Incourage: co-creating an inclusive, adaptive and sustainable community

SHIFTS IN COMMUNITY

CAPACITY &

GUIDING PRINCIPLES

Values-led **User-centered** Place-based

VALUES



Equity



Opportunity

Connecting and leveraging all **institutional** capitals for increased impact:

CORE

STRATEGY

- Moral
- Human
- Social
- Intellectual
- Reputational
- Financial

...while stewarding community capitals, such as natural capital

... and leveraging aligned regional and national

capitals

KEY LEVERS

Resident

Financial

Capital:

Impact

Strategic

grants

Purchasing

strategy

Research

and Data

Capacity

Building

Public-Private-

Philanthropic

Partnerships

and Advocacy

Influence

Systems

Change

investments

Engagement

Co-creation

CONDITIONS (Ongoing)

Stronger and more inclusive social networks

- Increasingly robust local information ecosystem
- Increasing number of adaptive leaders
- More local investors and users of capital understand impact investing structures
- Increasing number of local institutions and entrepreneurs use data for continuous improvement
- Increased diversity on governing boards and of institutional leadership
- More residents are active in public life and agree on priorities for their shared future

SHORT-TERM OUTCOMES

(0-3 years)

More residents are

their community

and investors

actively engaged in

as decision makers,

Inter-organizational

relationships within

and across sectors

are increasingly

characterized by

and alignment of

Increased adoption

of practice-proven

approaches in areas

that include community

impact

health, and

stewardship

environmental

organizations,

local projects

households, and

More local investors

provide – and firms,

entrepreneurs raise -

capital for promising

Increased openness

making processes

and transparency in

community decision-

trust, shared norms

priorities for greater

leaders, entrepreneurs

Functioning local and regional capital markets direct capital to promising firms/organizations/ households/entrepreneurs

INTERMEDIATE

OUTCOMES

(4-10 years)

- Increased local employment in living wage iobs
- Increased diversity of sector and firm size in the economy
- Increased local ownership and control
- Increased resident stewardship of all community assets
- Reduced carbon emissions, water use and waste leading to improvements in the quality and sustainability of local and regional natural resources
- Improved population health
- Community demographic profile that is increasingly balanced, including a growing share of young adults and families

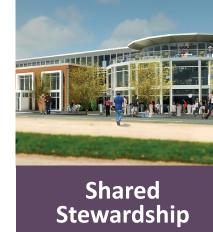
LONG-TERM **OUTCOMES**

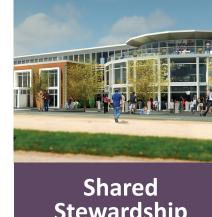
(10+ years)

- A strong and inclusive local economy
- A healthy, livable. sustainable community
- A community that is open to change with a culture of shared stewardship

incourage

478 e grand ave wisconsin rapids wi 54494 715.423.3863 hello@incouragecf.org incouragecf.org





CULTURE • Openness to new ideas and entrepreneurial possibilities • Community narratives reflect pride in place CHANGE • Mind shift from "I cannot" to "I can" and "We can do better" • A more participatory culture