

Communities of Faith & Opportunity Playbook



USDA Center for Faith & Opportunity
Office of Partnerships & Public Engagement

Meeting Our Call

Since USDA's inception, we have helped the American people **weather the storms** of war, the flu pandemic, the dust bowl, the Great Depression, natural disasters and farm crises. Per the vision of Secretary Perdue, USDA has the opportunity and responsibility to work to assist our communities address the storms of hunger, homelessness, rural poverty, fractured families, at risk youth, distressed communities, and addiction.

In order to meet this call to action, the Center for Faith & Opportunity within the USDA Office of Partnerships and Public Engagement has launched "**Communities of Faith & Opportunity.**"

This bottom up, locally driven effort will **strategically leverage best-practices, models, existing resources, and programs** to empower and assist communities in addressing their community specific needs. This effort, along with local commitment and follow-through will allow us to establish community models throughout America that can be replicated in every state.

Additionally, the effort will align USDA with the variety of legislative and executive department policies and programs, including:

- Agriculture and Rural Prosperity Task Force Report;
- White House Initiative on Faith and Opportunity; and
- Presidential Executive Order on Youth, Families, and Communities.

Rural Prosperity Task Force Report



ECONOMIC DEVELOPMENT

Access to Capital
Tax Reform
Natural Resources
Regulatory Reform
Global Market
Infrastructure



INNOVATION & TECHNOLOGY

Biotechnology
Sound Science
Productivity
Research
Development



WORKFORCE

Available
Skilled
Trained
Educated
Reliable



QUALITY OF LIFE

Educational Opportunities
Health Services
Rural Housing
Community Resiliency
Infrastructure

Goal: Promote a “**climate of success**” for families and businesses that are part of prosperous communities that are safe, educated, healthy, and growing.

To achieve success in this great endeavor, we must come together in a **focused and targeted process** that will bring sustainable long term results for our rural communities.

This will require **bottom up, locally driven efforts** along with great innovation and partnership at the federal and state level.

Our OneUSDA customer service initiative is preparing USDA to deliver unparalleled effective assistance to the many sectors of our rural communities. This success along with local commitment and effort will allow us to establish community models throughout America that can be replicated in across the country.

As we identify these communities, we will help establish a “**Local Prosperity Council**” that will identify the key challenges facing their citizens. This cornerstone approach will involve leaders from the faith-based, political, education, business and other key sectors.

Local Prosperity Council



Communities of Faith and Opportunity Selection Process

Phase 1

(Facilitated by Local USDA Team)

1. Community Forms “Local Prosperity Council” (Political, Education, Business, Faith).
2. Identity Regional / State Partners
3. Prioritize “Community Challenges” per Rural Task Force Report.
4. Identify funding match (cash, in kind, for Phase two Planning)

Phase 2

(Rural Planning, Public or Private entity provide assistance)

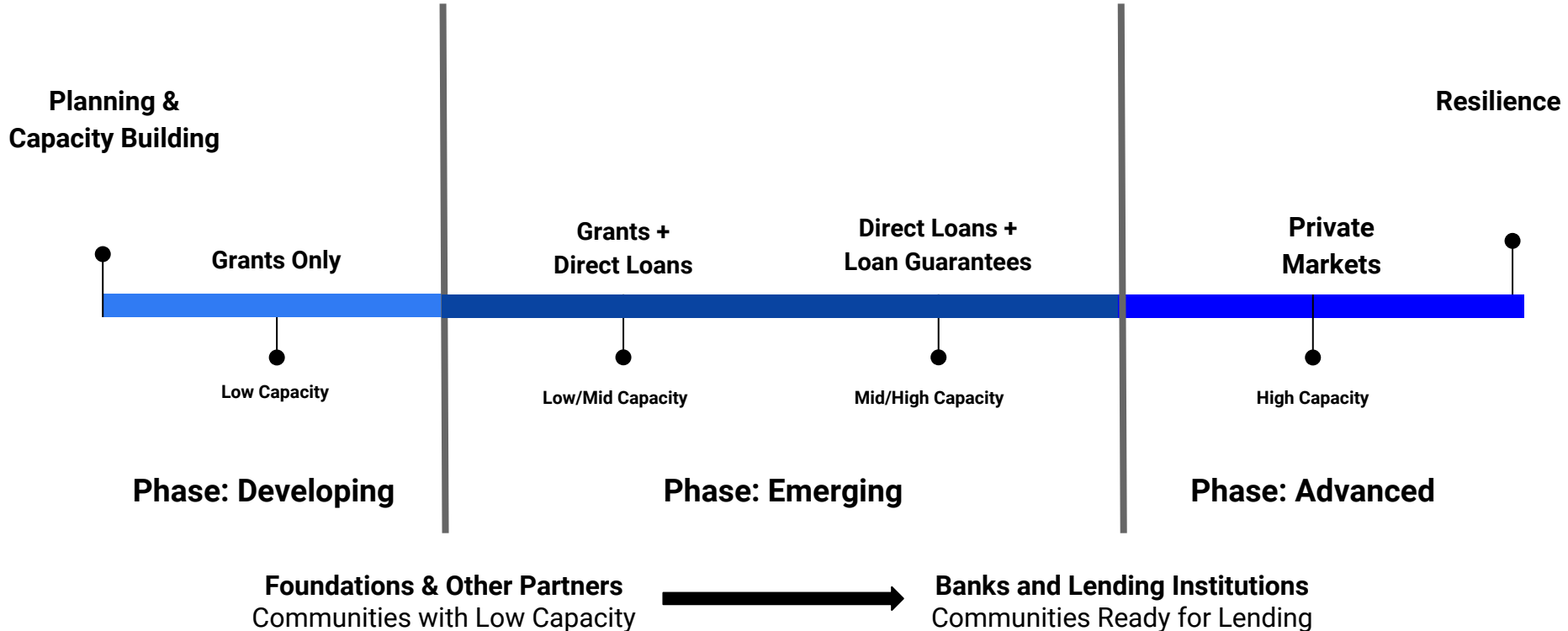
1. Develop implementation strategy for #1 Priority.
2. Identify technical assistance/ funding needed to accomplish goal / In kind, public, private match.
3. Apply for Grants and Assistance from USDA, Federal, State, Private Partners.
4. Public Kickoff/ Define Success, time frame, metrics.

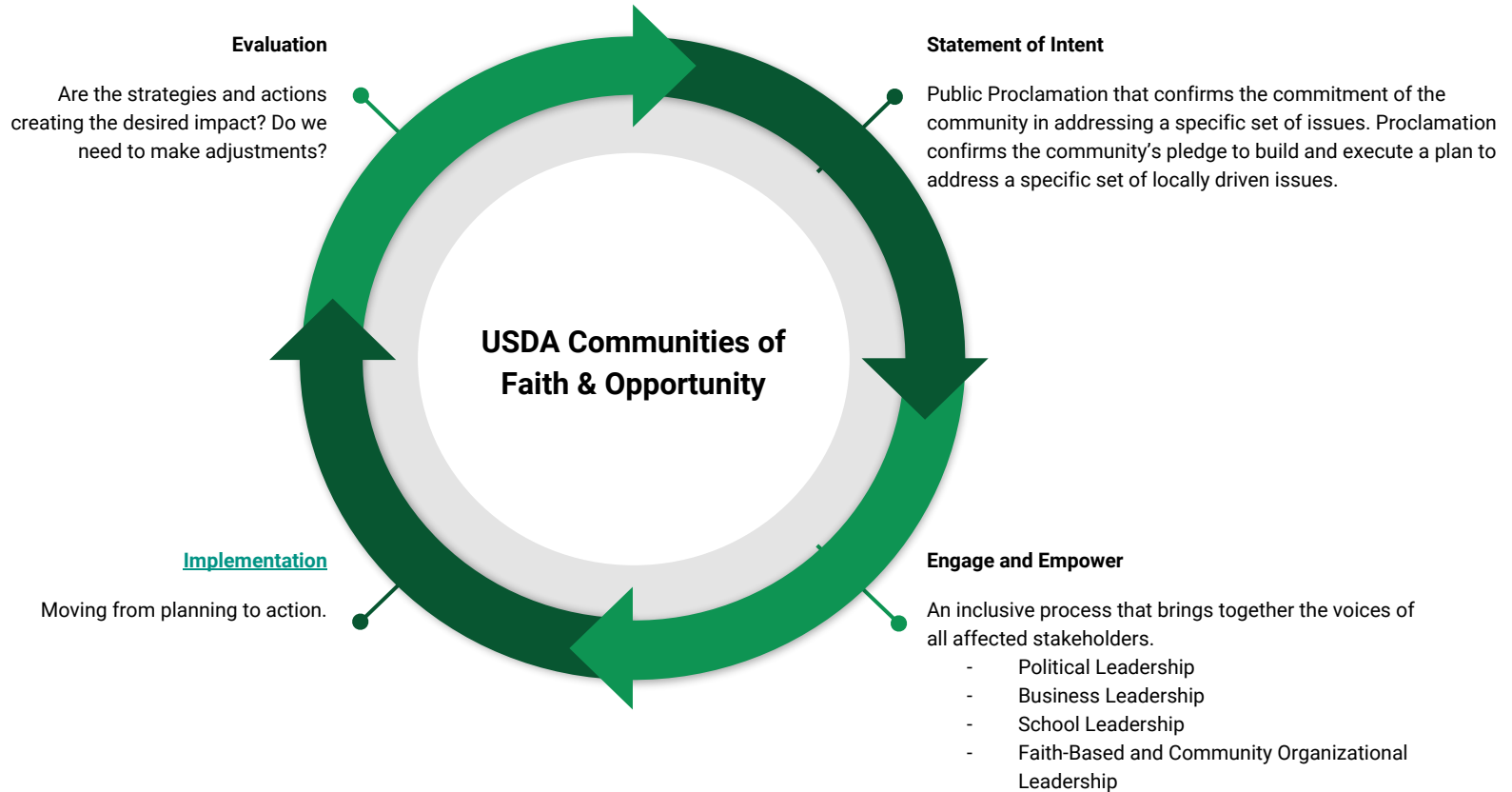
Phase 3

Recognition of Communities

1. Establish evaluation metrics for Communities that have ongoing process in place to deal with challenges.

From Capacity Building to Resilience





Next Steps

Next Steps

1. OneUSDA to identify and prioritize resources and technical assistance both within USDA and other federal and state partners that are available to distressed communities.
2. OneUSDA and partners to coach up our communities for success!
3. OneUSDA to lead efforts to implement efficient and timely delivery of federal services and resources to communities.
4. Elevate and empower our Faith Based communities to be key partners in overcoming community challenges.
5. Develop bottom up locally driven strategies led by community leaders.
6. Fully engage our business leaders in finding solutions to overcome the obstacles to economic growth and prosperity.
7. Work with all to recognize and reward sustainable community models for replication nationwide.