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# *The ABCD Model How to Unlock Gifts in a Community and Organization*

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Sample PPT

# *Hand, Head and Heart Exercise*



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Pair up with a person you don't know very well. Take a few minutes to think about your assets and then take about five minutes each to share these assets with the other person in three realms of knowing.

**Hand** – Physical skills you possess that you would be willing to teach others. I.E., carpentry, photography, painting, bicycle repair...

**Head** – Knowledge that you have in a particular area like child development, health care, history of the neighborhood...

**Heart** – What are your passions; what stirs you to action; what would you walk across hot coals for?

# The Dilemma



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People and Communities  
have *deficiencies & needs*

People and Communities have  
*skills and talents*

# *Asset Based Community Development*

*It is the capacities of local people  
and their associations that build  
powerful communities...*

*....in fact that is all that ever does*

*What can we do with what we already have?*

# ***What is ABCD?***



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- The belief that neighborhoods and communities are built by focusing on the strengths and capacities of the citizens and associations that call the community “home.”
- A place based approach focusing on the assets of an identified geographic area.
- The belief that the assets of a community's institutions can be identified and mobilized to build community not just deliver services.
- A range of approaches and tools, such as asset mapping, that can put these beliefs into practice.

# ***Community Building Approach***



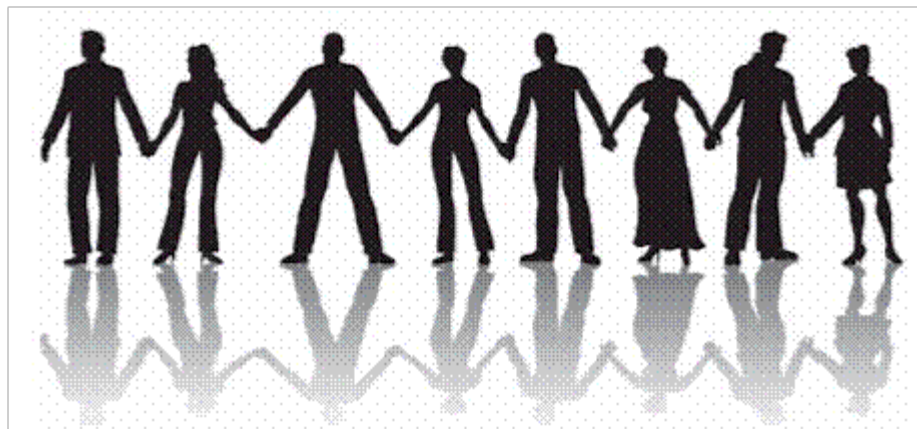
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To help kids succeed

Children do well when their families do well,

And, families do better when they live in  
supportive neighborhoods and communities.

Everyone should have the opportunity to be a producer of their own and their community's well-being



It takes everyone to build a strong and safe community



The Role of Agencies and Programs should not be to just fill up our client's needs.



The most effective role we can play is to work to remove barriers so that people have the opportunity to be a producer of their own and their community's well-being



# *Determinants of Health*

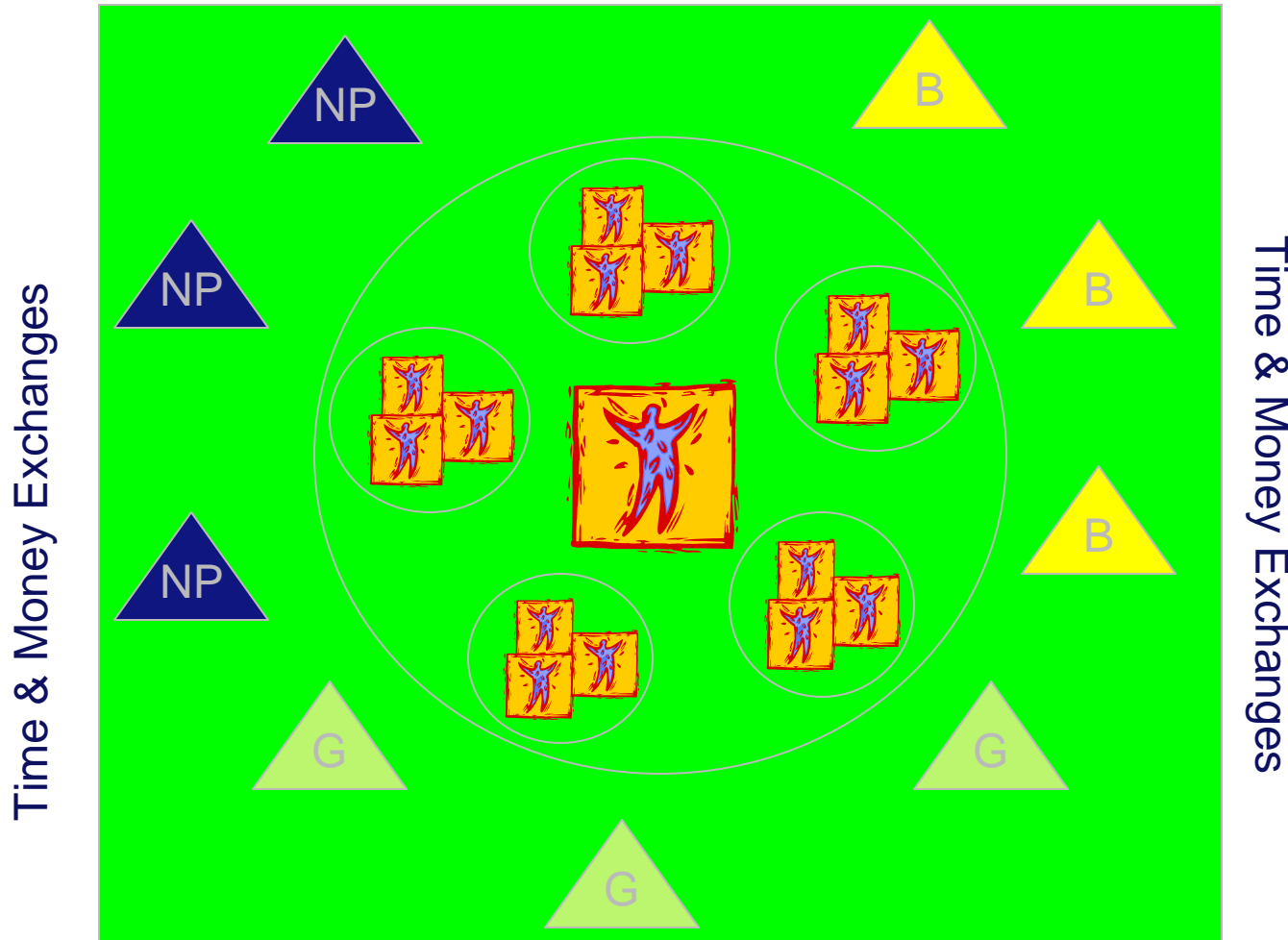


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1. Personal behavior
2. Social relationships (networks of support)
3. Physical environment
4. Economic status
5. Access to health care

# Ingredients of a Healthy Community

## Time & Money Exchanges



# *Effective Communities*



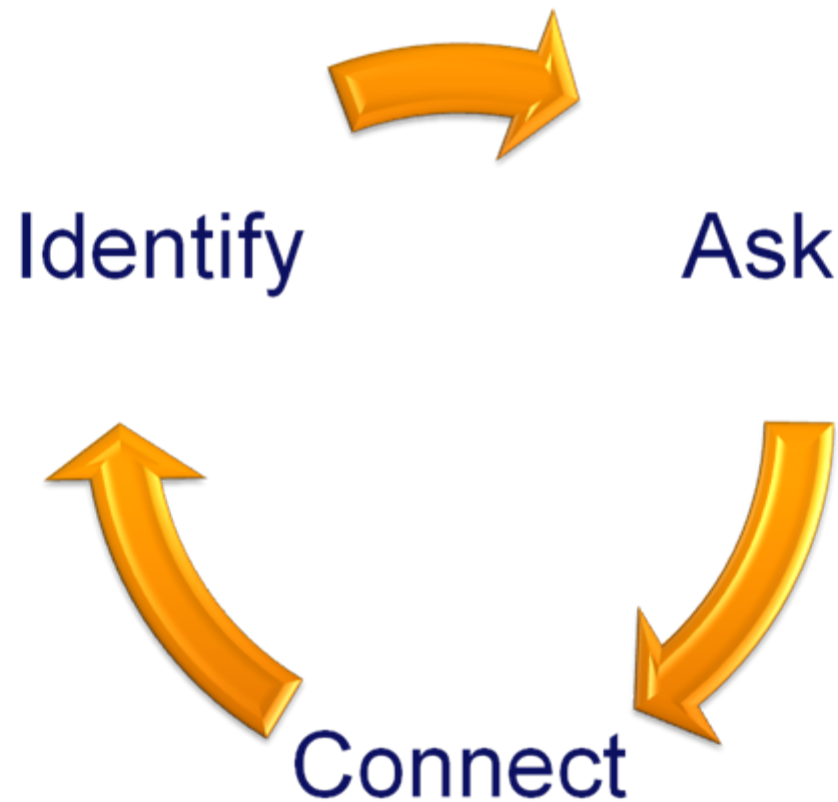
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- Look inside first to solve problems
- Relationships are seen as power
- Have a good sense of assets and capacities, not just needs
- Leaders open doors
- Citizens are involved
- People take responsibility

# *The Three Acts of ABCD*



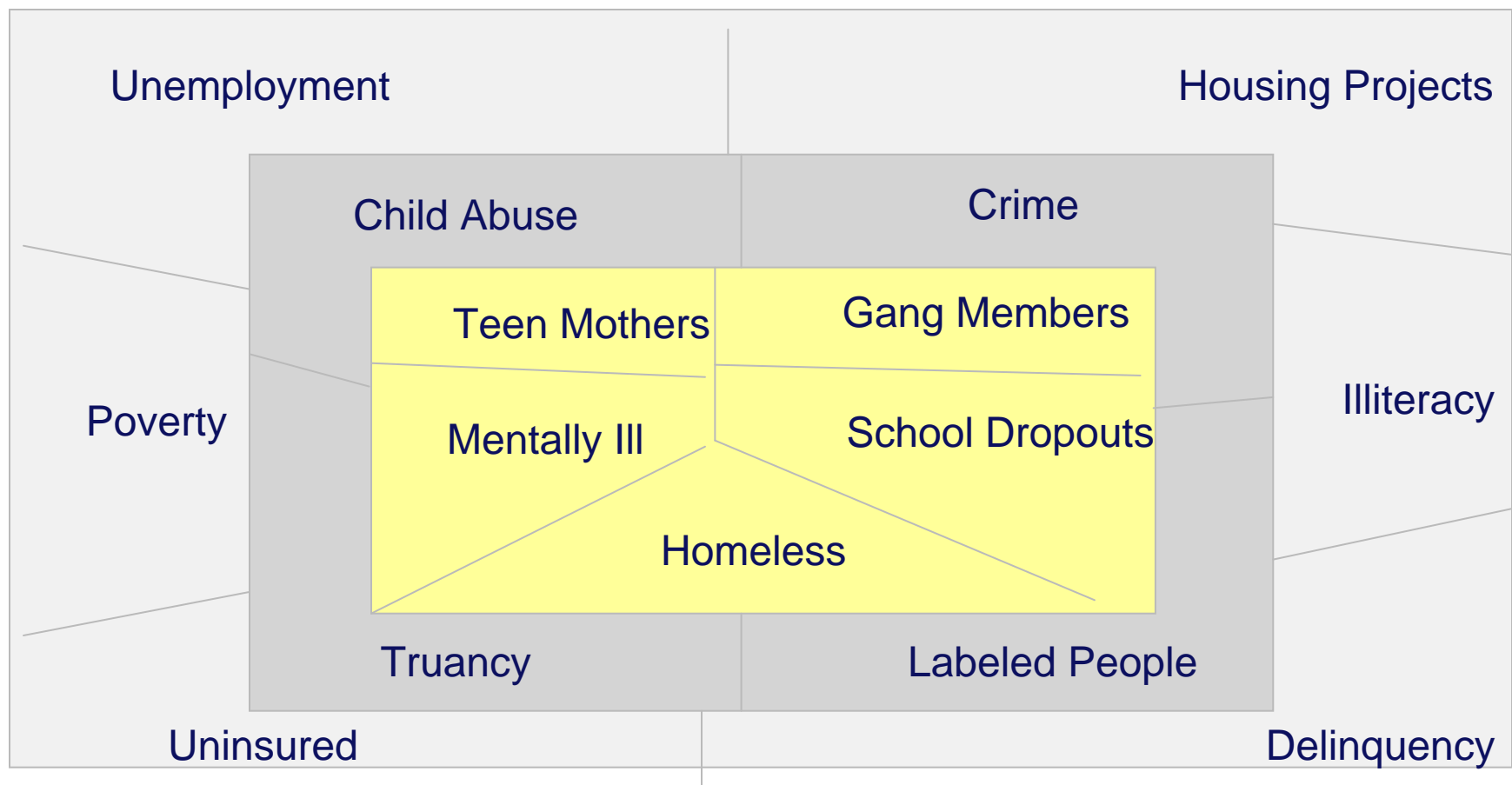
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# Needs Map: Community



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# *Consequences of the Power of the Needs Map*



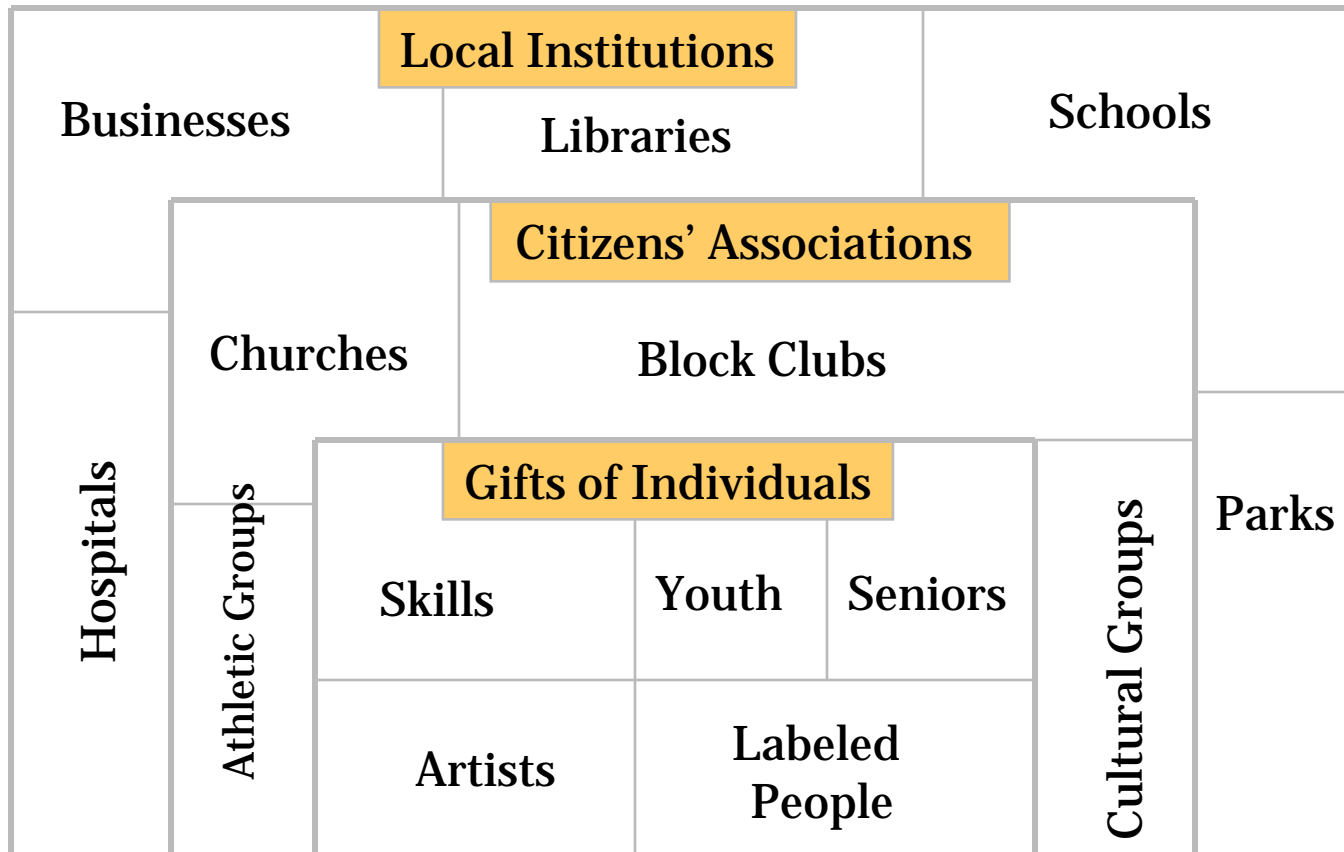
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- Internalizations of the “deficiencies” identified by local residents
- Destruction of social capital
- Reinforcement of narrow categorical funding flows
- Direction of funds toward professional helpers, not residents
- Focus on “leaders” who magnify deficiencies
- Rewards failure, produces dependency
- Creates hopelessness

# The Asset Map



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## *Principles of Asset Mapping*

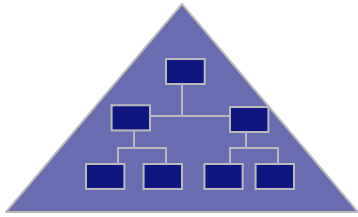
- Shift in Power!!!
- Inclusiveness – all people have gifts and talents
- Relationship building
- People, not programs build power in a community
- Welcoming the stranger
- Learning community atmosphere
- Place based
- Cooperative orientation



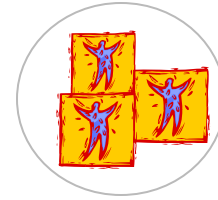


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Strong People and Effective  
Programs – It takes both.



# *Two Tools*



Control



Produce a lot  
of the Same  
Thing



Need  
Consumers/  
Clients

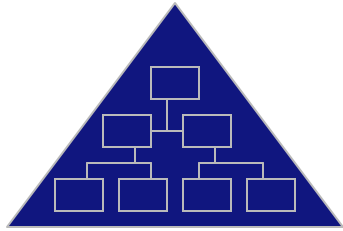
Consent/Choice/  
Voluntary



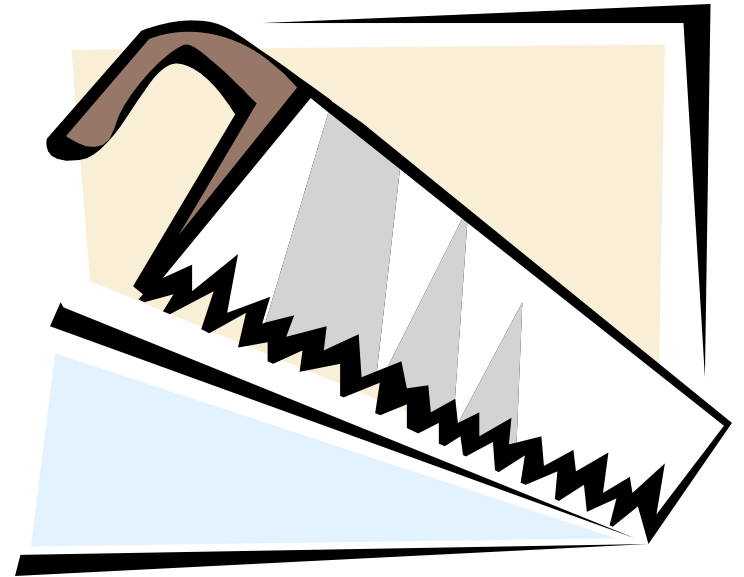
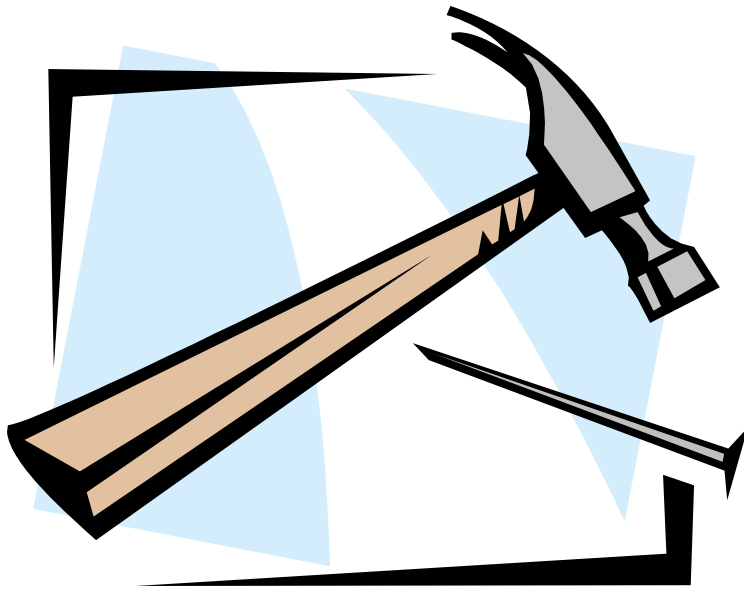
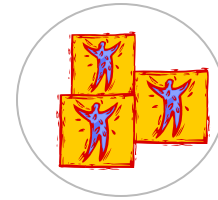
Produce  
Care



Create  
Engaged  
Residents



# *Two Tools*



We Need them Both to do the Right Jobs!!



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# *Gifts of Individuals*

## *Why don't People Participate?*

- Not their agenda
- Transportation
- Child Care
- Schedule
- Attitude of the group (pessimistic/not welcoming)
- Lack of information
- Limited experience
- History of being ignored
- Resistant leaders
- Overcommitted
- Poor Organization
- History of unproductive meetings

*How Do You Motivate People to volunteer  
and give?*

Focus on the gifts of their Heart





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## *Gifts of Local Associations*

# *Types of Associations*



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- Artistic
- Business
- Charitable
- Faith based
- Civic events
- Collectors groups
- Community support groups
- Elderly groups
- Ethnic and cultural groups
- Health and fitness groups
- Special interest groups
- Media and communications
- Self Help groups
- Neighborhood associations
- Block Watches
- Outdoor groups
- Environmental groups
- Political organizations
- School groups
- Social cause groups
- Sports leagues
- Study groups
- Survivors' groups
- Veterans' groups
- Women's groups



# *Power of Associations*



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1. Effective in Action
2. Amplifier of Gifts
3. Creative
4. Reach large numbers

# *Gifts of Local Institutions*



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# *Types of Institutions*



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- **Businesses**
- **Government**
- **Agencies**

# *Institutional Assets*



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## More than an Institution's Products or Services

***“A neighborhood may not need an agency’s hours of counseling, what they need is the agency’s copy machine or meeting room or their staff’s computer experience.”***

“Ask the neighborhood what they need...do not just tell them what services you offer.”

“Never do anything that nobody wants”

# *Twelve Guiding Principles for Community Development: ABCD in Action*



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- Everyone has gifts
- Relationships build a community
- Citizens at the center
- Leaders involve others as active members of the community
- Everyone cares about something
- What they care about is their motivation to act
- Listening conversations
- Asking questions rather than giving answers invites stronger participation
- Ask, ask, ask
- A citizen centered organization is the key to community engagement
- Institutions have reached their limits in problem-solving
- Institutions as servants

# Community Building Competencies



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- Community Partnering
- Information Sharing
- Initiative
- Community Understanding
- Vision
- Empowerment and Influencing
- Conceptual Mapping
- Listening and Understanding

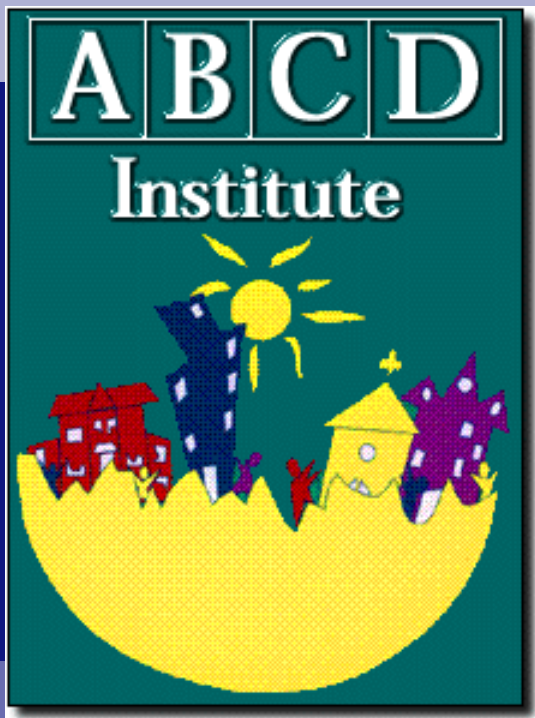


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**Perhaps the most important contributor to a community's success is a belief in its abilities rather than in its problems.**



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