

# Fostering Rural Revitalization and Regional Collaboration Through Philanthropy?

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# Overview

- What is meant by philanthropy?
- Philanthropy has a unique opportunity when communities are faced with limited funding opportunities for community development.
- Through granting priorities, actors within regions can collaborate to to revitalize (or sustain) rural communities.

# What is philanthropy?

“The art of giving money to non-profit organizations and individuals to provide both financial assistance to those in need and to further the well-being of a society.”



Meal programs  
Housing/shelter  
Emergency relief

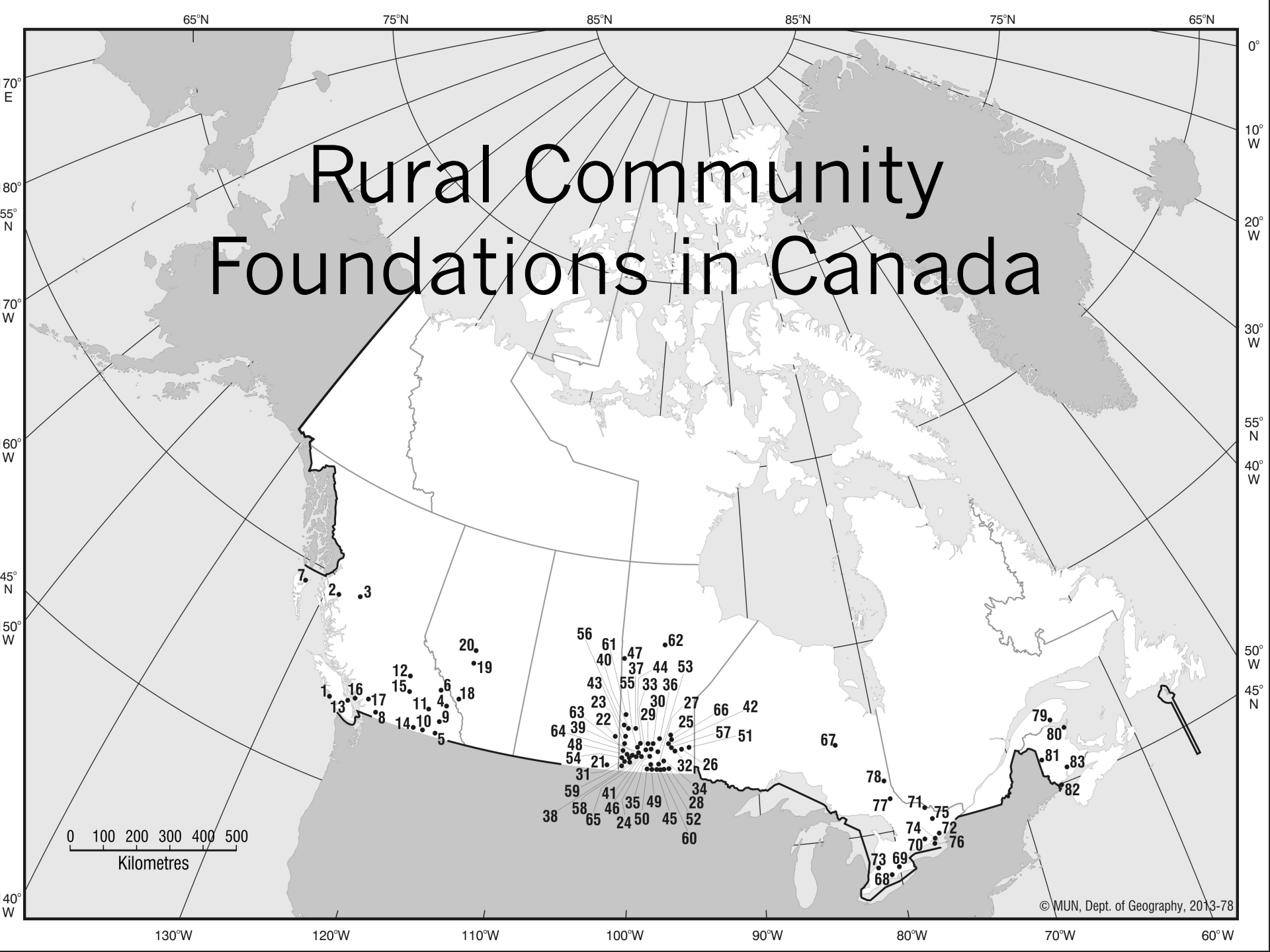


Sustainability of communities and regions?

# Why is philanthropy relevant in regional development?

- Decreasing government funding to rural regions
- Increased personal wealth in many rural regions
- Transfer of wealth window quickly approaching
- 191 Community Foundations in Canada. Since 1921:
  - \$3.35 billion in assets
  - \$143 million in grants

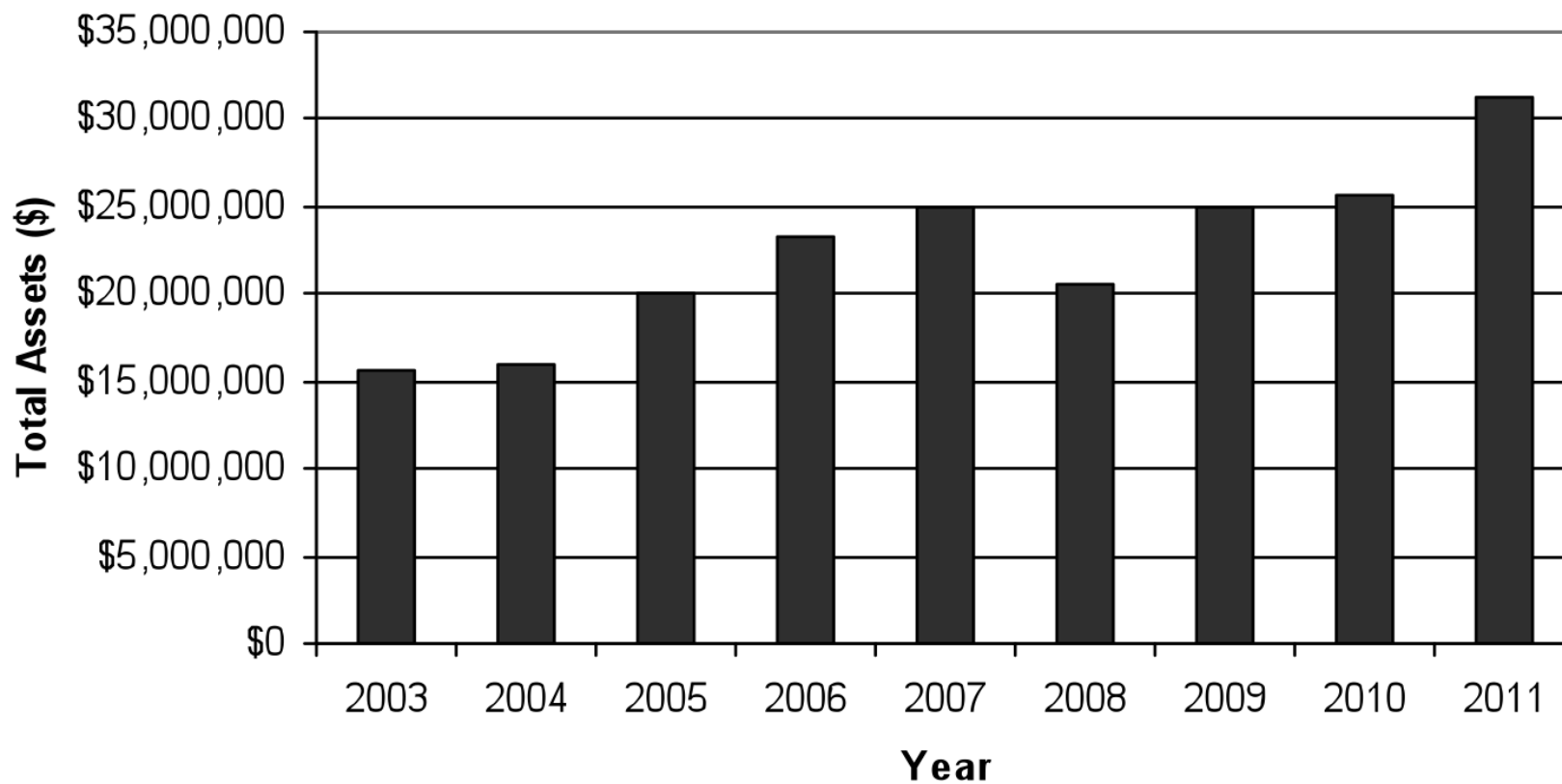
# Rural Community Foundations in Canada



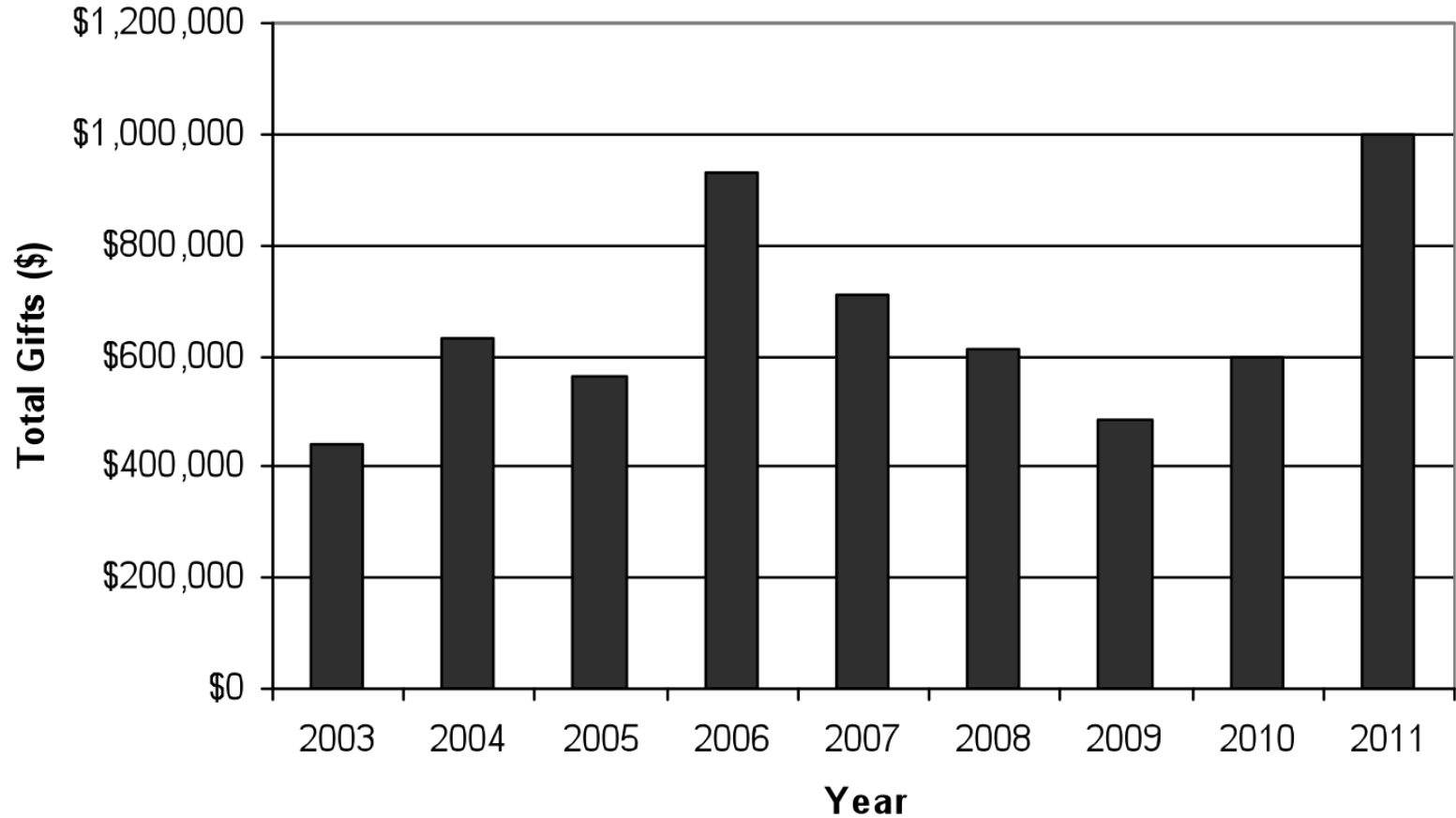
# A common theme ... and dilemma

- Regional development initiatives and processes highly dependent on government funding
- Problematic
  - in periods of austerity
  - changing political priorities
  - competition among local actors

## Total Assets of Community Foundations in Atlantic Canada Region, 2003-2011



## Total Gifts to Qualified Donees for Community Foundations in Atlantic Canada Region, 2003-2011





# Revitalization of Rural Communities?

- Community Foundation of Newfoundland and Labrador (CFNL)
  - Serves a population of approximately 520,000 people.
  - Over \$1,200,000 in assets as of 2014.
  - Released inaugural Vital Signs October 2014.
  - Sport as a vehicle for community development.
  - Military family services, heritage revitalization ...



COMMUNITY FOUNDATION OF  
NEWFOUNDLAND AND LABRADOR



THE HARRIS  
CENTRE  
Memorial University

TRUE  
SPORT  
FOUNDATION



# Findings

- Community Foundations have substantial financial assets to address rural community priorities.
- Community Foundations are more responsive to local issues than government.
- Big things for small communities.
- Maximum impact is generated by partnering with other groups.
- Community Foundations do not necessarily view their efforts as revitalization.

# Challenges

- “It costs money to make money, it costs money to give away money.”
- Low awareness of Community Foundations in Atlantic Canada.
- Limited human resources.
- Filling the gap of government funding.

# Key Messages

- Community Foundations have a long historical record of community/regional development across Canada, yet under utilized in revitalization.
- The Community Foundation model allows ongoing community/regional funding year after year.
- Community Foundations can collaborate with other local actors to prioritize grant-making.
- Community Foundations as a model for supporting community/regional development is poorly understood.

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