

March 22, 2024

ABCD Origins and Framework

ABCD Webinar Series – Part One

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ABCD Approach

Focus on **assets**

Builds from **opportunities**

Investment orientation

Emphasis on **association**

Focus on **community**

Goal is **empowerment**

Power comes from
relationships

People are the answer

People are **partners and
producers**

VS

Social Services Model

Focus on **needs**

Responds to **problems**

Charity orientation

Emphasis on **agencies**

Focus on **individuals**

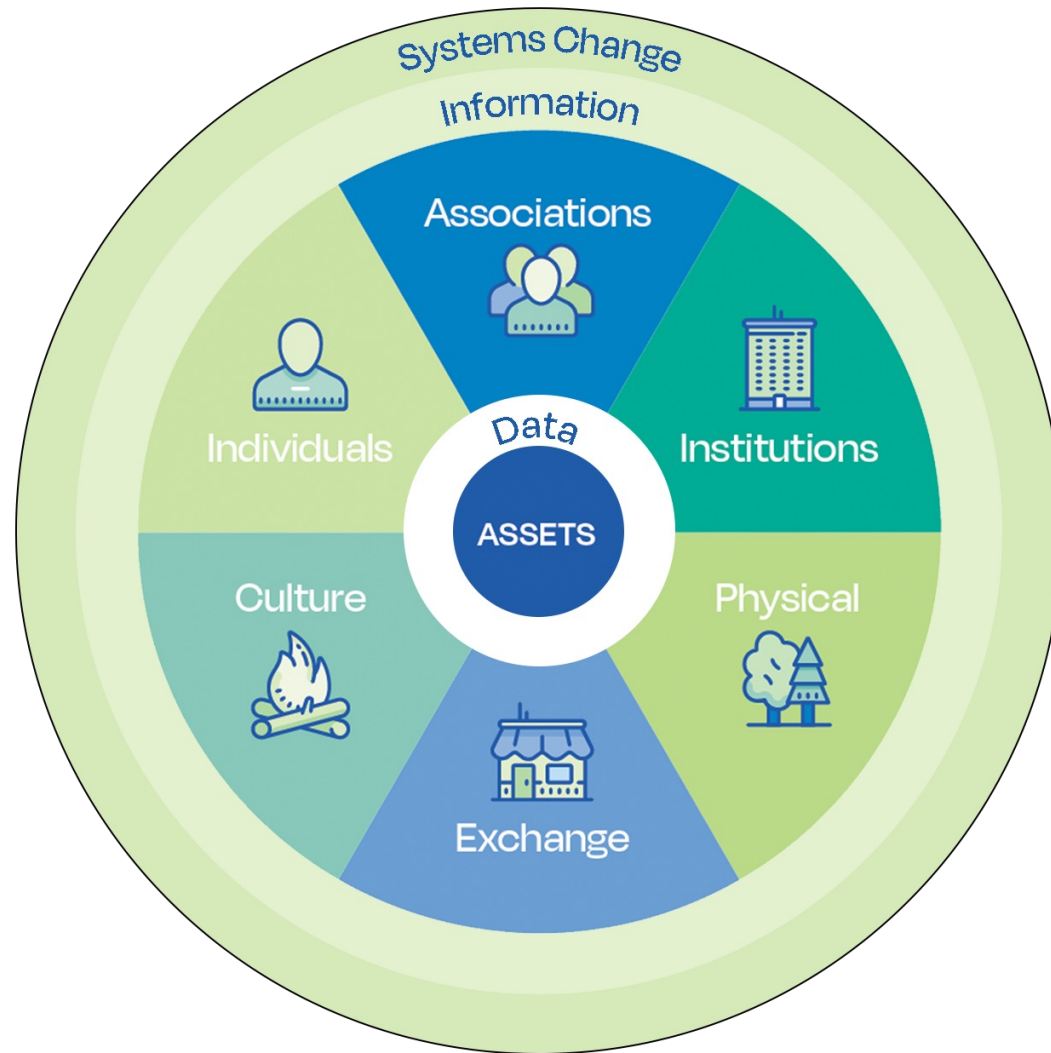
Goal is **services**

Power comes from
credentials

Programs are the answer

People are **recipients and
clients**



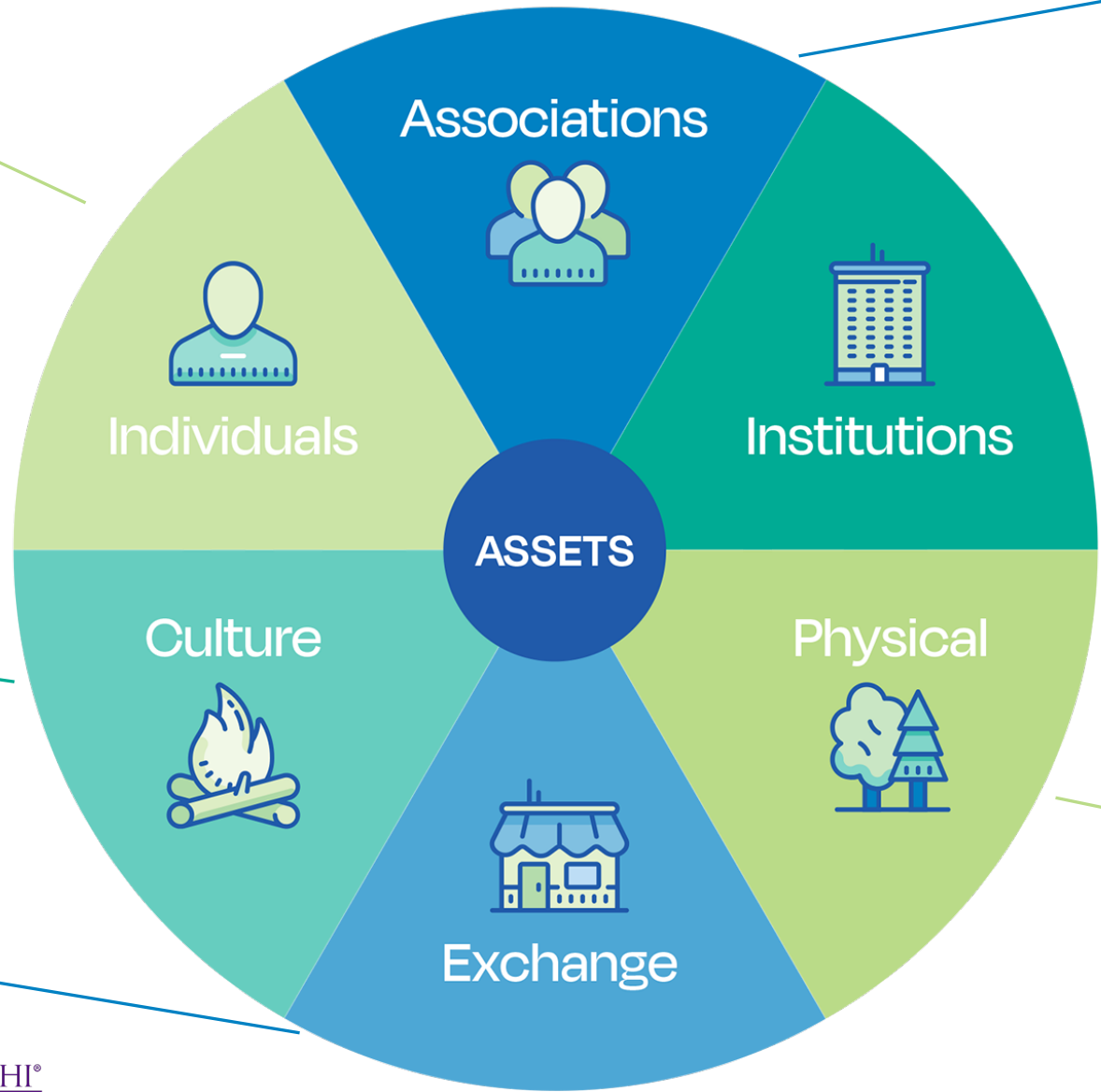


Neighborhood Asset Map

- Gifts, skills, capacities, knowledge and traits of
- Youth
 - Older adults
 - Artists
 - Welfare recipients
 - People with disabilities
 - Students
 - Parents
 - Entrepreneurs
 - Activists
 - Veterans

- Stories of:
- Background and personal history
 - What you like to do and contribute
 - Existing and ongoing skills and capacities
 - Successful community development
 - Economic growth
 - Addressing racism
 - Including those who are marginalized
 - Recognizing the value of everyone
 - A time when you or your group felt appreciated and valued
 - A time the community is and was at its best
 - Cultural traditions—especially those that bring people together

- | | |
|-----------------------|--|
| For-profit businesses | Credit unions |
| Consumer expenditures | Foundations |
| Merchants | Institutional purchasing power and personnel |
| Chamber of commerce | Barter and exchange |
| Business associations | CDCs |
| Banks | Corporations / branches |



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|------------------------------------|---------------------------------|
| Animal care groups | Men's groups |
| Anti-crime groups | Mentoring groups |
| Block clubs | Mutual support groups |
| Business organizations | Neighborhood improvement groups |
| Charitable groups | Political organizations |
| Civic events groups | Recreation groups |
| Cultural groups | Religious groups |
| Education groups | Service clubs |
| Elderly groups | Social groups |
| Environmental groups | Union groups |
| Family support groups | Veteran's groups |
| Health advocacy and fitness groups | Women's groups |
| Heritage groups | Youth groups |
| Hobby and collectors' groups | |

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|----------------------------|-------------------------|
| Gardens | Schools |
| Parks | Universities |
| Playgrounds | Community colleges |
| Parking lots | Police departments |
| Bike paths | Hospitals |
| Walking paths | Libraries |
| Forests / forest preserves | Social service agencies |
| Picnic areas | Nonprofits |
| Campsites | Museums |
| Fishing spots | Fire departments |
| | Foundations |



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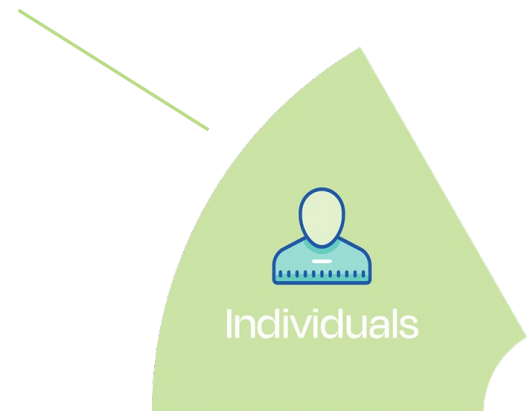
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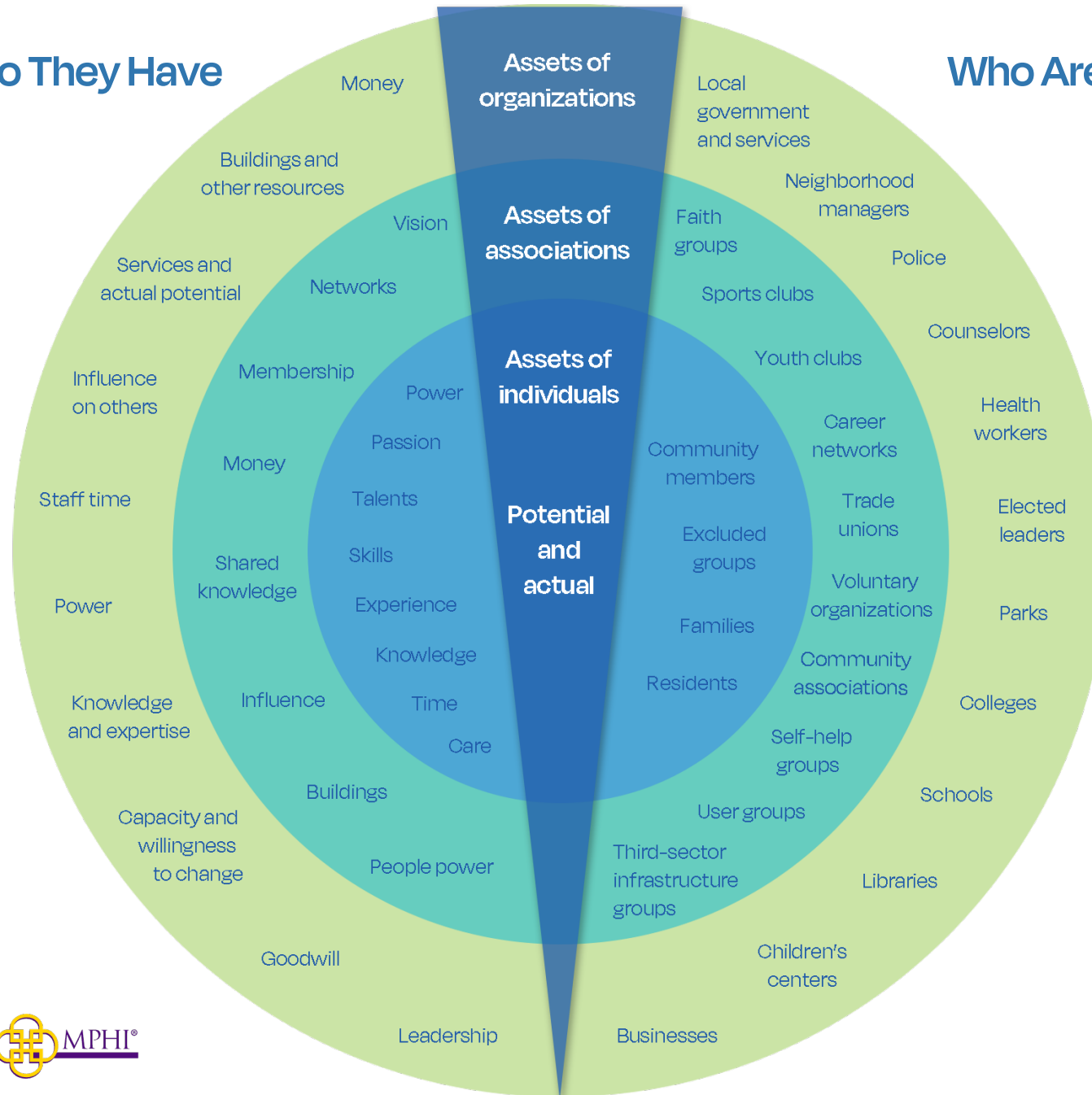
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What Do They Have

Who Are They



1. Asset Mapping
2. Four Questions
3. Power Progression Analysis
4. Learning Conversations
5. Capacity Inventories
6. House Meetings

Thank You!

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