Do you want to create more effective community economic development in your region?
WealthWorks is a 21st-century approach that belongs in every community and economic development toolkit. WealthWorks is inclusive, bringing together and connecting community assets to meet market demand in ways that build lasting livelihoods and upward mobility. Experience shows that exploring and implementing this approach is most effective with a coach.

The WealthWorks Training for Coaches and Coordinators provides you with the skills, resources, and support to begin using the WealthWorks approach in your development work.

View a 60-minute webinar that gives an overview of the training: bit.ly/1aCATF6. Download webinar slides: bit.ly/1e1itm9

Outcomes of Using the WealthWorks Approach

Through its Energy Efficient Enterprises program, MACED, in Appalachian Kentucky, has helped to facilitate 125 commercial energy efficiency retrofits, representing total investments of nearly $3.6 million. These investments have supported 214 entrepreneurs, saved 24 jobs, and helped businesses save an annual $680,268, with projected savings in the next decade of $7 million.

In 2012, Central Appalachian Network (CAN) efforts to build sustainable agriculture value chains resulted in: total gross revenue of $8.2 million to 196 producers, an increase of 36% over 2011 data, and 130% since 2009. In 2012, CAN worked with 67 buyers (up from 51 in 2009), who purchased a total of $4.65 million in value chain products (up from $1.79 million in 2009).

The efforts of The Deep South Wealth Creation Network, promoting sustainable agriculture and food systems in Alabama and Mississippi, have led to the following results: sale of $150,000/50,000 lbs. in local products into wholesale and retail markets; developing a Farmers’ Cooperative in Mississippi; purchasing shared equipment and infrastructure (refrigeration, irrigation, transportation); creating entry points to wholesale markets for small farmers.

What people are saying about the WealthWorks approach

Using WealthWorks on the Ground
“The WealthWorks approach is really smart and can make a big difference. It helps bring together the right actors, focuses potential intervention and leverage points, and uses a set of tools to measure and determine if you are doing the right things. Our energy sector work before and after using the WealthWorks approach is radically different. This is one of the most important things we have been involved with, and may be the best.”
—Justin Maxson, President, Mountain Association for Community Economic Development (Berea, KY)

The WealthWorks Training
“The WealthWorks model expanded our thinking about entrepreneurs and communities. I thought your group did an amazing job at the training! A lot of strong-minded people had a shift in thinking.”
—Linda Thompson, Organizational Development Director, Agricultural Utilization Research Institute (AURI), Minnesota

See Linda’s full post: http://yellowwood.org/blog/wealthworks-training-linda-thompson-auri/

Read more from WealthWorks Trainees on our blog: http://yellowwood.org/blog/tags/wealthworks
Training Costs and Logistics

$2,400 Cost Per Person Includes:
- 4-day overview workshop with trainers, materials, on-site lodging and meals.
- 6-9 month practicum with supporting webinars, mentoring, and other resources.

Limited scholarship support available. Please inquire.

Where
Pendle Hill Retreat Center, Wallingford, PA. The campus is located just outside of Philadelphia and is easily accessible by public transportation from Philadelphia terminals. http://www.pendlehill.org/

Schedule
April 2015 Session
Onsite: April 26, 2015 - April 29, 2015
Practicum: April 2015 - February 2016
Monthly calls: Dates and times to be determined

More information: www.wealthworks.org. To apply, contact Melissa Levy: 802-524-6141, melissa@yellowwood.org.

Training Program Components

- 4-day overview workshop focused on the WealthWorks framework, coaching/coordinating skills, foundational concepts, 6-week action plan and 9-month road map, peer networks.
- 6-9 month WealthWorks value chain exploration practicum with supporting webinars, mentoring and other resources. During this time, the coordinator and coach will identify and undertake outreach for a potential value chain.
- Mentoring during the practicum by experienced WealthWorks value chain coaches.
- At least six webinars and/or conference calls to introduce key concepts in “real time.” This will include group problem solving of challenges/and traps, sharing of stories and new content as requested by the participants.
- Each participant will keep a learning journal of their experiences and learning and be prepared to share this with the other participants.

Training Program Results

- Acquire new knowledge and skills in the WealthWorks approach to be used across your region
- Design a value chain ready for construction, including identifying asset-based products and services and the existing and potential demand
- Identify and engage necessary partners and “unusual suspects” to make WealthWorks a success
- Identify strategies to build and sustain a range of local assets necessary for growth in your community

The Training Team

Shanna Ratner, Principal of Yellow Wood Associates, Inc.,
Melissa Levy, Senior Associate at Yellow Wood Associates, Inc.
Barbara Wyckoff, Dynamica Consulting, Coach and Community Development Specialist.

Shanna, Melissa, and Barbara have each provided coaching services to WealthWorks value chain coordinators.