

# OFFICE OF COMMUNITY WEALTH BUILDING



The Maggie Walker Initiative

February 27, 2017

## The Problem:

*The poverty rate in Richmond is 25%.* That means that thousands of Richmond citizens face economic and financial hardship. Meanwhile, we have hundreds of organizations, ministries, non-profits, and agencies that serve people in need. In spite of all the years of effort, life conditions for far too many individuals and families have remained the same. Therefore, it is time for a new coordinated approach. We all need to work together toward a shared vision.

## Shared Vision for the Community

Our fundamental aim is policy and structural change: building a coherent ladder out of poverty through access to quality employment and related supports, bolstering the community and economic assets of low income neighborhoods, and creating stronger neighborhoods and educational opportunities to improve the life chances of Richmond's low income children.

*Imagine the Richmond of the future ...  
where every citizen has the opportunity to  
thrive.*

## In order to implement the vision...

We need to **create** a system that makes it easier for everyone to build wealth.

We need to **facilitate** pathways to build wealth in order to change the way people live and create a hopeful future for their children.

We need to **construct** an economic environment where families have a living wage that provides the ability to earn, save, and meet the unexpected challenges we all face in life.

## Community Wealth Building is a community engagement process.

Expanding quality employment in the short term will lead to the achievement of substantial long term improvements in the health and wealth of families and neighborhoods.

# Community Wealth Building Momentum in Richmond, VA

FROM	TO
A charity framework, exemplified by the annual demonstration of care and concern from Thanksgiving to Christmas	A Self Sufficiency framework, exemplified by intentional hiring practices
Programs and organizations created to help people	Ideas for transforming communities that are created by the people
Unassisted job searching	Comprehensive workforce assistance for thousands of people each year through the Center for Workforce Innovation
The problems in the community and the schools	The assets in the community and the untapped potential of the students
Independent, disconnected service delivery and philanthropic approach to helping people in Richmond	Coordinated service delivery and philanthropic approach that provides a consistent ladder out of poverty through access to quality employment and related supports
Transportation as a barrier to employment and childcare	Innovative approaches to mobility
Overwhelmed, hopeless, frustrated, ineffectual community of nonprofits, ministries, government agencies, funders, businesses and people	Informed, energized and aligned community of nonprofits, ministries, government agencies, funders, businesses and people – Community Wealth Builders



## The Leadership Role of the Office of Community Wealth Building

**Collective impact hub** for an informed, energized and aligned community of non-profits, ministries, government agencies, funders, businesses and people -- Community Wealth Builders

**Coordinator for the implementation** of a service delivery and philanthropic approach -- based on a *Community Wealth Building Framework* -- that provides a consistent ladder out of poverty through access to quality employment and related supports

**Connector** between the ideas for transforming communities that are created by the people and the assets that exist in the community

**Provider of comprehensive workforce assistance** for thousands of people each year through the Center for Workforce Innovation

# Reality Check

Many people in our City are working multiple jobs in order to make ends meet. A sick child, a broken down car, a bad cold, or a problem with the baby sitter can cause lost hours from work and result in financial and emotional stress.

## Collective Impact in Action: Application of the Community Wealth Building Framework

The Community Wealth Building Matrix (shown below) can be used by the Richmond community of non-profits, ministries, government agencies, funders, businesses and interested people as a:

**Model** to align the Richmond community of non-profits, ministries, government agencies, funders, businesses and people

**Tool** to coordinate the implementation of a service delivery and philanthropic approach that provides a consistent ladder out of poverty through access to quality employment and related supports

- ⇒ Management tool for programs and agencies to better tailor the type of services being offered to clients and to assess the way those services are delivered
- ⇒ Measurement tool for funders to determine where funding gaps exist and for organizations who receive funding to measure success
- ⇒ Communication and Policymaking tool for demonstrating success and sharing information to the public and policy makers about conditions in Richmond

**The Goal is to create individualized pathways or roadmaps through our systems from crisis to thriving.**

	In Crisis	At Risk	Safe	Stable	Thriving
<b>Employment</b>	No Income or assets	Seeking job or temp/ seasonal job or other legal income	Employed in semi-stable job	Permanent & stable job paying living wage	Permanent, stable employment sufficient to build assets
<b>Education</b>	No skills or credentials	Seeking GED or vocational training	Has high school diploma, GED, or vocational training	Career & educational plan in place; active & on-going learning	Implementing education and career plan
<b>Housing</b>	Homeless or unstable housing	Temporary or transitional housing	Housing is stable and is affordable (maybe with subsidy)	Housing is stable & and is affordable without subsidy	Housing is permanent & affordable without subsidy
<b>Transportation</b>	No or unreliable transportation or child care	Transportation and child care available, but not affordable or reliable	Transportation and child care are generally reliable and affordable	Transportation and child care are reliable and affordable	Transportation and child care are reliable and affordable

# What is your Role in Building Community Wealth?

- **If you are a policy maker**, we hope that you use the information presented in this document, in our newsletter, and the research available through our website to be a change agent on issues that have heretofore prevented individuals and families from moving out of poverty.
- **If you are a student**, we hope that you rely on us for accurate information about the crisis of poverty and ways to solve the problem. This document and our website will always contain facts you can use as a springboard for further research.
- **If you are an academician**, we hope that you will help us to analyze any and all relevant available information pertaining to economic indicators, systems change, housing, social programs and poverty in America, so that our decisions are based upon strong, credible data.
- **If you are a citizen who is facing these financial challenges right now, we want to hear your thoughts and ideas about what needs to change, so that you and your family can thrive.**

*Many people want to do something to help.*

*Many people want a new reality for our community.*

*The best way to help is to promote the community wide shared vision, purpose and outcomes.*

***Be a Community Wealth Builder.***

## How to Stay in Touch

We want to hear from you!

**CALL** us for more information or to attend a Listening Session: (804) 646-3108

**EMAIL** us at:  
AskCommunityWealthBuilding@Richmondgov.com

Visit us on the **WEB** at [www.Richmondgov.com](http://www.Richmondgov.com)

Follow us on **Twitter** and **Facebook** @  
MaggieWalkerRVA #IAMCWB

**Director:** Reggie Gordon,  
Reginald.Gordon@richmondgov.com

### **Center for Workforce Innovation**

900 East Marshall Street, Richmond, VA 23219

Hours:

Monday -Thursday: 8:30a - 4:30p

Friday: 8:30a - 1:00p