# Asset-Based Community Development

Ivis Garcia, Assistant Professor City and metropolitan Planning University of Utah



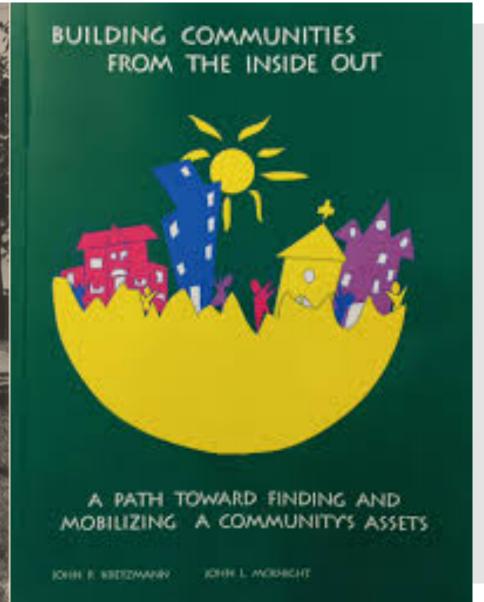
### **Purpose/Objective:**

Participants will be introduced to the Asset Based Community Development Framework

**Competencies:** 

Ability to discover and mobilize assets in local communities

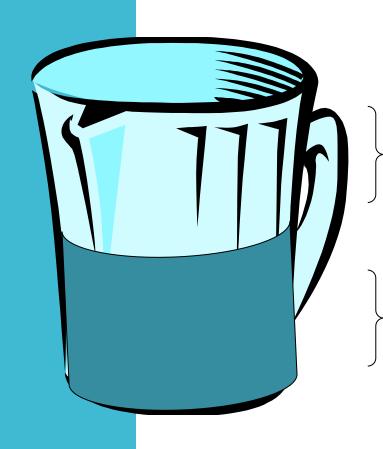




What do you see?



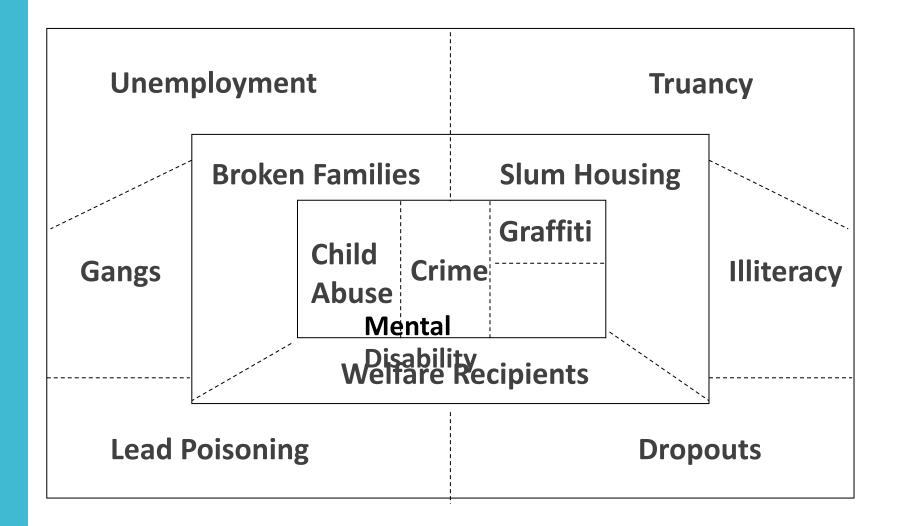
The Dilemma

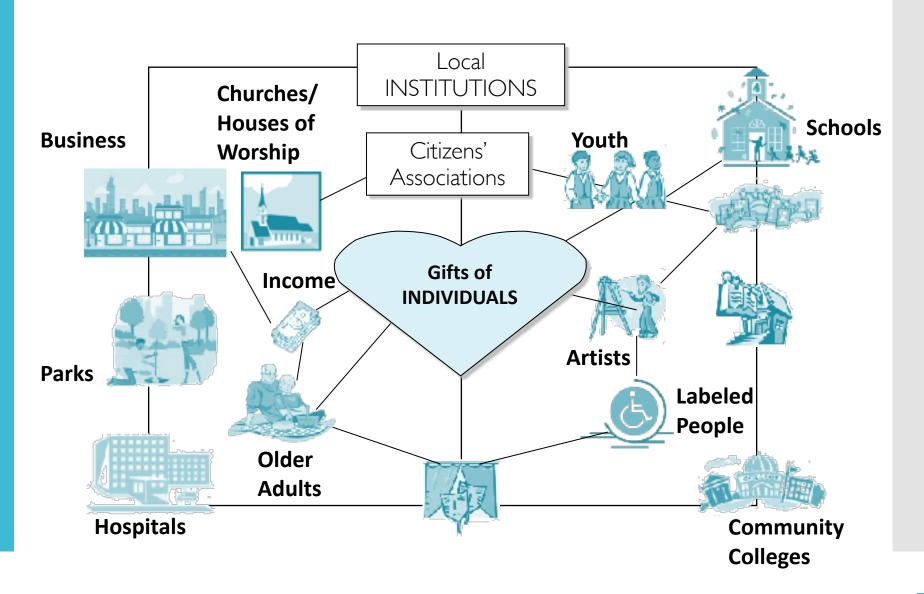


People and
Communities
have deficiencies &
needs

People and Communities have assets and capacities

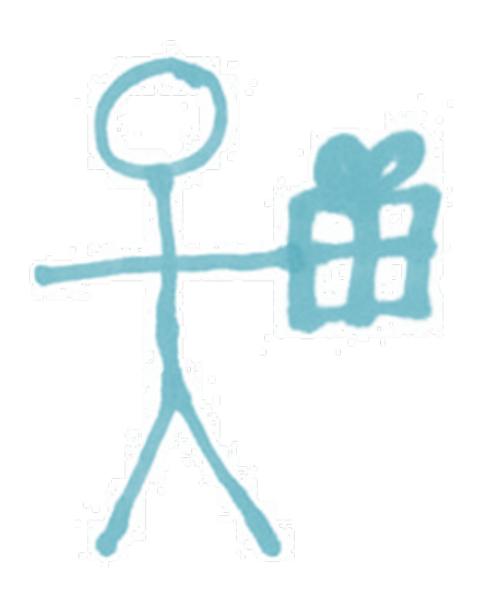
# Neighborhoods Needs Map





# Every place has:

Gifts of individuals



# People Labeled



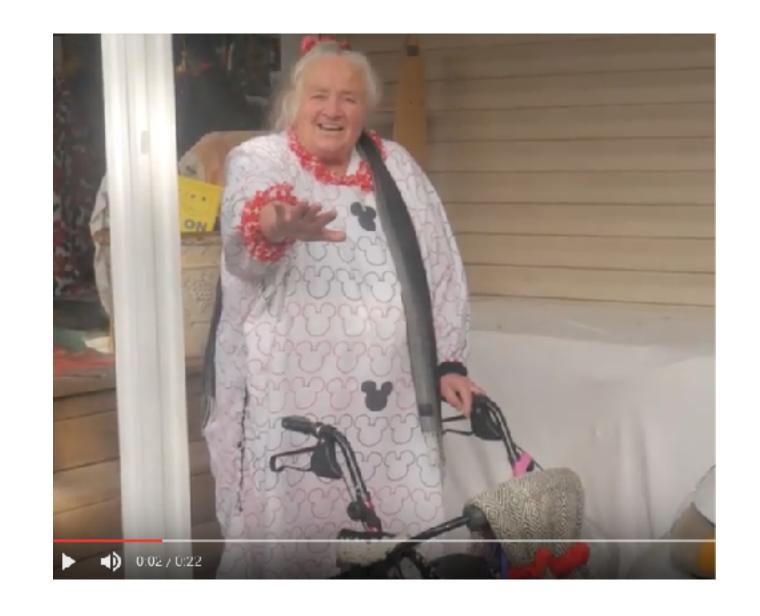


- Unemployed
- Poor person
- Non-English speaking
- •Single parent
- Addict
- Offender
- Disabled
- Old person
- At-risk youth





# **Everyone Has Gifts**



### Gifts I Can Give My Community



### The Three H's

Gifts of the Hands

Gifts of the Head

Gifts of the Heart

• Gifts of the Hands (Yellow)

• Gifts of the Head (Green)

• Gifts of the Heart (Pink)

Exercise: Think – Pair – Share

Take 1 minute to write them down

Take 1 minute to share (talk)

Take 1 minute to share (listen)

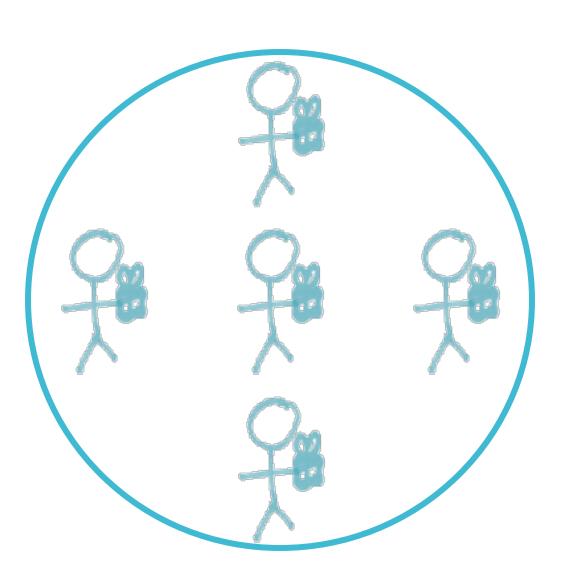
Share



# Simple questions can help us learn about a person's gifts:

- Tell me about your favorite places to go.
- What kind of things do you do on a GREAT day?
- What do your friends like about you?
- What do you care about?
- What makes you happy?
- What are you or your family already connected to?
- Is there anything that you have always wanted to try but haven't yet?
- What would you show me around your house?
- Who do you really enjoy being with?

# Associations



# ABCD Definitions

- Groups of two or more CITIZENS joined together around a common activity, often sharing a common passion, CARE, and interest.
- Individuals engage by CHOICE (Non-paid/voluntary).
- Members achieve CONSENSUS; they create the vision and engage in the work to achieve the goal.
- They thrive on CONNECTORS.

# Neighborhood Associations

### Addiction Prevention and Recovery Groups

- Advisory Community Support Groups
- Animal Care Groups
- Anti Crime Groups
- Block Clubs
- Business Organizations/Support Groups
- Charitable Groups and Drives
- Civic Events Groups
- Cultural Groups
- Disability/Special Needs Groups
- Education Groups
- Elderly Groups
- Environmental Groups
- Family Support Groups
- Health Advocacy & Fitness Groups



### Exercise:

### How many associations are you connected to?

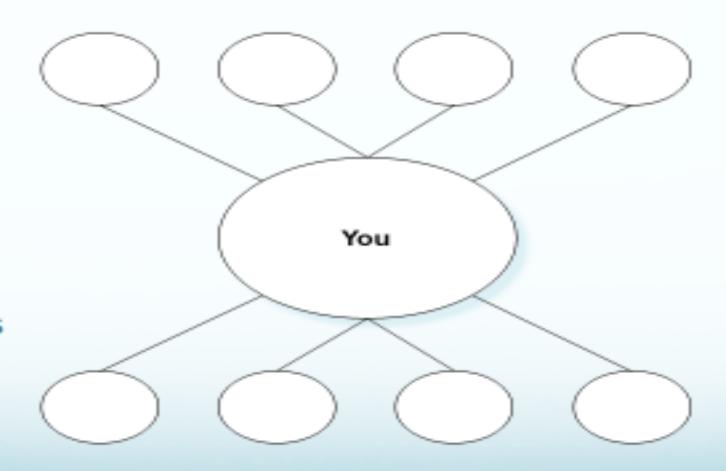
CITIZENS

CARE

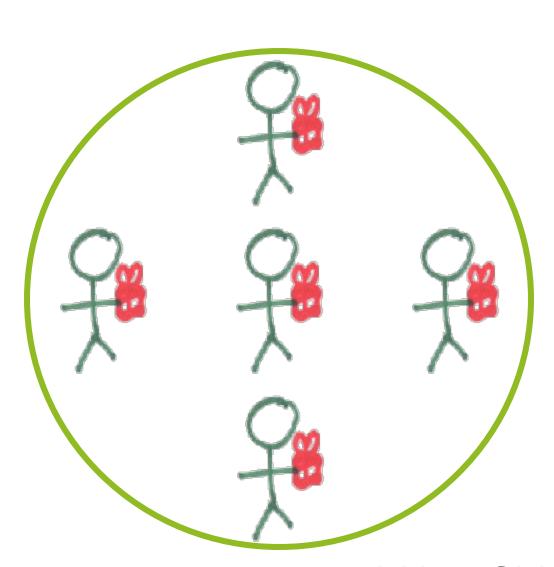
CHOICE

CONSENSUS

CONNECTORS







....to mobilize Citizens.



**Power of Associations (Often unrecognized)** 

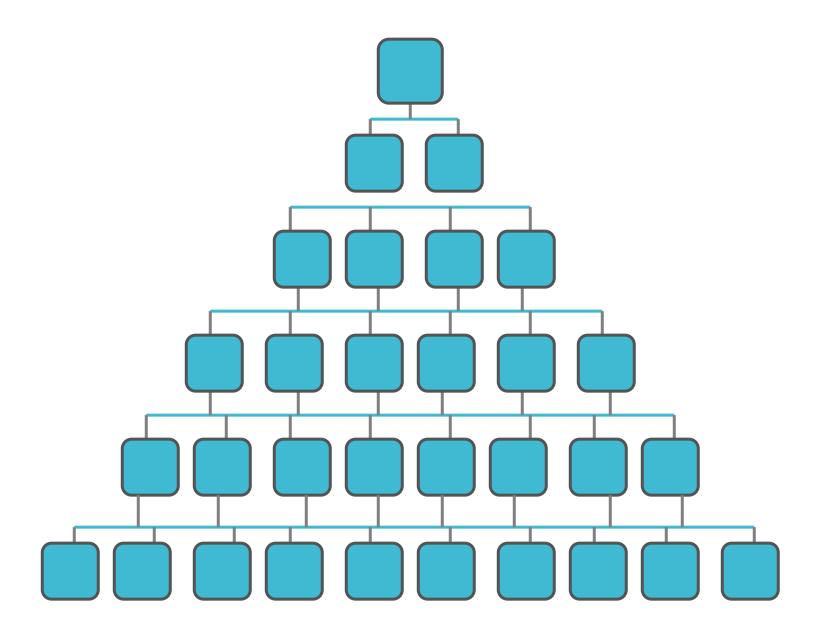
- Effective in Action
- Amplifier of Gifts/ Capacity Building
- Breads Leadership
- Relationship Building
- Employment Leads
- Creative and Flexible
- Reach Large Numbers
- Local Knowledge
- Energy/Momentum
- Responsiveness

Associational Assets

## Every place has:

Gifts of individuals
Community associations
Institutions





- Schools
- Libraries
- Parks
- Law Enforcement
- Colleges, Universities, Trade Schools
- Health and Human Services Agencies
- Non-Profits
- Private Business



# What are the gifts of Institutions?



# Students at graduation

• Graduates are awarded a certificate from the University of Utah and the West Side Leadership Institute.



## Every place has:

Gifts of individuals

Community associations

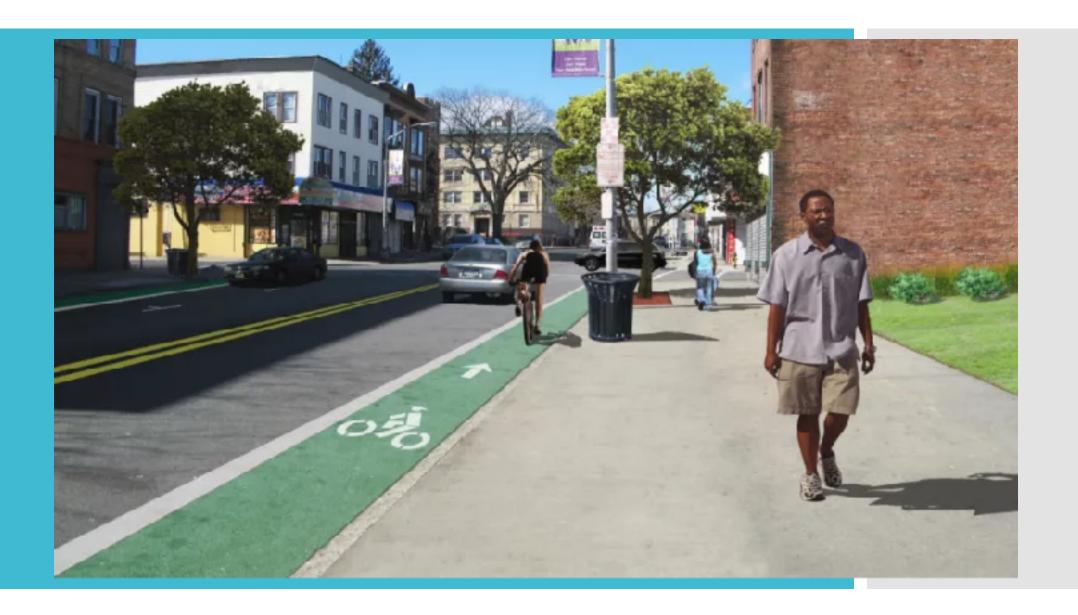
Institutions

Built and natural environment



Exercise: Tell me what are the assets that you see?

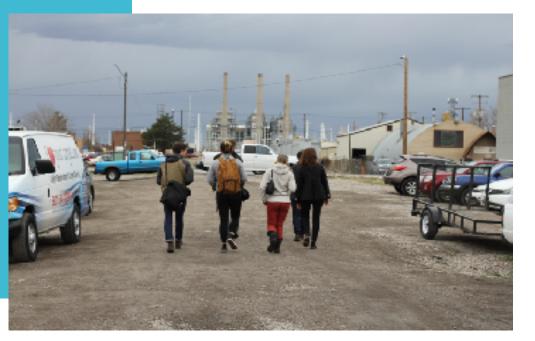






### Look with new eyes...







## Every place has:

Gifts of individuals

Community associations

Institutions

Built and natural environment

Exchange/Local economy





Local Economy

For-Profit Businesses

Consumer Expenditures

Merchants

Chamber of Commerce

**Business Associations** 

Banks

Credit Unions

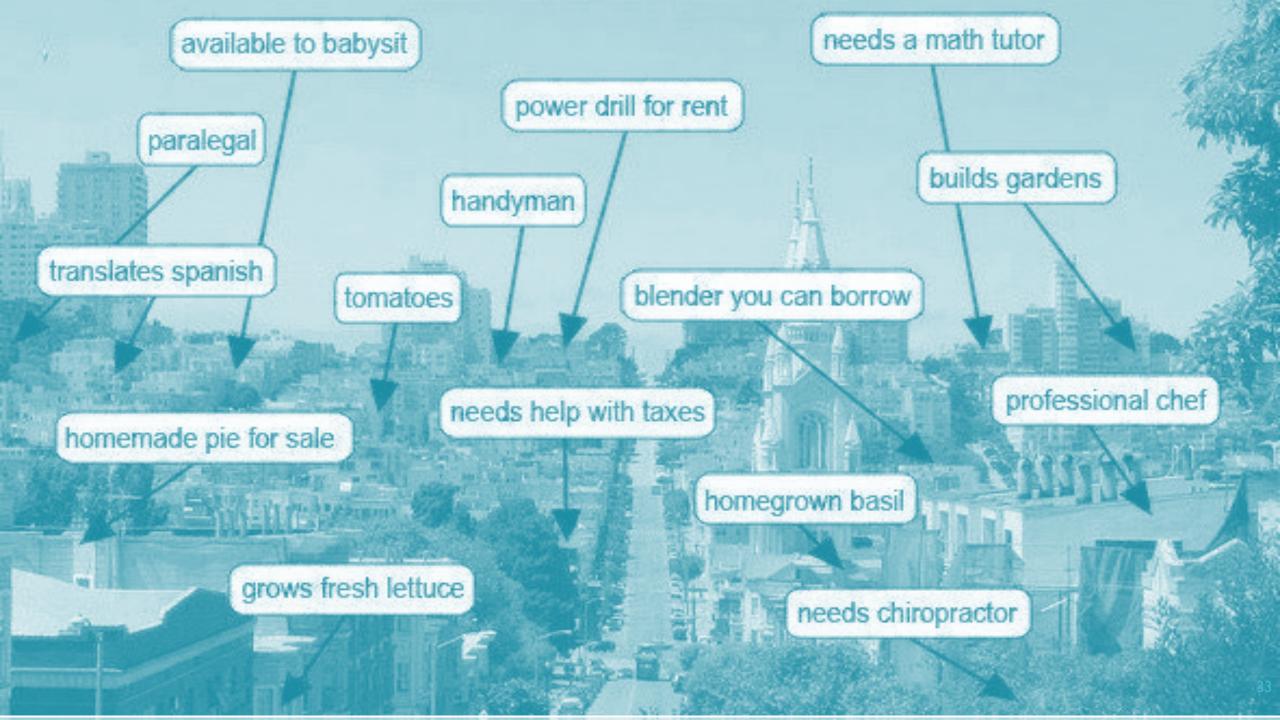
Foundations

Institutional-Purchasing Power and Personnel

Barer and Exchange

**CDCs** 

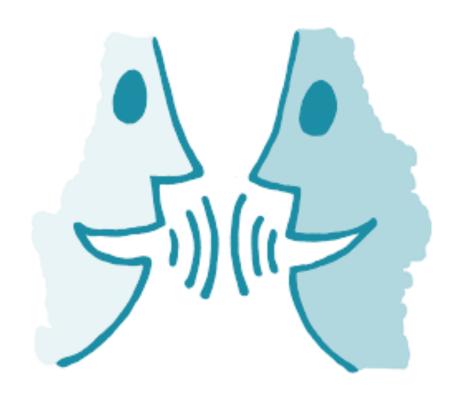
Corporations and Branches



# Market Place

# Every place has:

Gifts of individuals
Community associations
Institutions
Built and natural environment
Exchange/Local economy
Culture, stories, and history





# NOW YOU: Tell me a story when you saw community at it best



### **Individuals**

Gifts, Skills, Capacities,

**Knowledge and Traits of:** 

Youth

**Older Adults** 

**Artists** 

**Welfare Recipients** 

**People with Disabilities** 

Students

**Parents** 

**Entrepreneurs** 

**Activists** 

Veterans

### **Stories**

Of background and personal history Of what you like to do and contribute

Of existing and ongoing skills and capacities

Of successful community

development

Of economic growth

Of addressing racism

Of including those who are

marginalized

Of recognizing the value of everyone

Of a time when you or your group felt

appreciated and valued

Of a time the community was at its

best



Local

Economy









Local Economy

Culture /

Stories

For-Profit Businesses **Consumer Expenditures** Merchants

**Chamber of Commerce Business Associations** 

**Banks** 

**Credit Unions** 

**Foundations** 

**Institutional-Purchasing Power** 

and Personnel

Barer and Exchange

**CDCs** 

**Corporations and Branches** 

### **Associations**

**Animal Care Groups Anti Crime Groups Block Clubs Business Organizations Charitable Groups Civic Events Groups Cultural Groups Education Groups Elderly Groups Environmental Groups Family Support Groups Health Advocacy and** 

**Fitness Groups** 

**Heritage Groups Hobby and Collectors Groups** Men's Groups **Mentoring Groups Mutual Support Groups Neighborhood Improvement** Groups **Political Organizations Recreation Groups Religious Groups Service Clubs Social Groups Union Groups** Veteran's Groups Women's Groups

**Youth Groups** 

### Physical Space

Gardens **Parks Playgrounds Parking Lots Bike Paths Walking Paths** Forests/Forest Preserves **Picnic Areas** Campsites **Eishing Spots** 

### Institutions

Schools Universities **Community Colleges Police Departments** Hospitals Libraries **Social Service Agencies Non Profits** Museums **Fire Departments Foundations** 

• How do you plan to identify and map assets when you get home?



### • The seven principles are:

- I. Have fun
- 2. Start where people are...
- 3. But don't leave them there (strive for results)
- 4. Don't sit on your assets (Gifts of the head, heart and hands)
- 5. Lead by stepping back
- 6. Celebrate success and recognize caring neighbors
- 7. Share stories

ABCD Basic Workbooks	Building Communities From the Inside Out (Greenbook) ABCD In Action: When People Care Enough to Act A Basic Guide to ABCD Organizing (abcdinstitute.org) Discovering Community Power (abcdinstitute.org)
Individuals	A Guide to Capacity Inventories (abcdinstitute.org) Exemplary Materials For Designing a Community Building Initiative (abcdinstitute.org)
Associations	Voluntary Associations in Low Income Neighborhoods New Community Tools For Improving Child Health
Institutions	Building Communities From the Inside Out: Chapter 3 (There are guides for many kinds of institutions on the ABCD Institute website abcdinstitute.org).
Physical Environment	Building Communities From the Inside Out: Chapter 4, pages 311-334
Economy/ Exchange	A Guide to Mapping and Mobilizing the Economic Capacities of Local Residents Building Communities From the Inside Out: Chapter 4. Pages 275-310