

# Foundational Assets

## Community Assets

Most assets of a community can be found in one or more of the following six asset categories.



### Individuals

The first asset is the gifts of local residents, and this is the only asset that appears in every success story. Gifts are individuals. Every person has gifts to offer—skills, talents, cares, concerns, and passions. In community development you cannot build, or create change with people's needs, only their assets. ABCD values residents as citizens, as intended by the early democracies of Greece where people came together to determine and co-produce the future of their community. ABCD does not equate citizenship with paperwork or documentation.



### Associations

The second asset is associations. These small informal groups of people, who gather and connect around a common interest are critical to community mobilization. While they don't control anything, they come together around common interests by their individual choice. Association power comes from the collaborative pooling and amplification of the individual gifts that people offer. Most of the work is done by unpaid members who create the vision and produce the outcomes.



### Institutions

The third asset is local institutions. There are three types of institutions: for profit, not-for-profit and governmental. Institutions are formally structured and made up of paid individuals and groups who are generally professionals with particular skills and expertise. Institutions work toward one set of repeatable goals and follow missions, rules, and procedures. Institutions often contain or have access to an abundance



# Supplemental Assets

## Community Assets

Most assets of our community can be found in one or more of the following six assets.



Physical

Physical assets are the spaces, places and things within the community. These assets include what is on and under the earth, both products of nature and humans.



Exchange

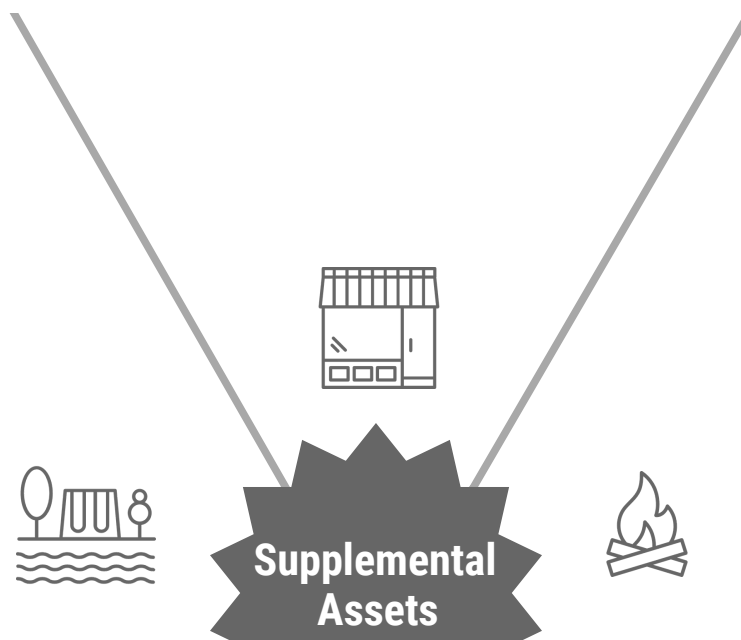
Exchange assets are the local community exchanges of gifts and productive work. Exchange assets include buying, selling, sharing, trading, and bartering. This asset is the local economy in its broadest form.



Culture

Culture assets are the practices, stories, values, traditions, and events that bring people together. These assets capture and remember when the community is or was at its best, and what is important to the people.

\*\*These categories guide identifying, exploring and connecting community assets--note that assets can fall into more than one category. How they are categorized is less important than their discovery. For example: a large business often functions more like an institution, whereas a small family-owned business might function more like an exchange asset.\*\*



# Sample Asset Map

## Community Assets

**Gifts, Skills, Capacities, Knowledge of:**  
**Youth – Older Adults – Artists – Service Recipients – People with Disabilities – Students – Parents – Entrepreneurs – Activists – Veterans**

Individuals



**Stories – Values – Events – Rituals – Food – Habits – Personal History – Stories of Resilience – Celebrations – Traditions – Heritage – Family Norms**

Culture



Exchange

**Cooperative Exchanges – Time Banking – Family Businesses – Side Hustles – Consumer Expenditures – Merchants – Community Grant Making – Institutional – Purchasing Power – Barter and Exchange – Tool Shares**

Associations



**Groups and clubs that care about:**  
**Animals – Crime Prevention – Books – Business – Charity – Education – Elderly – Environment – Family Support – Health Advocacy – Fitness – Heritage – Hobby – Men – Support – Neighborhood – Politics – Recreation – Religion – Sports – Service – Social – Unions – Veterans – Women – Youth**

Institutions



**Schools – Police & Fire Departments – Hospitals – Libraries – Social Service Agencies – Non Profits – Museums – Colleges – Corporations – Banks – Foundations**

Physical



**Gardens – Parks – Parking Lots – State Parks – Playgrounds – Parking Lots – Bike Paths – Walking Paths – Forests – Picnic Areas – Recreation – Waterway Skate Parks – Community Center**

# Asset Map

Community Assets

