



FORDFOUNDATION

**THE NEXT WEST: 20th Anniversary Land
Use Conference** Denver, Colorado
March 3-4, 2011

**Expanding Livelihood Opportunities
for Low-income and Poor Households**

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Wealth Creation in Rural Communities

supported by the Ford Foundation

A new way forward for rural communities
A wealth creation approach to economic development

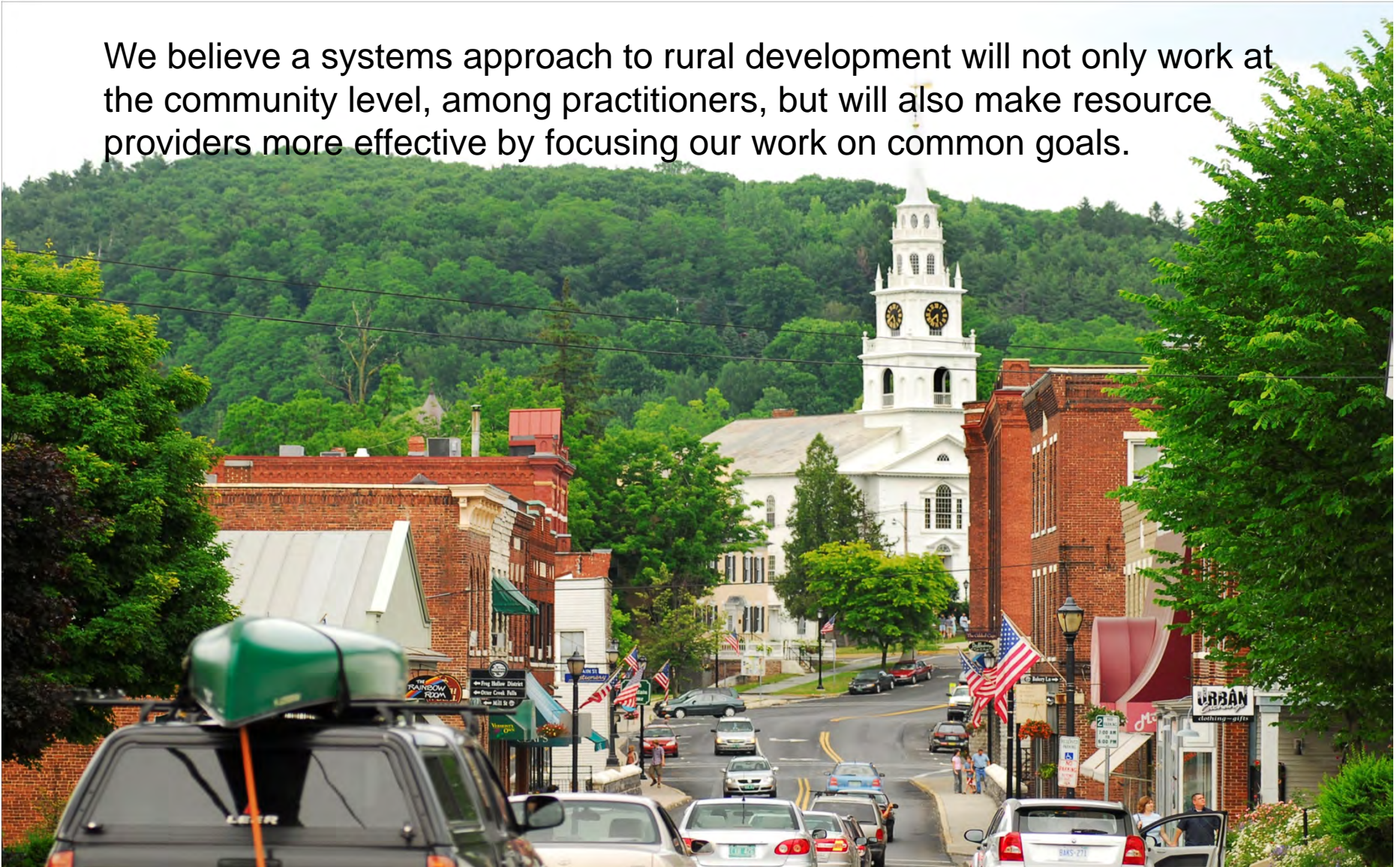


Our intent is:

To have a positive impact on high-poverty communities in rural America by using a systems approach to wealth creation.



We believe a systems approach to rural development will not only work at the community level, among practitioners, but will also make resource providers more effective by focusing our work on common goals.





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Common Questions

- What do we actually do?
- Where do we find the resources?
- How will we know if our work is successful?
- Who will actually benefit?
- How is the effort sustained over time?

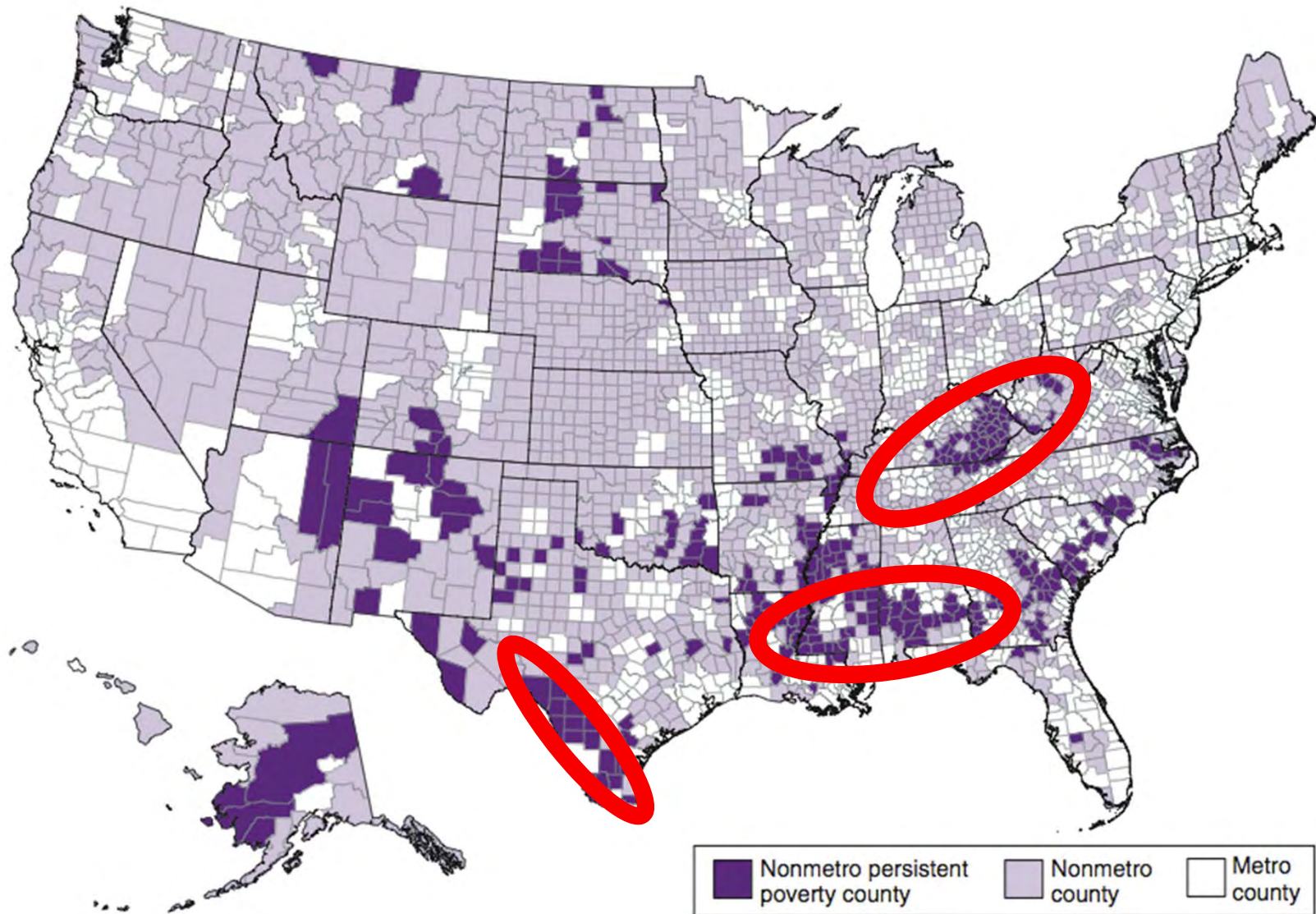




**No one is big enough to fix
Rural economies by themselves.**



First characteristic: focus on regions.



Second characteristic: invest in clusters of people and organizations working directly on the ground.



Third characteristic: build stronger value chains.



production



aggregation



retail

Fourth characteristic: A wealth matrix for evaluation

Type of Wealth	Strategy
Individual	How will your strategy impact the stock of skills and physical and mental healthiness of people in a region?
Social	How will your strategy impact the stock of trust, relationships, and networks that support civil society?
Intellectual	How will your strategy impact the stock of knowledge, innovation and creativity?
Natural	How will your strategy impact the stock of unimpaired environmental assets in a region?
Built	How will your strategy impact the stock of fully functioning constructed infrastructure?
Political	How will your strategy impact the stock of power and goodwill held by individuals, groups, and/or organizations?
Financial	How will your strategy impact the stock of unencumbered monetary assets at the individual and community level?

Guiding Principles of a Wealth Creation Approach

- Wealth is created and “sticks” in low wealth rural areas.
- Wealth is tied to place by value chains developed within sectors.
- Wealth-based development is demand driven.
- Measurement is integrated into the entire process.
- Investment fuels wealth creation.
- Strategically flexible while doing no harm.





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FOR MORE INFORMATION

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x

