Community Wealth Building Philosophy

System structure is the source of system behavior.
Ownership = Central to System Design
A Complimentary Approach

Often, traditional economic development does little to change the systems that generate inequity in the first place.

Community wealth building offers an alternative, prioritizing inclusive, democratic and local control of assets and wealth.
Community wealth building is a systems approach to economic development that creates an inclusive economy built on local and broad-based ownership.

It’s about developing place-based assets of many kinds, working collaboratively, tapping large sources of demand, and fostering economic institutions that support enterprises rooted in community. The aim is creating a new system where communities thrive and families enjoy economic security.
What is an anchor institution?

Place-based entities such as universities and hospitals that are tied to their surroundings by mission, invested capital, or relationships to customers, employees, and vendors. These local human and economic relationships link institution well-being to that of the community in which it is anchored.
Why Anchor Institutions?

- Economic engine: employer and purchaser
- Vested interest in surrounding communities
- Typically nonprofit or public
- “Sticky capital”
The Anchor Mission

To consciously apply long-term, place-based economic power, in combination with their human and intellectual resources, to better the long-term welfare of the communities in which they reside.
The Four Pillars of The Anchor Mission

Anchor institutions can play a key role in helping the low-income communities they serve by better aligning their institutional resources with the needs of those communities in four key areas:

1. Hiring
2. Purchasing
3. Investment
4. Community Impact/Volunteer base

ANCHOR PROCUREMENT
Locally rooted nonprofit institutions (including hospitals, universities, community foundations, and governments) consciously direct resources to drive equitable development.
Example: The Cleveland Model
Impacts: The Cleveland Model

*Economic Impacts End of 2014*

Current Number of Employees/Owners: 120

<table>
<thead>
<tr>
<th>Output</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Gross Wages</td>
<td>$6,260,703</td>
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<tr>
<td>Payroll Taxes</td>
<td>$500,856</td>
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<tr>
<td>Health Benefits</td>
<td>$305,547</td>
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<tr>
<td>Training</td>
<td>$143,400</td>
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<tr>
<td>Profits Distributed</td>
<td>$54,730</td>
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<tr>
<td>Property Taxes Paid, 2012-2014</td>
<td>$479,502</td>
</tr>
<tr>
<td>(65% of which supports Cleveland Municipal School District)</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$7,744,738</strong></td>
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</tbody>
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Appendix
Opening: 2009

- LEED Silver Commercial Laundry Facility

- 18 Customers: Hospitals, Nursing Homes, Hotels

- Capacity of 10 million lbs. / year (processing 6 million currently)
- Commercial Solar Panel Installations
- 1.5 MWe completed w/ 1.1 MWe in progress
- LED Lighting: retrofits and new construction
- Residential Weatherization and Renovations
- Opened March 2013
- 3.25 acres growing area
- 3 million heads of leafy greens per year
- 300 thousand pounds of herbs per year
Evergreen Cooperatives Governance

- Evergreen Cooperative Development Fund
- Evergreen Co-Operative Corp.
- Evergreen Real Estate Corp.
- Evergreen Business Services
- EBS Board
- Co-Op 4
- Co-Op 5
- Green City Growers
- Evergreen Energy Solutions
- Evergreen Cooperative Laundry