Community Membership for Everyone

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Who Is Here Today?

Questions???

What question would you like answered today?

Goals for Today

- ABCD 101: What is Asset-Based Community Development?
- How do we put ABCD into practice?
- How do we get beyond “Interested”?
  Practical ways of thinking about community membership.

Thinking about Community

What is Community?
What does Community mean to you?
community |kəˈmɔʊni| noun

1. A group of people living in the same place or having a particular characteristic in common

2. A feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals

Asset-Based Community Development (ABCD)

The Dilemma . . .

People and Communities have deficiencies & needs

Individuals and Communities have skills and talents

The Dilemma . . .

Neighborhoods Needs Map

Consequences of the Needs Map

- “We are deficient.”
- Fragments efforts to find solutions
- Targets resources to service providers, not to residents – resources are narrowly defined
- Forces leaders to denigrate their own communities to receive funding
Ensures the deepening of the cycle of dependence—problems must get worse if funding is to be renewed
1. Emphasizes relationships with outside professionals at the expense of relationships within the community
2. A focus on maintenance and survival contributes to sense of hopelessness

What is Asset-Based Community Development?
It’s not rocket science…

ABCD is…
Building on…
1. the skills of local residents,
2. the power of local associations, and
3. the supportive functions of local institutions,
ABCD draws upon existing community strengths to build stronger, more sustainable communities for the future.
~ adapted from www.abcdinstitute.org

ABCD is…an Art

ABCD as a Lens

Three Characteristics of ABCD
1. Asset-Based: Starts with what is present, not with what is absent
2. Internally-focused: Concentrates upon the agenda building and problem-solving capacities of local residents, associations, and institutions
3. Relationship-driven: Constantly builds and rebuilds relationships between and among individuals, associations, and institutions
How is the Community Building Model Different From the Social Service Model?

In subtle, but very important ways...

<table>
<thead>
<tr>
<th>Social Service Model</th>
<th>Community Building Model</th>
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</thead>
<tbody>
<tr>
<td>Focus on NEEDS</td>
<td>Focus on ASSETS</td>
</tr>
<tr>
<td>Generate PROBLEMS</td>
<td>Identify OPPORTUNITIES</td>
</tr>
<tr>
<td>Charitable Orientation</td>
<td>INVESTMENT Orientation</td>
</tr>
<tr>
<td>Emphasis on AGENCIES</td>
<td>Emphasis on ASSOCIATIONS</td>
</tr>
<tr>
<td>Based on AGENCIES</td>
<td>Based on COMMUNITY</td>
</tr>
<tr>
<td>Goal in SERVICE</td>
<td>Goal in EMPOWERMENT</td>
</tr>
<tr>
<td>Power comes from CREDENTIALS</td>
<td>Power comes from RELATIONSHIPS</td>
</tr>
<tr>
<td>People are CLIENTS</td>
<td>People are CITIZENS</td>
</tr>
</tbody>
</table>

Most Important Question to Ask:

Are we strengthening natural community relationships and networks?  
Or  
Are we replacing them?

Six Types of Assets

1. People: Talents and skills of people
2. Associations: Our network of relationships
3. Institutions: Organizations and Service Systems
4. Physical assets: Land, Property, Buildings, Equipment
5. Economic assets: Productive work of individuals, Consumer spending power, Local business assets
6. Culture & Stories

Gifts of Individuals

Community Assets Map

Wisconsin Adult Long Term Care Functional Screen

Gifts of Individuals

Wisconsin Adult Long Term Care Functional Screen
Discover Individual Gifts

Paradigm Change

Problem → Problem Solver
Client → Change Maker
Recipient → Co-Participant/Co-producer
At risk population to be dealt with → Leadership asset to be cultivated
Tomorrow’s Leaders → Part of today’s Leadership team
Adult in the making → A citizen today

Gifts I Can Give My Community

The Four Hs

- Gifts of the Hands
- Gifts of the Head
- Gifts of the Heart
- Gifts of Human Connections

Hands

Things or skills I know how to do and would like to share with others, e.g., carpentry, sports, gardening, cooking

Head

Things I know something about and would enjoy talking about with others, e.g., art, history, movies, birds

Heart

Things I care deeply about, e.g., protection of the environment, civic life, children
Human Connections

Important relationships in your neighborhood, community, and beyond – Knowing people & spending time with people

What Are My Gifts?

- Gifts of the Hands
- Gifts of the Head
- Gifts of the Heart
- Gifts of Human Connections

Local Associations

What are Local Voluntary Associations?

- Groups of two or more residents joined together around a common activity, often sharing a common vision and goal
- Might have a small paid staff, but
- Members always create the vision and engage in the work to achieve the goal

Examples of Associations

- Advisory Community Support Groups
  - Friends of the Library
  - Neighborhood Park Advisory Council
  - Hospital Advisory Group
- Animal Care Groups
  - Cat Owner’s Association
  - Humane Society
- Anti Crime Groups
  - Children’s Safe Haven Neighborhood Group
  - Police Neighborhood Watch
  - Senior Safety Group
- Block Clubs
  - Condominium Owners’ Association
  - Building Council
  - Tenant Club
- Business Organizations’ Support Groups
  - Junior Chamber of Commerce
  - Economic Development Council
  - Local Chamber of Commerce
- Civic Events Groups
  - Local Festivals Committee
  - Arts and Crafts Community
  - Health Fair Committee
- Cultural Groups
  - Community Choir
  - Drama Club
  - Dance Organization
  - High School Band
- Education Groups
  - Local Book Club
  - Literacy Councils
  - Tutoring Groups
- Environmental Groups
  - Neighborhood Recycling Club
  - Sierra Club
  - Adopt-a-Stream
  - Bike Path Committee
  - Clean Air Committee
  - Save the Park Committee
- Family Support Groups
  - Parent Alliance Group
  - People First
  - Foster Parents’ Support Group
  - Teen Parent Organization
- Health Advocacy and Fitness Groups
  - Weight Watchers
  - Yoga Club
  - YMCA/YWCA Fitness Groups
- Hobby and Collectors Groups
  - Coin Collector Association
  - Stamp Collector Association
- Hospital Support Groups
  - Council of Books Club
  - Council of Clubs
- Neighborhood Improvement Groups
  - The Neighborhood Garden Club
  - Council of Books Club
  - Neighborhood Anti-Crime Council
  - Neighborhood Clean-Up Council
Examples of Associations (cont.)

- Hobby and Collector Groups
  - Coin Collector Association
  - Stamp Collector Association
  - Arts and Crafts Club
  - Garden Club of Neighbors
  - Sewing Club
  - Antique Collectors

- Men’s Groups
  - Fraternal Orders
  - Church Men’s Organizations
  - Men’s Sports Organizations
  - Brotherhood

- Mentoring Groups
  - After School Mentors
  - Peer Mentoring Groups
  - Church Mentoring Groups
  - Big Brothers, Big Sisters
  - Rights of Passage Organizations

- Mutual Support Groups
  - People First
  - La Leche League
  - Disease Support Groups (cancer, etc.)
  - Parent-to-Parent Groups
  - Family-to-Family Groups
  - Rights of Passage Organizations

- Recreation Groups
  - Bowling Leagues
  - Basketball Leagues
  - Body Builders Club
  - Little League
  - Kite-Flying Club
  - Motorcycle Clubs

- Religious Groups
  - Churches
  - Mosques
  - Synagogues
  - Men’s Religious Groups
  - Women’s Religious Groups
  - Youth Religious Groups

- Service Clubs
  - Optimist
  - Rotary Clubs
  - Lions Clubs
  - Kiwanis Clubs

- Social Groups
  - Bingo Club
  - Card Playing Club
  - Social Activity Club
  - Dance Club

- Social Cause/Advocacy/Issue Groups
  - ADAPT
  - Get Out the Vote Council
  - Peace Club
  - Hunger Organization
  - Vigil Against Violence
  - Community Action Council
  - Social Outreach Ministry
  - Soup Kitchen Group

- Veteran’s Groups
  - Veterans of Foreign Wars
  - Women’s Veteran Organizations

- Women’s Groups
  - Sororal Organizations
  - Women’s Sports Groups
  - Women’s Auxiliary
  - Mother’s Board
  - Eastern Star

- Youth Groups
  - After School Group
  - 4-H
  - Girl and Boy Scouts
  - Junior Achievement
  - Boys and Girls Clubs
  - Explorers Clubs
  - Teen Leadership Club

What Are the Assets of Associations?
What Can Associations Offer to the Community?

Associational Assets

- The individual capacities of members
- The power of relationships
- Shared interests
- Common goals
- Local connections
- Employment leads
- Leadership potential
- Energy
- Local knowledge
- Commitment

Connections to Associations

Institutions
Institutions

What Are Institutions?
- Organizations that are structured to produce desired goods & services that are used by clients, consumers or customers.
- Provide consistency, reliability, sustainability, efficiency

Types of Institutions
- Nonprofit sector (agencies)
- Private sector (business)
- Public sector (government)

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

What Are the Assets of Institutions?
What Can Institutions Offer to the Community?

Institutional Assets
- Facilities
- Equipment
- Materials
- Purchasing Power
- Employment Capacity
- Training and Development Capacity
- Employees
- Financial Resources
- Political Clout
- Good Connections
Associations & Institutions – How Are They Different?

<table>
<thead>
<tr>
<th>Institutions</th>
<th>Associations</th>
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<tbody>
<tr>
<td>Structure</td>
<td>Formal, Self-appointed leadership</td>
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<tr>
<td>Participation</td>
<td>Paid</td>
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<tr>
<td>Operating system</td>
<td>Rules, efficiency, predictability</td>
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<tr>
<td>Staff roles</td>
<td>Manager, professional</td>
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<td>Power orientation</td>
<td>Control</td>
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<tr>
<td>Aura</td>
<td>Professional</td>
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<tr>
<td>Focus on People</td>
<td>Clients, customers, consumers</td>
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Putting ABCD into Practice

Putting ABCD into Practice: Working in the Gap

What are the challenges?
What is good about working in the gap?

We don't accomplish anything in this world alone.....whatever happens is the result of the whole tapestry of one's life and all the weavings of individual threads from one to another that creates something.

~Sandra Day O'Connor