

A photograph of a group of people in a hallway. In the foreground, a Black man in a black jacket is smiling and looking towards the camera. Next to him, a woman with glasses and a light-colored blazer is looking to the right. In the background, another person with red hair is visible. To the right, a man with glasses and a dark jacket is also looking towards the right. The hallway has warm lighting and a white wall with a fire alarm pull station.

WealthWorks

Connecting Community Assets to Market Demand to Build Lasting Livelihoods

Goal: Build wealth that sticks

- Community Resilience: wealth broadly defined; aspire to do no harm
- Relationships that flex
- Jobs/income for all - intentionally include low-income residents and firms
- Strengthen existing and emerging sectors
- Local ownership and influence

economic system: value chains



- Network of people, businesses & organizations to meet market demand
- Bring underutilized resources into productive use
- Start with demand, then transactional partners & supporters
- Act out of self-interest or value propositions
- Benefits for communities & regions - fill value chain gaps to build wealth

Capitals checklist



- Intellectual, Individual
- Social, Political
- Natural, Built
- Financial
- Cultural

results

- Builds wealth that is owned, controlled & invested locally
- Forges trusting partnerships in flexible collaboratives
- Improves livelihoods for stakeholders, places, and firms
- Uses underutilized resources for broader community benefits
- Connects communities to regional economies