

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 academican, 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

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

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
Employment	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
Education	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
Housing	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
Transportation	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

OFFICE OF COMMUNITY WEALTH BUILDING

THE MAGGIE WALKER INITIATIVE

The Office of Community Wealth Building (OCWB) held a Virtual Town Hall meeting in September of 2016. At this meeting a call to action was issued to all service providers, faith leaders, elected officials, policy makers, funders and residents to participate in the creation of a Community Wealth Building model that provides pathways for citizens to move from Crisis to Thriving. The first part of this exercise was to attend focus group sessions related to their interest and work.

The first session we held was focused on jobs, because a living wage job is a critical rung in the ladder to self-sufficiency. To that end, the OCWB played a major role in attracting fast growing and Fortune 500 businesses such as CoStar and Owens and Minor to downtown Richmond that provide living wage jobs. CoStar's Richmond location will employ more than 700 people with salaries ranging from \$30,000 up to \$100,000 plus. CoStar's economic impact on Richmond is estimated at \$250 million. Owens and Minor's Client Engagement Center in downtown Richmond has the potential to create 300 new jobs.

NETWORK FOCUS GROUP MEETINGS TO DATE

November 10, 2016	Jobs (Workforce Development)
November 17, 2016	Education (Child Care, Preschool, Children's Education, Out of School Time and Adult Literacy)
December 6, 2016	Transportation
December 21, 2016	Housing
February 3, 2017	Food (Conversation on bridging the food gap with FeedMore)

FOCUS GROUP MEETING ATTENDEES

4-H	Home of VA	RVA Future (RPS Education Foundation)
Adult Alternatives Program	HumanKind	Salvation Army
Alliant Global Strategies	Job Corps	SCAN – Stop Child Abuse Now
AmeriCorps	Life's Dream Music School	Serenity
Better Housing Coalition	Mama Ree's DayCare	Southside Community Development & Housing Corporation
Boys & Girls Clubs of Metro Richmond	Neighborhood Housing Services of Richmond	St Joseph's Villa
Caritas	Neighborhood Resource Center – Fulton	Thriving Family Network
Church Hill Activities & Tutoring	Next Up RVA	Trinity Family Life Center
Circles Ashland	OAR of Richmond	United Way –Greater Richmond & Petersburg
Commonwealth Catholic Charities	Partnership for Housing Affordability	Urban Hope
Communities in Schools	Peter Paul Development Center	VA Department of Education
CPDC – Community Preservation & Development Corporation	Rebuilding Together Richmond	VCU Discovery
Friends Association	Rescare Workforce Services	Virginia Department of Social Services
Girls for a Change	Resource Mothers	Virginia Housing Development Agency
GRASP	Richmond Behavioral Health Authority	Virginia Preschool Initiative
Groundwork RVA	Richmond Public Schools - Early Head Start	Virginia Supportive Housing
Habitat for Humanity	Richmond Public Schools - Head Start	Virginia Department of Aging & Rehabilitative Services
Hands Up Ministries	Richmond Redevelopment & Housing Authority	YMCA
Home Again	Richmond Region Energy Alliance	YWCA

OCWB LISTENING SESSIONS



In August of 2016, we extended an invitation to the community to come talk to us on Friday afternoons from 1:30 – 3:30. The response has been outstanding. We have been listening to people nearly every Friday since and will continue to do so because people want to be a part of this community problem solving process. We have heard from residents, faith leaders, activists, community leaders, researchers, service providers, private sector employees and fellow city government employees. Below is a list of organizations and individuals with whom we have met. We incorporate what we learn into our Community Wealth Building strategy.



Adult Alternative Program

Amita, Inc

Bainbridge Fire Department Non-Profit Organization

Blue Sky Fund

City of Richmond Department of Budget and Strategic Planning

City of Richmond Public Libraries

College Assurance Partnership

CPDC (Community Preservation and Development Corporation)

Destiny Community Church in South Richmond

East District Family Resource Center

Ephesus Seventh Day Adventist Church

Experiential Learning (as high impact educational model)

Family Lifeline

Focused Outreach in Richmond

Girls for a Change

Good Neighbor Initiative (Housing Advocates Initiative)

HARRYCO LLC

Human Service Innovation

Jobs for VA Graduates

Juvenile Justice Grant at VCU

K-12 Collaborative, The Bonner Center for Civic Engagement, University of Richmond
Living Cities

Management Consultant

NCRC (National Community Reinvestment Coalition)

NextUP RVA

Oak Grove-Bellemeade, Hillside and Afton Courts, Jefferson Trace communities

Operation Wake-up, Inc.

Prison re-entry program

Psychologist and former school board member

Public Housing Resident

Resident and CWI participant

Uber

United Way of Greater Richmond and Petersburg

University of Richmond (class on social, economic and racial justice)

Various Community Activists

VCU Division of Community Engagement

VCU School of Nursing



If you would like to reserve a time during our **Listening Sessions** to come talk to us about what is important to you please call us at 804-646-3108.

OCWB values any opportunity to hear from citizens. We are also open to external events where we can hear opinions, thoughts, concerns and ideas about improving life for low wealth citizens of Richmond.