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Sylvia Cheuy

Consulting Director, Collective Impact

Tamarack Institute



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Gratitude & Acknowledgement

We begin this workshop by acknowledging that we are meeting on Indigenous land. As settlers, we are grateful for the opportunity to meet and we thank all the generations of Indigenous peoples who have taken care of this land.


As settlers, this recognition of the contributions and historic importance of Indigenous peoples must be clearly and overtly connected to our collective commitment to make the promise and the challenge of Truth and Reconciliation real in our communities.




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In the Tamarack **Learning Centre** we support our learners in the **five interconnected practices** that we believe lead to impactful **community change**.




In **Vibrant Communities** we support **cities and local leaders** to implement large-scale change initiatives to **reduce poverty** and **deepen community**.




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Week of Webinar Series



- Monday, November 9th: **Creating a Culture of Engagement** with Lisa Attygalle
- Tuesday, November 10th: **Inquiry and Deliberation** With Liz Weaver
- Wednesday, November 11th: **Asset Based Community Development** with Sylvia Cheuy
- Thursday, November 12th: **Facilitating Co-Design** with Liz Weaver
- Friday, November 13th: **Participatory Approaches to Evaluation** with Pamela Teitelbaum



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Asset-Based Community Development



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Session Goals:

- Provide a solid background about Asset-Based Community Development (ABCD)
- Share examples of ABCD in Action
- Provide tools and approaches to apply ABCD principles into your work.



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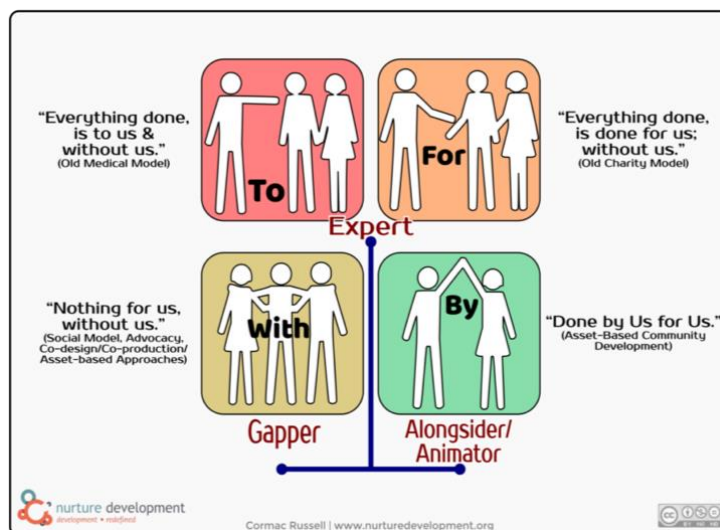
A Poll

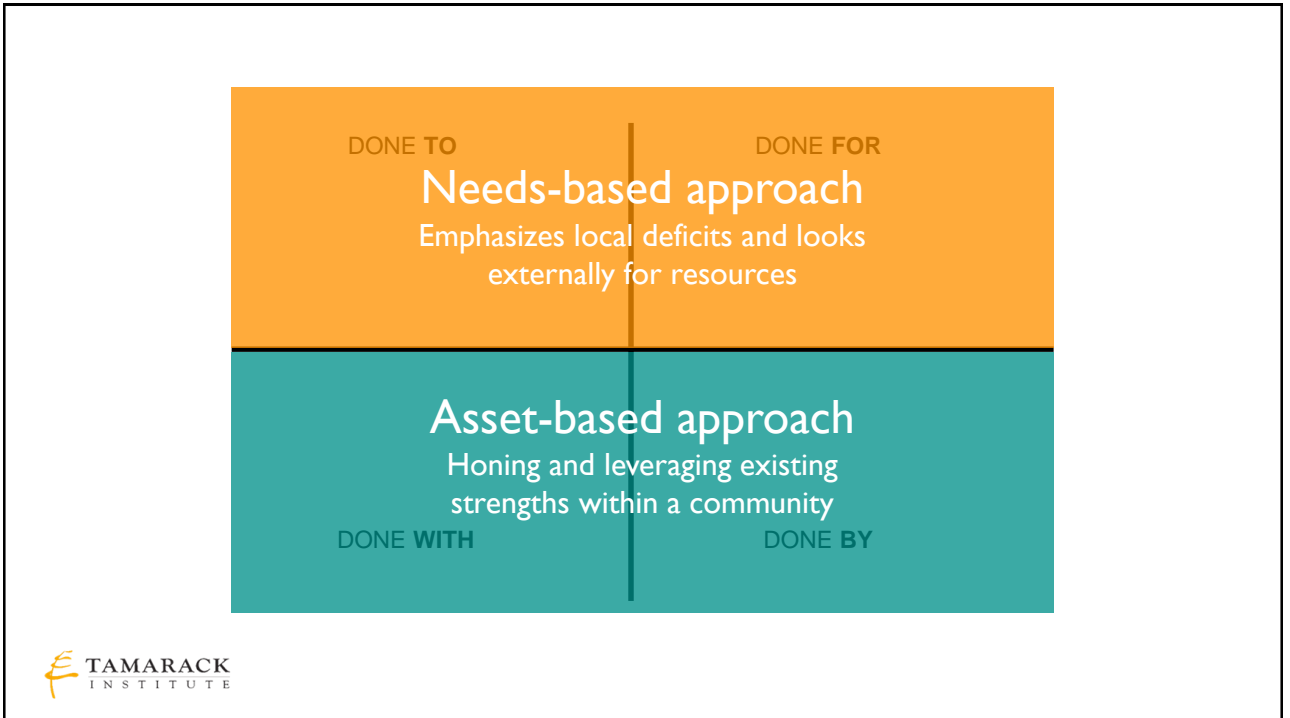
What is Your Knowledge of Asset-Based Community Development (ABCD)?



- I am just learning about ABCD
- I am familiar with the theory of ABCD
- I have been part of an initiative that includes ABCD Principles
- I regularly apply the principles of ABCD in my work

Paradigms of Working With Community





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Principles of Asset-Based Community Development (ABCD)

1. **Everyone has Gifts:** each person in a community has something to contribute
2. **Relationships Build a Community:** people must be connected in order for sustainable community development to take place
3. **Citizens at the Centre:** citizens should be viewed as actors—not recipients—in development
4. **Leaders Involve Others:** community development is strongest when it involves a broad base of community action
5. **People Care:** challenge notions of "apathy" by listening to people's interests
6. **Listen:** decisions should come from conversations where people are heard
7. **Ask:** asking for ideas is more sustainable than giving solutions

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The Benefits of Community-Led Development

- Builds on local knowledge, character and culture
- Results in more creative and innovative projects
- Multiplies available resources
- Creates ownership that leads to less vandalism and greater maintenance, programming and use by community
- Builds stronger sense of community



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3 Observations of ABCD

1. **Communities** become healthier and more resilient when those who contribute step back and start receiving from those who aren't typically expected to contribute.
2. **Citizens**, acting through voluntary associations are the richest source of social innovation and are integral to their implementation.
3. **Professionals** can undermine the capacity of individuals, families, networks and associations to take responsibility for each other and the planet.

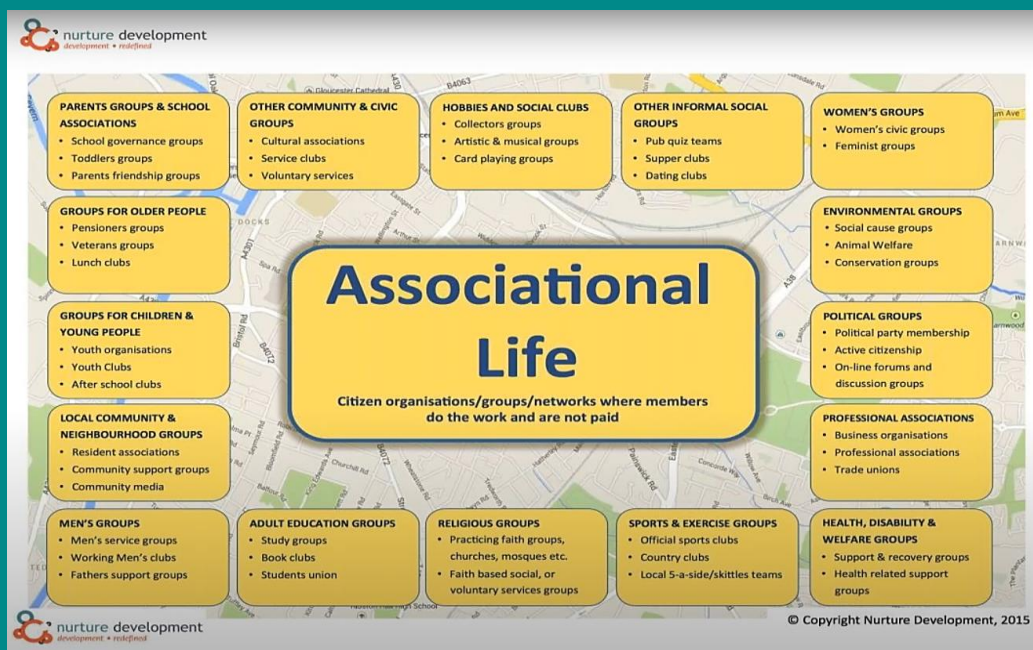


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Types of Assets

- **Individuals** - Everyone has assets and gifts.
- **Associations** - People discover each other's gifts.
- **Institutions** - People organized around assets.
- **Place based assets** - People live here for a reason.
- **Connections** - The social capital of a community

Identify and connect
community assets to
accelerate change



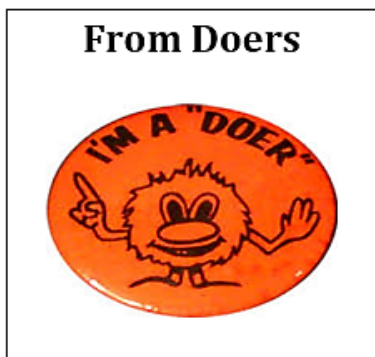
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Organizational Mindset Shift



Source: ABCDInstitute.org

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The Tools of Community



CONTROL	CONSENT
PRODUCES GOODS & SERVICES	PROVIDES CARE
CLIENTS OR CONSUMER	CITIZEN
NEEDS	CAPACITY

“Institutions and associations are both important “tools” for the work of communities. Each has its particular purpose. What doesn’t work is when we use the wrong tool.”

- John McKnight



Source: ABCDInstitute.org

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QUESTIONS?

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Putting ABCD into Action



TOOL | PERSONAL ASSET INVENTORY

Individuals bring a wealth of personal assets to the collaborative table. This tool provides a simple and fun way to inventory the assets of individual team members and determine how they can be used to move the collective work forward.

THE SIX STEPS TO DEVELOPING A PERSONAL ASSET INVENTORY

Step 1: Each person is given 6 to 10 post-it notes.
 Step 2: Each person puts their name at the top of every post-it note and then writes one skill or asset that they can contribute per post-it note. Examples of skills or assets can include: good organizing skills; photography skills; access to available meeting space; love of cooking; art skills; etc. Invite people to be creative about the skills and assets they have. (10 minutes)
 Step 3: Each person shares their assets and the group begins to link assets together. (10 minutes)
 Step 4: Table Discussion: What assets do we have? How can these assets be used to advance our collective work? (10 minutes)
 Step 5: Appoint an Asset Manager. This person will be responsible for creating an inventory of the assets that are available and will share this list with the team.
 Step 6: Access the assets as they are needed. Revisit the asset inventory annually.

In 30 minutes, the collaborative team can become energized and motivated. They will learn new things about each other and will better understand the resources and assets that they have available to make their work successful. It is fun to create the inventory but also important to use the results.

I didn't realize how many connections we had and how many assets we can access.

Appointing an Asset Manager who has the responsibility to bring the

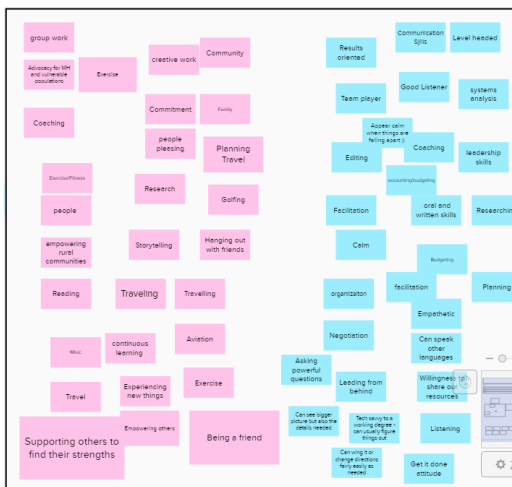
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Personal Asset Inventory

This tool provides a simple and fun way to inventory the assets of individual team members and determine how they can be used to move the collective work forward.

- 1 What skills and passions can you contribute? Have a think, then write them in the boxes below.
- 2 Take turns sharing your entries- you can start to group them together in the side section.
- 3 Discuss: What assets do we have? How can these assets be used to advance our collective work?

Passions



Skills



QUESTIONS?

CASE STUDY | Connecting Lakeside



TAMARACK
INSTITUTE

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CASE STUDY | Connecting Lakeside



TAMARACK
INSTITUTE

Lakeside Project Timeline

January

- The idea for the project is pitched

February

- A local Leadership team is created
- An initial meeting led by Sylvia Cheuy of Tamarack engages potential community partners and clarifies project goals

March

- Erinn Jay takes on leading project full time and creates project work plan

April

- First official "Leadership Team" meeting held

June

- Tenant survey results for Lakeside received

July

- Planning for Community Conversations begins

August

- 4 Community Conversations held

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4 Community Conversations

These conversations explored:

- The meaning of community
- Community gifts & assets
- Challenges
- Future hopes
- Priorities for shared action



Share about a time you felt a strong sense of community

What do you want this community to be like in 10 years?



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Shared Hopes for Lakeside's Future

- **Increased Safety and Trust:** Emergency preparedness education, creating a neighbor buddy system, approachable staff and increased respect between community members
- **A Sense of Pride:** Curb appeal and starting a community garden with raised beds that we can tend together
- **Continue to Grow and Be Welcoming:** More people, more young families, have a welcome package to give to new people. Work to create a peaceful atmosphere of mutual respect.
- **Have More Recreational & Leisure Opportunities:** trails, bike paths, more shopping access, nearby deli, coffee shops and free Wi-Fi
- **Improve Public Transportation:** A community bus route designated for local shopping. Residents reviewed the area and identified key areas of priorities for accessibility enhancements on a map.
- **Improved Communication and Access to Services:** A farmers' market, a monthly newsletter, more mental health supports, accessibility to senior services and stores, knowledge of programs and services available, single point of access to find services (e.g. a community hub, central meeting spaces)



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ABCD's 3 PLANNING QUESTIONS

In ABCD we always start at the top

1. What can we do?
2. What do we need outside help with?
3. What do we need outside agencies to do for us?



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Connecting Lakeside: The Impact

Within the first 4 months...

- It's given the community a voice
 - Residents mobilized around issues that matter. e.g. Mobility and accessibility
- Proactive problem-solving by residents
- Increased sense of place & connection
 - Increase in resident-led events. e.g. Monthly breakfast club, SWAP event



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Connecting Lakeside: The Impact

Survey Questions (surveyed both pre & post a community conversation)	Percentage Change
How friendly do you feel with the people in the building?	+28.25%
How aware are you of different experiences and opinions of people in the building?	+25%
How interested are you in working together to make the community stronger?	+15.7%

After just one conversation together...

- Participants felt more connected to each other *(decreasing residents' experience of social isolation)*
- Increased awareness about one another *(generating greater empathy and increasing residents' sense of security.)*
- An increase in people's desire to work together *(positively contributing to community health and resilience.)*



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Connecting Lakeside: The Impact

4-6 months later...

- Communications Group Formed
 - 18 residents
- Enhancing Accessibility Group
 - 26 residents, including some from neighbouring buildings
 - Meetings with municipal council and BIA
 - Educational session with York Region Transit
- Benefits to Housing York
 - Reduced call time in units
 - A reduction in neighbour-to-neighbour complaints
 - Empowered residents who are willing to support action on shared community issues (e.g. transit and accessibility)
 - An increase of trust between residents and Housing York



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QUESTIONS?

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THANK YOU!

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