

Want to learn a new framework for economic development?

Apply to join NADO's Wealth Works Network!

NADO is soliciting applications from Regional Planning and Development Organizations (RDO) to participate in a nine-month-long training process to learn concepts of **inclusive, asset-based economic development** and explore how to implement them within your organization's work.

Through its partnership with the Ford Foundation, **NADO will cover the cost** of an on-site training and subsequent nine-month practicum for four teams made up of two individuals from a region (must be one RDO staff member and one from a strategic partner), a \$2400 value, plus travel to the on-site training event, occurring April 27 – 30 at the Pendle Hill Retreat Center near Philadelphia, PA.

Teams who participate in the training may be considered for additional funds to use what you've learned through practicum training that will continue after the on-site training until February 2015.

Applications are due by February 18.



What is Wealth Works?

WealthWorks is an economic development approach that aims to advance a region's overall prosperity and self-reliance, strengthen existing and emerging sectors, and increase jobs and incomes for lower-income residents and firms—all at the same time. It can work for people, firms, and places of all sizes, shapes, and success levels.

WealthWorks is designed to produce these results:

- Build a more self-reliant and robust area economy
- Bring underutilized community assets into fuller participation and production
- Create wealth that sticks
- Increase upward mobility overall and advance the livelihoods of lower-income people, firms, and places
- Strengthen industry sectors that fuel the economy
- Forge valued partnerships to power increasingly resilient regions



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A Comprehensive Training Program

The WealthWorks training program will run April 2014 to February 2015. This is a supportive, collaborative learning program. Participants are encouraged to apply as a team including representatives of a place-based coordinating organization and a coach.



As a result of this nine-month training program, participants will:

- Acquire new knowledge and skills in the WealthWorks approach to be used across your region
- Design a value chain ready

for construction, including identifying asset-based products and services and the existing and potential demand

- Identify and engage necessary partners and “unusual suspects” to make WealthWorks a success
- Identify strategies to build and sustain a range of local assets necessary for growth in your community



The training program includes the following components:

- A four-day (including travel) overview workshop to ground participants in the framework (values, definitions, principles, and tools), develop coaching and coordinating skills, introduce foundational concepts, develop a 6-week action plan and nine-month road map, and establish peer networks
- A 6 – 9 month WealthWorks value chain exploration practicum, during which time the coordinator and coach will identify and undertake outreach for a potential value chain, including products and market demand, potential transactional and support partners, strategies for building community wealth, etc.
- Mentoring during the practicum by experienced WealthWorks value chain coaches
- At least six webinars and/or conference calls to introduce key concepts in “real time,” and to include group problem solving of challenges/and traps, sharing of stories and new content as requested by the participants
- Each participant will keep a learning journal of their experiences and learning and be prepared to share this with the other participants

Training will be provided by Shanna Ratner and Melissa Levy of Yellow Wood Associates, and Barbara Wyckoff, who together have significant experience working with economic development agencies, local governments, nonprofits, foundations, and private sector partners on economic development initiatives. NADO staff will provide additional support and coaching.



Questions?

Contact NADO Associate Director Carrie Kissel
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