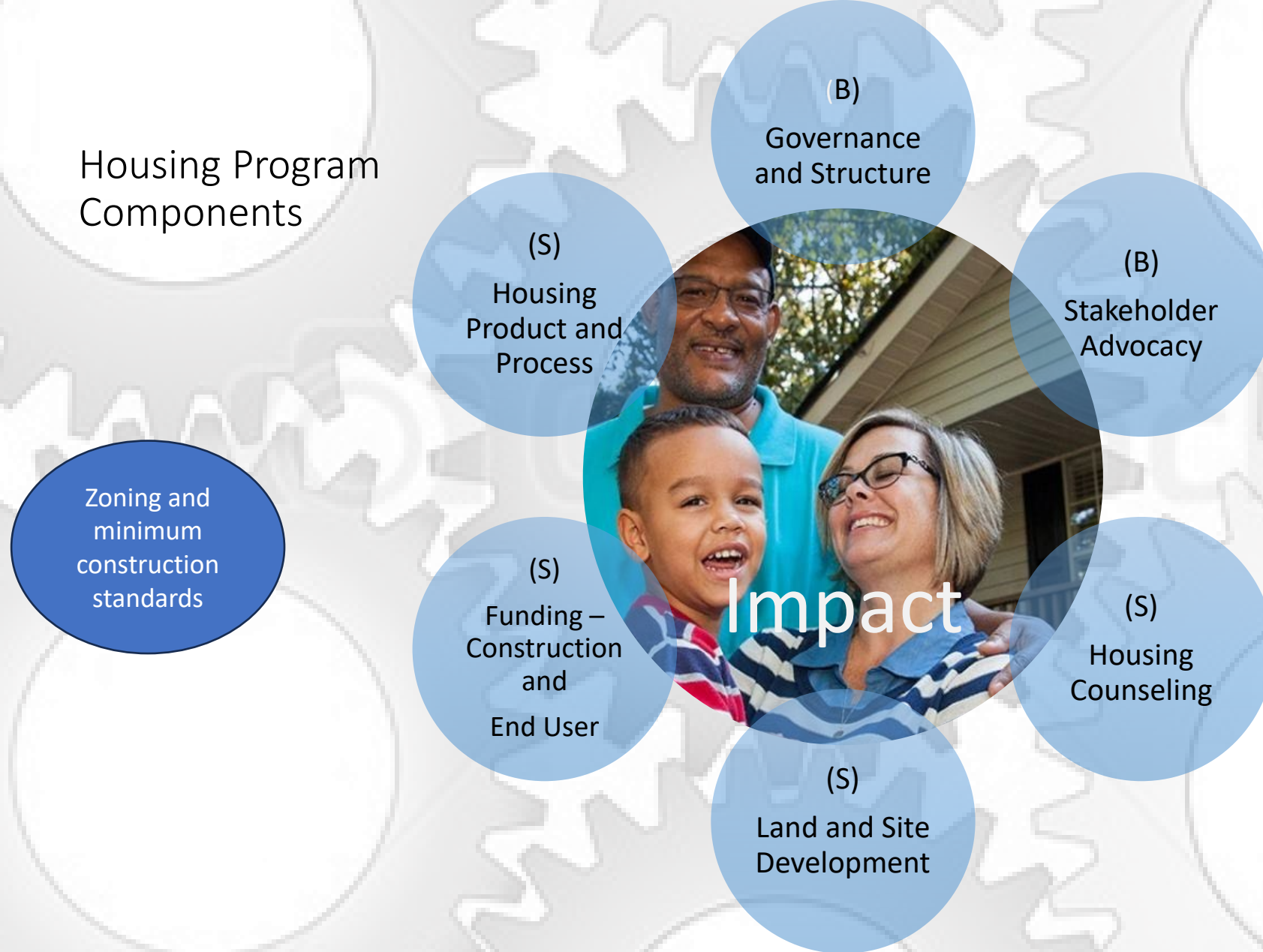


Mapping your Human and Organizational Capital

- Individuals (local and in your “Diaspora”)
- Well-connected community members
- Elected Local and State Officials
- Churches & Civic Groups
- Public Housing Authorities
- Educational Institutions (schools and colleges)
- Banks and Credit Unions
- Chamber of Commerce
- Regional and National Partners and Networks



Housing Program Components



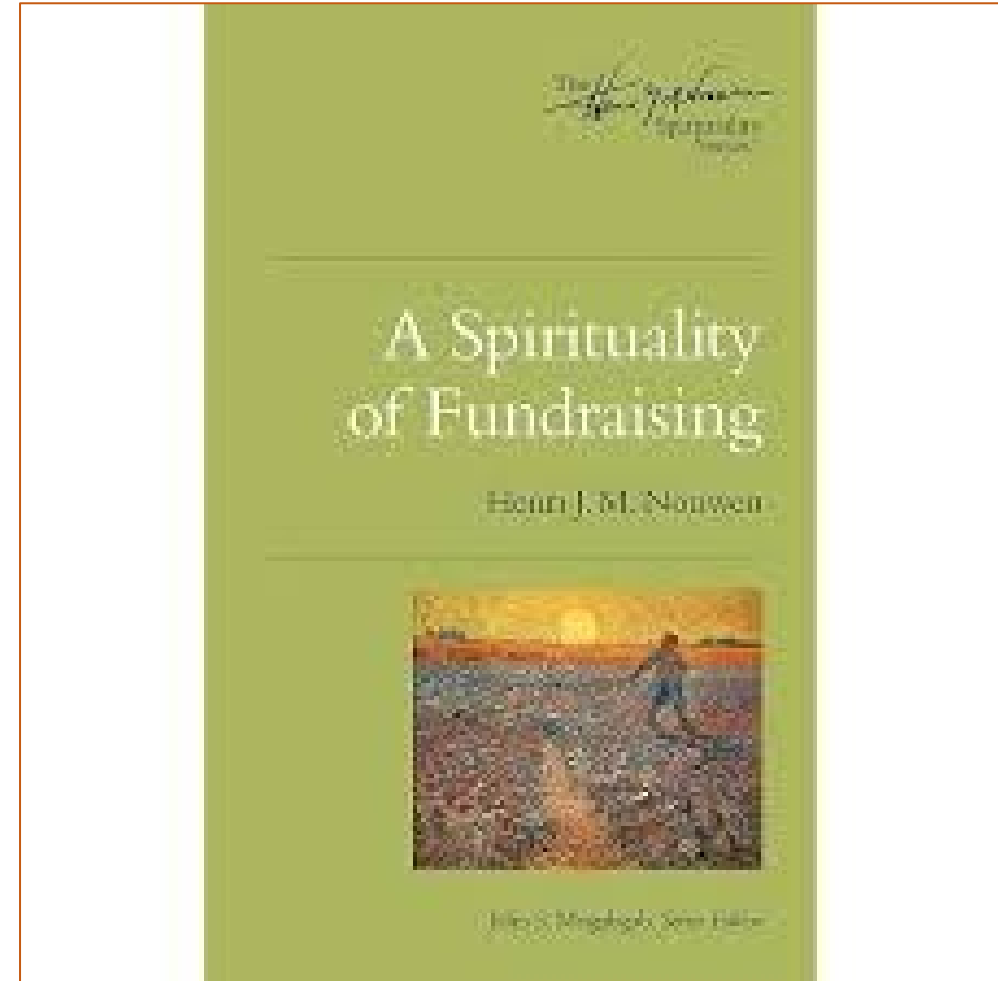


Financing Housing Assets – A Generous Fundraising Approach

Leveraging OM, OPM and OOM

Leveraging our Supporters to fundraise (OM & OPM)

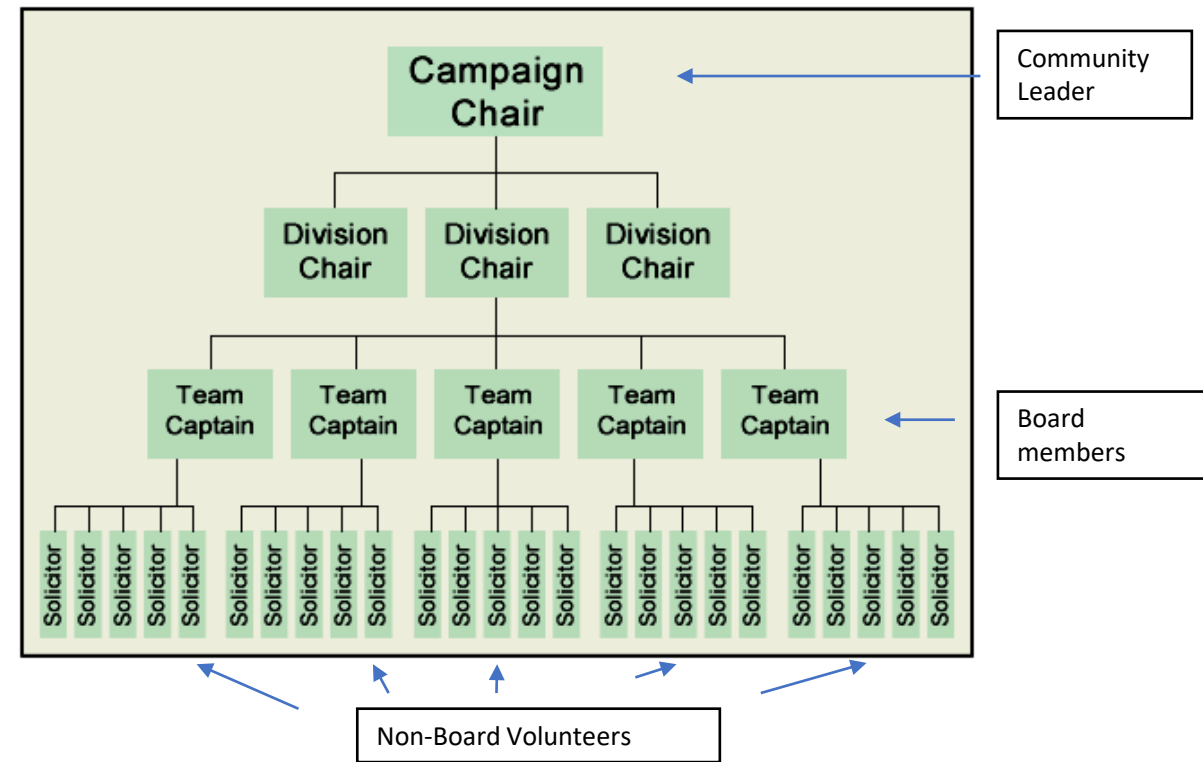
- Fundraising as an Invitation to Discipleship.
- Skin in the Game!
- Matching/Leverage
- Realize a BHAG/Vision
- 100% Board Participation



Structuring a Successful Annual Campaign

- Vision – *In 2029 and here's what 2025 looks like*
- \$ Goal to Vision
- Everyone solicits 5-10 people.
- Train together
- Invite - *PGTPTK*
- Team challenges
- Fixed Time Period
- Celebrate Victory

A Ponzi Scheme for Christ!



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Financing our Housing Product(s) Using (O)OM

Earned income
from the sale of
housing and
repairs.

Social Business
(e.g. thrift store)

In kind donations
of goods and
services

USDA 502 program

State Housing
Agencies e.g. DCA –
(Use your
legislators)

Federal Home Loan
Bank

New Markets Tax
Credits

Community Banks,
Credit Unions

Philanthropic &
Church
Endowments

Discounted
Mortgage Products

Closing Question

- What is one insight that you are leaving this session with that you will put into action upon returning home?

Resources

- Practicing Community Development by Donald & Doris Littrell
- Having Nothing, Possessing Everything by Michael Mather
- Asset Based Community Development Institute and Resource page
- Community Development Institute of the Southeast
- Visit tfhope.org and click “Resources” for our ABCD Resources Doc!

Contact Information

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