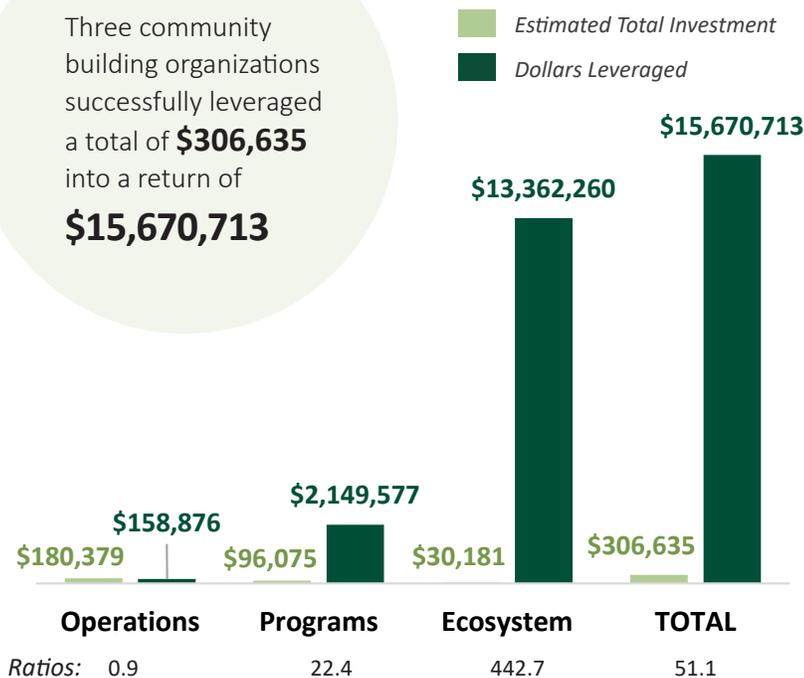


# Investing in community building leveraged significant dollars

## Aggregate 2019 Leveraged Dollars & Ratios

Three community building organizations successfully leveraged a total of **\$306,635** into a return of **\$15,670,713**



**Operations\*** (staffing, resource sharing, education, fundraising, day to day operational expenses)



Examples:

- ▶ Mutual Aid work leverages \$27,055 and connects those who need help and those who have help to offer
- ▶ Community Calendar leveraged \$4,130 and published 1,365 events and 42 media releases

**Programs** (specific projects and programs, usually with local partners, tangible and visible actions in the community)



Examples:

- ▶ Develop and open Mapleton Community Preschool leveraged \$101,715 and supported 15 preschool (age 3+) children to start attending
- ▶ IV Business Entrepreneurial Center leverages \$201,840 and averages eight new business starts and 15 new jobs per year

**Ecosystem** (coalitions, large efforts with multiple partners (often regional/government), supporting a CB culture, systemic community engagement)



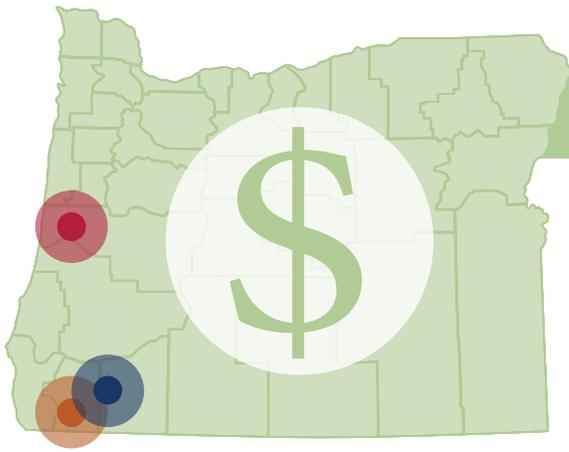
Examples:

- ▶ ReVision Florence Streetscape leveraged \$7,301,750 for a multi-partner Highway 101 streetscape renovation
- ▶ Western Lane Health Network School Resource Clinics leveraged \$403,530 and established behavioral health clinics at Mapleton and Siuslaw school districts
- ▶ Public Transportation from Florence to Eugene leveraged \$689,530 and started new public bus service

## 3 Key Learnings

1. There was a consistent increase in leveraged ratios and dollars from CB Operations, to CB Programs, to CB Ecosystem.
2. Within this subset of communities, there is a correlation between the number of years doing community building and the ability to leverage more dollars.
3. Community groups believe **CB Operations must be in place in order to be ready to take advantage of CB Programs and CB Ecosystem opportunities** which could leverage more dollars and create larger impacts.

\* At the operations level communities have a high degree of control and influence and thus the attribution is more certain. As community groups' level of influence and control decreases from Operations to Ecosystem, so does their certainty of contribution. Even though causal attribution is challenging here, the local community members are convinced that these investments made the difference.



## Community Context

Applegate Valley	Siuslaw Region	Illinois Valley
Leveraged <b>\$121,873</b> in The Ford Family Foundation investment with <b>\$383,147</b> in community investments	Leveraged <b>\$91,762</b> in The Ford Family Foundation investment with <b>\$12,784,612</b> in community investments	Leveraged <b>\$93,000</b> in The Ford Family Foundation investment with <b>\$2,502,954</b> in community investments
<b>Years with CBA:</b> 1.5	4	5
<b>Population:</b> 20,000 people	18,000 people	15,000 people
<b>Incorporated cities:</b> None	2 ( <i>Florence and Dunes City</i> )	1 ( <i>Cave Junction</i> )
<b>Paid staff:</b> 7 total at 2.65 FTE	3 employees at 1.5 FTE total	6 employees at 3.75 FTE total
<b>Status:</b> 501(c)(3) nonprofit	Informal community group (fiscally sponsored)	501(c)(3) nonprofit since 1995

*WOW! The graphs using the information for the different levels tell a story about how when we work in collaborative partnership with others on a specific project, we leverage a lot!*

**Lindsey Jones**, Community Engagement for Illinois Valley Community Development Organization

## About the Study

This analysis used a completed 12-month period, working from actual budget expenditures to allocate costs into common activities across three community building investment levels (Operations, Programs, Ecosystem). When necessary, general operating cost estimates were added to each activity. Leveraged community dollars (including volunteer time, donations, grant funds, in-kind contributions, etc.) were attributed to each activity. These data are from a sample size of three communities. These observations are based on this sample set and may not be representative for all communities. Each community will have their own reports they plan to use in their community and to forward their efforts.

## Next Steps

- ▶ **Share with key stakeholders for discussion and insights.**
- ▶ **Use data to support development of the CB ecosystem in Oregon and beyond**, to further the CB movement and demonstrate its value.
- ▶ **Pilot communities use data to support their CB efforts;** showing that CB is a solid investment and that it brings resources into the community.
- ▶ **Involve additional communities in 2021** to have a wider study base.
- ▶ **Complete this analysis on an annual basis for 2-3 years** to evaluate changes over time, and to effectively show dollars leveraged for multi-year projects.

