

December CRD Conference Call/Zoom Meeting
Wednesday, December 19, 2018
2 PM Eastern/1 PM Central
MINUTES

Meeting URL: <https://uaex.zoom.us/j/6991061728>

Telephone: (646) 558-8656 - Meeting ID: 699 106 1728

Attendees: Alison Davis, Stacey McCullough, Mark Waller, Dave Shideler, Russ Garner, Brent Elrod, Rod Clouser, Joy Moten-Thomas, Keith Coble, Rachel Welborn, Susan Jakes, Tasha Hargrove

I. Opening Business

Stacey McCullough

- a. Approval of October Minutes – Motion to approve (Keith), motion seconded (Alison), minutes approved.

II. Administrative Advisor Updates (see appendix)

- a. Will be meeting in January (AEA and ASRED). More comprehensive report after meeting in January.
- b. AEA meeting June 21-25 (Renaissance Orlando)

III. NIFA Update

Brent Elrod

- The Senate is preparing Continuing Resolution through February including ag appropriations. No immediate opposition, but still no confirmation. CR set to expire Friday night at midnight.
- Relocation: met with Ernst and Young contracted to vet the Expressions of Interest and will cut to top 20, and then cut list to 5 or 6 in February. The Secretary makes ultimate decision.
- The Farm Bill has passed. Brent suggested going through University channels to better understand the Farm Bill. There is a new title including health as well as farm stress assistance network. Stacey will send out Cornerstone report highlighting the Farm Bill. Brent stated that the National Rural Health Association (12/18 email) had a good discussion about the health title within the Farm Bill.
- Eight new contracts to help award management work
- Dr. Angle is on board and trying to help through the transition

IV. 2019 NACDEP Update

Susan Jakes

- Call for proposals and presentations is out now. There will be “Real sessions (like unconferences)” which are a set of presentations around exploratory topics. There will be one during every concurrent time slot.
- NACDEP 2019 will be held June 9-12 in Asheville, NC
- Award nominations are coming out after the new year
- Expect membership drive out after the New Year as well.

V. PLC Committee Update

Mark Waller

- PLC met face-to-face 11/29 - 11/30 fly in Atlanta. Reviewed evaluations and found that the newcomers' reception was well received as well as opportunities for meaningful networking but the general session was not well received.
- Reminder that conference next year (8/19-8/22) will be held in New Orleans. Theme: Unmasking our potential: building resilient communities.
- There is potential for IT (Broadband) and CRD committees to meet in New Orleans
- Might be changes in the amount of time (reduction) administrators spend with us
- Would really need to think about field trips, must be clearly educational and productive

VI. SRDC Update

Rachel Welborn

- Steve Turner had a heart attack recently but is doing well and almost back to working speed.
- Heir property proposal through AFRI was funded (planning grant). In the process of bringing together stakeholders.
- There is a 4H and Microsoft partnership to promote digital literacy and strategic planning around Broadband access in limited access areas. This project will utilize youth as partners to help with digital literacy skills.

VII. NC PLC Committee Update

No update

VIII. CRD Plan of Work

- a. Future of Extension white paper
 - Stacey will get white paper out soon
- b. Regional summary of each institution's programs and resources (President's Interagency Task Force on Agriculture and Rural Prosperity) – Alison
 - Alison has closed the CRD program leader survey. There were 5 unique responses.
- c. Share CRD programming across the region – Rachel
 - Ongoing with CRD leading webinars and providing content for Around the South. Going well!
- d. Continue CRD indicator work and growth and explore opportunities for greater participation – Sreedhar
 - No new updates
- e. Continue conversation with Middle Managers (including PSD representation) pertaining to CRD 101 training – Stacey
 - Stacey did not receive a response. So for the current year CRD will not be pursuing working with middle managers on this issue.

- f. Offer a multi-state CRD 101 agent training – Alison
 - Alison has no news
- g. Joint CRD/FCS Projects
 - Heirs Property (Rachel) – AFRI planning proposal funded
 - Economic Mobility – Carolyn Stuart has put together a spreadsheet in google drive but hasn't been sent out widely. Programs that deal with entrepreneurship, economic mobility, and workforce. Survey should be sent out and we can try to add information from the PLN survey that Alison sent out.
 - Food Systems – no updates
- h. List of CRD priorities for NIFA Listens – Stacey
 - Stacey submitted report to NIFA listens (attached). Steve Turner presented at the New Orleans NIFA Listens session. There is an internal team to look at the data. Should we submit to Consortium of Social Science Associations? Why Social Science? Decide at next phone call.
<https://www.cossa.org/tag/why-social-science/>

IX. Other Business

Program Leaders Meeting at NACDEP meeting will be held Sunday 1-4pm. Soliciting ideas.

X. New Business

CRD Priorities (see attached document): ECOP has established a committee to identify opportunities that Extension could address through national efforts similar to what they did with RWJF and 4H. They commissioned work conducted by Changing the World to determine what Extension is doing and what some foundations are interested in funding. Found two themes: 1) Youth development 2) Community Development. Ron Brown is going through RRDCs to determine which of these priorities are most important. Survey will be sent out this afternoon to ask folks to identify capacity, interest and examples of work across the cause areas. Please fill out ASAP.

Meeting adjourned.

Next CRD Zoom call on February 20th at 1pm Central, 2pm Eastern

Associate of Extension Administrators (AEA) Update

- 2019 Winter Association of Extension Administrators (AEA) meeting will be held in Washington DC from Jan 19 -22, 2019. This will be a joint meeting with the Association of Research Directors (ARD). AEA has not met since August 2018. I will have a more comprehensive report during our next conference call.
- 1890 System-Wide Conference has been confirmed for June 21-25, 2020 at the Renaissance Orlando at Sea World – Orlando, Florida. The call for proposal and other conference information will be released in early 2019.
- NIFA will be releasing the capacity building grant RFP soon for 1890 land-grant universities. Faculty and staff will be looking for collaborators from other universities and community-based partners.
- December 2018 issue of the Journal of Extension is scheduled to be released on or around December 20th. There are several excellent community development articles in this issue.
- AEA is supporting the Association of Research Director’s Research 2019 Research Symposium on March 30, 2019 – April 3, 2019 in Jacksonville, FL.

Tasha M. Hargrove

Tuskegee University



Cooperative Extension Preliminary Research on Community Development

Introduction

As a follow-up to the discussion with members of Changing Our World and Cooperative Extension Administrators and Regional Directors about the results of the survey briefing analysis, Changing Our World has taken a closer look at the most relevant cause areas within the broader domestic community development sector to identify sub-areas which might align with Cooperative Extension.

Overview: Private Sector Community Development Philanthropy

In analyzing private philanthropic giving within the community and economic development sector in the last three years, we found that the Fidelity Charitable Gift Fund (which is a Donor Advised Fund, and hence aggregates individual wealth and is not a Foundation per se), AmazonSmile Foundation, Wells Fargo Foundation, The Bank of America Charitable Foundation, and Seattle Foundation are among the top five grantmakers within the space, awarding more than 60,000 grants for a collective ~\$656 million to organizations that support community and economic development-focused initiatives.

Habitat for Humanity International, the Boston Foundation and the Trust for Public Land were among the top four grant recipients, receiving more than 6,000 grants that totaled \$64 million. Habitat for Humanity International received more than 3,400 grants alone that totaled \$45 million; their grants were earmarked for providing affordable housing to those who are economically-disadvantaged. The remaining top four grant recipients allocated funding received to support initiatives that were focused on community improvement projects throughout Massachusetts and community beautification and urban development initiatives for low-income populations throughout California.

The W.K. Kellogg Foundation, Ford Foundation, Fidelity Charitable Gift Fund, Lilly Endowment and Wells Fargo Foundation were comprised the top five private grantmakers within this space. Collectively, they contributed ~\$1.5 billion to support community and economic development-focused initiatives. (The Robert Wood Johnson Foundation was noted as sixth largest grantmaker over the last three years, contributing \$208 million through 370 grants on its own.)

In the last fiscal year, the top five community and economic development restricted grants were awarded by the John D. and Catherine T. MacArthur Foundation, The San Diego Foundation, The James Irvine Foundation and The GiveWell Community Foundation. The Self-Help Venture Fund, Jewish Community Foundation of San Diego, Year Up and Catapult Lakeland, Inc. Fund were among the top recipients in this area last year, receiving grants that ranged from \$3.5 million to \$15 million to support social entrepreneurship, skill development programs, Jewish education initiatives in San Diego, job creation (specifically teaching careers) and land preservation.

Cause Area Subsectors within the Larger Community Development Space

In 2013, nearly 54,000 grants were given (totaling \$3.1 billion) to organizations that support initiatives that focus on enhancing community and economic development across the nation. Total giving within this sector has continued to increase over the last five years, with grantmakers giving more than \$15.3 billion (an increase of 494%) to support organizations with this space in 2018; more than 18,600 grants have been given to organizations within the community and economic development sector during the current fiscal year.

Though the overall giving total has increased in this sector, it is important to note that the number of grants given has decreased by 65.5% because grantmakers have opted to give larger, more concentrated grants that are focused on collective impact, as opposed to numerous smaller grants that focus on more isolated initiatives.

- **Cause Area: Regional Economic Development**

- **Types of Grants within this Cause Area:**

- Citizen well-being/health
- Small business capacity building
- Entrepreneurship
- Job creation/job training
- Affordable housing development
- Arts and culture preservation/enrichment
- Industry development

- **Types of Grantees within this Cause Area:**

- Higher-education institutions (specifically, cause-specific research centers/initiatives housed at universities – for example, the Thriving Rural Communities Initiative at Duke University)
- Community foundations
- Community partnerships (specifically those spearheaded by community foundations, nonprofits and/or local government agencies)

- **Examples of the above in practice are included below:**

- Though often seen as a separate sector, the Aspen Institute has noted that all community-based efforts that relate to further advancing the economic viability of a region by resolving their unique, localized issues is an example of community development in the 21st century. According to Institute, “foundations practice Community Development Philanthropy when they address critical community issues and play integrating or missing roles to advance regional economic development in ways that build enduring prosperity and livelihoods for all, especially those at the margins”.
- In analyzing trends between grants that were allocated for the purpose of improving regional economic development in the last five years, we have found that grantmakers have consistently funded such efforts, with no major change being noted. As an example, grantmakers have supported the Robert Wood Johnson Foundation and their Regional

Market Project, which is designed to help communities improve the quality of their healthcare systems; MIT to assist with the development of the Abdul Latif Jameel Poverty Action Lab's regional office in North America; Enterprise Community Partners in their pursuit of the preservation of transit-oriented affordable housing through the Purple Line Corridor Coalition Housing Action Team; and, TheatreWashington to support the range of services and events that create new theatre audiences and strengthen the region's theatrical workforce.

- **Cause Area: Rural Economic Development**

- **Types of Grants within this Cause Area:**
 - Citizen well-being/health
 - Job creation/job training
 - Industry development
- **Types of Grantees within this Cause Area:**
 - Independent/community foundations focused on rural development (specifically cause-related organizations that are focused on job creation in sustainable industries)
 - Rural municipalities
 - Local public agencies, including employment and economic development authorities, etc.
- **Examples of the above in practice are included below:**
- Per Janet Topolsky of the Aspen Institute, community foundations may serve as *the* only source of support for many rural communities due to the way in which the jurisdiction is divided. As such, organizations have placed a special emphasis on supporting highly-isolated rural organizations that seek to enhance their community and economic development.
- In analyzing trends between grants that were allocated for the purpose of improving rural economic development in the last five years, we have found that grantmakers have significantly increased their support to such efforts, investing in organizations that have committed themselves to the economic revitalization of their unique communities. As an example, grantmakers have supported Global Green USA in their efforts to enhance the methods of waste management and increase the amount of jobs available within the waste management and recycling industries; the Minnesota Department of Employment and Economic Development to increase the amount of job opportunities to those in underserved communities; and, the Florida Department of Economic Services to enhance their employment services for low-income communities throughout the state of Florida.

- **Cause Area: Rural Endowment Building**

- **Types of Grants within this Cause Area:**
 - Small business capacity building
 - Community organizing
 - General and programmatic support
 - Housing development
 - Arts and culture

- **Types of Grantees within this Cause Area:**
 - Independent/community foundations focused on rural development
 - Rural municipalities
 - Local public agencies, including housing development authorities, etc.
 - Higher education institutions/think tanks focused on rural economic development solutions
- **Examples of the above in practice are included below:**
- Per Topolsky, rural endowment building has become a surprising focus area for many organizations that focus on community development within rural areas. Endowment giving is traditionally rare from foundation/corporate philanthropy, which tend to focus on programs and not financial strengthening. As such, grantmakers have focused their energies on supporting the endowments of smaller communities. As an example, grantmakers have supported the endowments of the California FreshWorks Fund to ensure that their underserved communities have the right infrastructure in place to provide healthy food options; the city of Indiana to support the financial sustainability of the Biosciences Research Institute; Indianapolis Neighborhood Housing Partnership to support their general and special programming operating costs; and, Duke University for their Thriving Rural Communities Initiative, which focuses on fostering thriving rural North Carolina communities by cultivating faithful rural Christian leadership and fruitful rural United Methodist congregations. In analyzing trends between grants that were allocated for the purpose of enhancing rural endowment development in the last five years, we have found that grantmakers have significantly decreased their support to such efforts.

- **Cause Area: Social Entrepreneurship**
 - **Types of Grants within this Cause Area:**
 - Entrepreneurship training/development
 - Job creation/job training
 - Social enterprise/social entrepreneurship capacity building
 - **Types of Grantees within this Cause Area:**
 - Community foundations
 - Community partnerships (specifically those spearheaded by community foundations, economic development nonprofits, local government agencies, and/or the corporate social responsibility initiatives of local corporations)
 - Startup/social enterprise incubators
 - **Examples of the above in practice are included below:**
 - According to a 2016 publication within The Foundation Review, researchers reasoned that social entrepreneurship should be viewed as an important subsector within the community development sector because “embracing social entrepreneurship [is a way] to advance an economy that works well for all and encourage[s] continued discussion”. In the last five years, grantmakers have increased their support to such efforts. In addition to supporting organizations that are committed to increasing the amount of social entrepreneurship

opportunities available, grantmakers have also increasingly funded organizations that are dedicated to enhancing the amount of job training opportunities available.

- **Cause Area: Place-Focused, Local Investing/General Support**
 - **Types of Grants within this Cause Area:**
 - Historic revitalization/preservation
 - Public safety
 - Industry development (which can be through tourism-focused site preservation)
 - Poverty alleviation
 - Job training
 - Job creation/entrepreneurship
 - Education (financial)
 - **Types of Grantees within this Cause Area:**
 - Community foundations
 - Community partnerships (specifically those spearheaded by community foundations, nonprofits and/or local government agencies)
 - Private corporations (specifically private corporations with CSE initiatives that are focused on financial education)
 - **Examples of the above in practice are included below:**
 - In recent years, community development-based investment groups have taken a special interest in supporting place-focused foundations that have a local emphasis on affecting positive economic change. As an example, in 2017, Virginia Community Capital (VCC), a community development financial institution (CDFI), acquired the Center for Rural Entrepreneurship (CRE) and was asked to be part of the team that launched LOCUS Impact Investing, a social enterprise with a mission to empower place-focused foundations to invest their capital locally to build prosperous, vibrant communities. Though many of LOCUS' projects have focused on the Northeast and Central regions, LOCUS has expanded their efforts to the West Coast and Southeast region.
 - In the last five years, we have found that grantmakers have generally decreased the amount of direct investments that are restricted for the sole purpose of investing and instead increased the amount of grants used for general support. As an example, grantmakers have provided general support to the Lake City Partnership Council, Rose Community Foundation, Center for Community Change, Capital Area Asset Building Corporation and DC Central Kitchen to support their efforts to revitalize the historic downtown district of Lake City, South Carolina; to create systemic changes within the Greater Denver community; to change the public policies within low-income neighborhoods in Washington, D.C; to educate low-income communities on opportunities to save and invest; and, to provide job training and meals to unemployed residents of Washington D.C.

- **Cause Area: Historic Preservation**
 - **Types of Grants within this Cause Area:**
 - Small business capacity building
 - Historic preservation

- Industry development (i.e. tourism)
 - Public safety
 - **Types of Grantees within this Cause Area:**
 - Impact investment firms (specifically firms that are focused on investing in historic preservation initiatives/revitalizing communities)
 - Community foundations
 - Cultural/preservation-focused nonprofits
 - **Examples of the above in practice are included below:**
 - Impact investment firms like Locus Impact Investing, along with top global philanthropists, have continued to place a high emphasis on “Historic Preservation” philanthropy, an area of Community Development Philanthropy that helps bring tourists to local communities to visit historic sites, while creating respectable jobs in tourism and related industries for local community members at the same time. In analyzing trends between grants that were allocated for the purpose of completing historic preservation and revitalization projects in the last five years, grantmakers have increased their support to such efforts. Historic preservation has become a budding subsector within the community development sector.
- **Cause Area: Housing Developments**
 - **Types of Grants within this Cause Area:**
 - Affordable housing development
 - Housing rehabilitation
 - **Types of Grantees within this Cause Area:**
 - Community foundations
 - Community partnerships (specifically those spearheaded by community foundations, housing-focused nonprofits and/or local government agencies)
 - Local public agencies, including housing development authorities, etc.
 - **Examples of the above in practice are included below:**
 - Housing rehabilitation, along with low cost, high quality housing development can be considered as subsectors within the larger Community Development Philanthropy space. A prime example of this type of philanthropic initiative is currently taking place in the Humboldt area of California, where several local community foundations have banded together to fund the construction of the Arcata Bay Crossing Housing Development, a 32-unit affordable apartment building and complex with a community room (with computers), communal kitchen, lounge and meeting space that was constructed for families who cannot afford housing within the local community. In the last five years, we have found that grantmakers have continued to consistently support for housing development and housing rehabilitation such projects.

Additional Insights on U.S. Community Development Philanthropy

- According to Charity Navigator, community development-focused charities can be defined as nonprofits that support organizations that promote economic growth and stability through programs that increase access to affordable housing; stimulate community growth through programmatic and financial support; and, enhance public and private communal support. Within this sector, Charity Navigator further categorizes the funders into four areas: United Way partners (of which there are nearly 400), Jewish Federations (of which there are 86), Community Foundations (of which there are 86) and Housing and Neighborhood Development Organizations (of which there are 275).
 - United Way supports organizations that focus on education, income and health based upon their geographic region.
 - Jewish Federations focus on organizations that have Jewish-oriented programs within specific geographic regions that focus on community development.
 - Community Foundations support organizations by promoting (and distributing) giving through the management of long-term donor-advised funds focusing on community-based charities.
 - Housing and Neighborhood Development organizations work with organizations who lead and finance projects that invest in and improve communities through providing utility assistance, small business support programs and other such community revitalization projects.

Conclusion

Our analysis confirmed that public sector agencies comprise the majority of the top funders within this sector, which is unlike some other areas of the global social impact space and could indicate that Extension may find some funding opportunities through additional government entities. However, the focus on Community Development Philanthropy is growing quite steadily among top private funders, across the different cause areas outlined above. As increasing support from both public and private funders is given to NGOs addressing major rural and urban community issues and inequalities, initiatives focused on creating affordable housing opportunities for low-income families, historic land and building preservation and job creation/social entrepreneurship projects (namely, the key components of Community Development Philanthropy), will continue to emerge and expand nationwide.