

## You're Invited!

**WealthWorks: Connecting community assets to market demand to build lasting livelihoods.**

### Register for a Regional Opportunity Workshop Near You...

April 12	Ontario, Oregon	Four Rivers Cultural Center	12:30-4:30 p.m.
April 26	Bend, Oregon	OSU Cascades Campus	12:30-4:30 p.m.
May 3	Roseburg, Oregon	The Ford Family Foundation	12:30-4:30 p.m.
May 10	Lincoln City, Oregon	Lincoln City Cultural Center	12:30-4:30 p.m.

**Register yourself or a regional team today at <http://bit.ly/WWNW2014>**

*These **free** workshops are presented by Rural Development Initiatives (RDI) in collaboration with OSU Rural Studies and economic development partners across the region.*

*Generous funding support provided by Meyer Memorial Trust and The Ford Family Foundation.*

### Help Create Wealth in Your Rural Community!

- Learn about the multiple forms of wealth and access tools, support, and financial resources to build businesses and increase that wealth locally
- Get Connected: Explore local business opportunities by sector and based upon local assets
- Understand Next Steps: Application process, roles, and responsibilities moving forward

RDI is pleased to launch this unique approach to rural wealth creation with a series of Regional Opportunity Workshops. We will introduce opportunities for up to three years of support and REAL capital to get projects moving in selected regions!



### Why WealthWorks?

The [WealthWorks approach](#) focuses on creating more value rooted in local people, places, and businesses.

- Explore a wealth creation approach to improving rural economic vitality; one that builds on existing assets and increases multiple forms of wealth in your community;
- Focus on your community's best bet for economic success rather than going after multiple targets;
- Stop planning and start *taking action* to increase wealth in your community!

**Don't miss this opportunity to understand how to make wealth stick in your community!**

For more information, please contact Alexa Carey at [acarey@rdiinc.org](mailto:acarey@rdiinc.org)





## The WealthWorks Northwest Initiative

RDI is a member of the growing community of practice that is using the WealthWorks framework to achieve measurable results on the ground. The WealthWorks approach is not a cookie-cutter or a recipe; it is a framework that is intended to be strategically impactful while doing no harm.

The Rural Pacific Northwest, with its abundance of both natural and human resources, is primed to take advantage of the systems approach and value chain opportunities WealthWorks provides.

## WWNW begins with four regional workshops to introduce the approach and facilitate regional exploration around the WWNW opportunity:

- Regional groups will apply for one of five technical assistance grants to explore regional assets and opportunities to develop value chains, establish a local collaborative network with shared interests and outcomes, and complete a request for assistance to construct their value chain.
- At least one of the strongest grassroots, regional requests will be selected for value chain construction and investment.
- The value chain construction and implementation phase will include WealthWorks technical assistance and coaching to the backbone organization and collaborative, deliberate inclusion of low-income participants, establishment of measures and strategies to build wealth that sticks in eight capitals, removal of barriers, and investments made in value chain businesses.
- During WWNW there will be ongoing measurement and evaluation at two levels; at a systems level to determine the effectiveness of this model to increase wealth in rural areas of the Pacific Northwest and at the local level measuring the wealth created in the eight capitals.



## About Rural Development Initiatives

RDI is dedicated to developing leaders, strengthening organizations and activating collaborative networks to enhance economic vitality in rural communities. We have worked in the Pacific Northwest for over 23 years to help more than 350 communities thrive.

*“We have been tilling the soil for a long time in Oregon and we are ready for some hands on work.”*  
—Sally Bartlet, Grant County Economic Development

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