

Neighborhood Spotlight

<http://www.legacyfdn.org/neighborhood-spotlight.php>



Adaptive Leadership Approach to Social Change

“Leading Boldy”

Stanford Social Review, 2004

- Dispelling the myth of community foundation’s role in social change
- Moving from authority to leadership, producing greater impact
- Adaptive problems difficult to define, many stakeholders hold a piece of the solution
- Mobilizing people to clarify what matters most, in what balance, and what trade-offs and defusing conflicts



Legacy's Guiding Principles

Framing Neighborhood Spotlight

- Transactional to relational grant-making for greater investing impact
- Place-making as the mechanism for greater collaboration and breaking down silos
- Leverage a range of investments and interests
- Activating the grassroots as change agents
- Grow Legacy's endowment



COLLECTIVE IMPACT PLANNING



Why do Collective Impact Planning?

- An engaged citizenry is essential to healthy neighborhood and communities
- It includes the whole community in an effort to envision a greater future built around all aspects of neighborhood life—including, but not limited to, affordable housing, schools, parks, health care, child care, community safety, community building, social services, cultural amenities, and opportunities for economic advancement
- Place-based, Place-driven, Place-centric



What does a Collective Impact Plan DO/What is it?

- Through active community involvement, it yields a vision of what a neighborhood sees for its future
- Details clear goals to achieve that vision
- Articulates an action plan to reach those goals



How does it work?

- Community building creates relationships as resources
 - Asset Based Community Development approach
 - Engagement before Visioning
- Collective Impact Planning: A Social Contract
 - Formal and informal leadership engaged in the process
- Going Public



Where has it been done successfully?

- Mariana, Arkansas
- Guadalupanas, Chicago
- Super Bowl Legacy Project, Near East Side, Indianapolis
- Jacobsville (Evansville) early wins
- 46807 (Ft. Wayne)

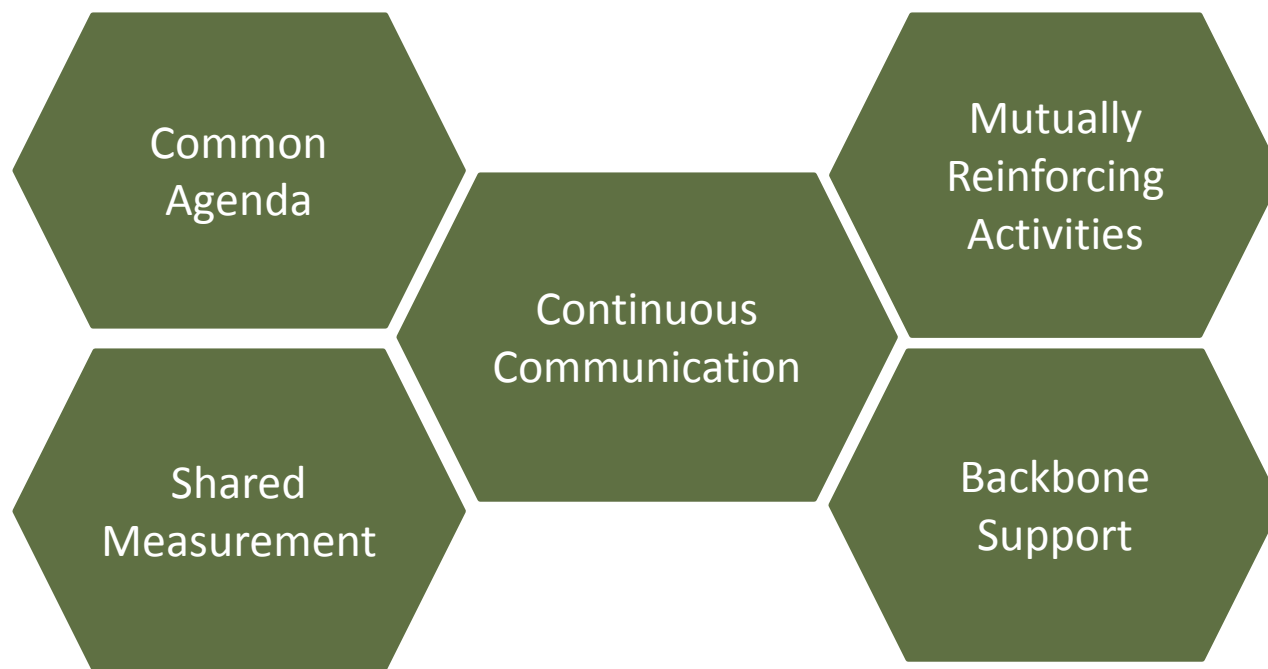


Neighborhood Spotlight

The Process



Five Neighborhood Spotlight Goals



Selected Neighborhoods

- Hire a community builder (staff specifically dedicated to collective impact work)
- Collective impact planning
 - Organize (including early action grants)
 - Decide
 - Act



Eligibility

- Defined target geographic area of 4,000 to 25,000 residents
- Applicant must be a 501(c)(3) nonprofit organization
- Track record of collaboration with the public, private, and charitable sector to accomplish its mission and impact the community
- Broad community involvement in past and current strategies for organizational mission attainment



After Letter of Intent is submitted

- Pilot communities will be selected by Legacy Foundation committee
- Begin the work of collective impact planning in partnership with IACED



Implementation Phase

- Making the case to potential partners, funders and stakeholders in the public, private and nonprofit sectors
- Working with one or two NS communities on the collective impact planning process
- Facilitating a community of practice
- Experimenting with institutionalizing cultural change as a learning community, as part of “strategic philanthropy”



Easy Ways to Get Involved

- Attend the community training sessions
- Join the Neighborhood Spotlight taskforce
- Make connections between formal and informal leaders to Legacy
- Share your excitement for community change
- Forward leads to Legacy staff
- Visit www.legacyfdn.org



Neighborhood Spotlight

Timeline



Planning & Design Phase

Framing Neighborhood Spotlight

- In 2012, created a taskforce and visited the Kings Park neighborhood in Indianapolis
- In 2013, sought Knight funding and engaged IACED to design CI program for Lake County and launched NS in December
- In 2014, learning community from January – June
- Letter of Interest due September
- Selection announcement in December



2015

- Hire a community builder
- Assemble local steering committee
- Engage in comprehensive community development process
- Participate in statewide community of practice



Overview



Neighborhood Spotlight Process



LOI: Letter of Interest
TA: Technical Assistance,
all three offered each round



ROI of Social Impact Investing

- Indicators of success:
 - Residents leading change
 - Local policy decisions made holistically
 - Investment decisions guided by collective impact
 - Measurable results that aligned with goals



Key Opportunities to Engage

- Convening Organization
- Partner
- Planned Giving
- Gifts & Endowments
- Donating Talent
- Create Neighborhood Specific Funds



Any other questions?

