

Casey's Rural Story



Meet RuFES ...

Margins to Mainstream: A Peer Exchange Workshop —October 24-25, 2003—Baltimore, MD

Sponsored by the Annie E. Casey Foundation, and co-organized by Coalition of Community Foundations for Youth (CCFY) and Rural Development Philanthropy Learning Network (RDPLN) —The Aspen Institute

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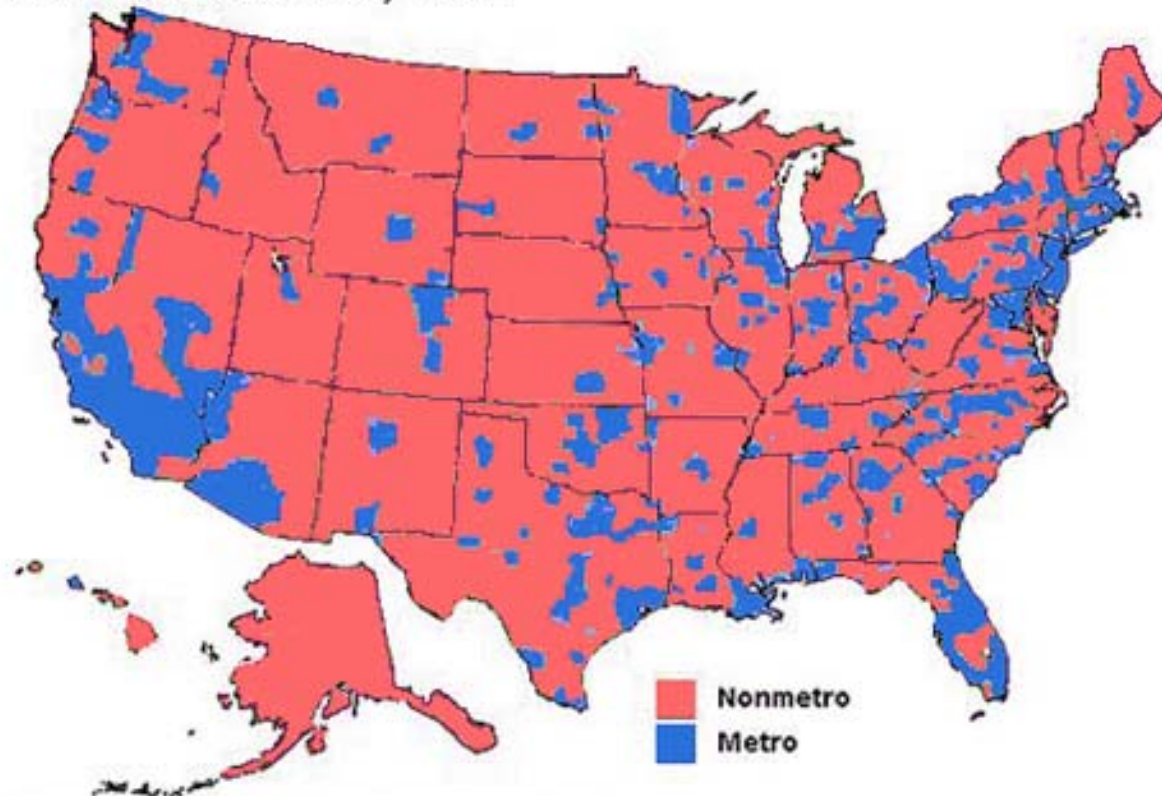
Why Take the Rural Road?

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Nonmetro counties, 1993

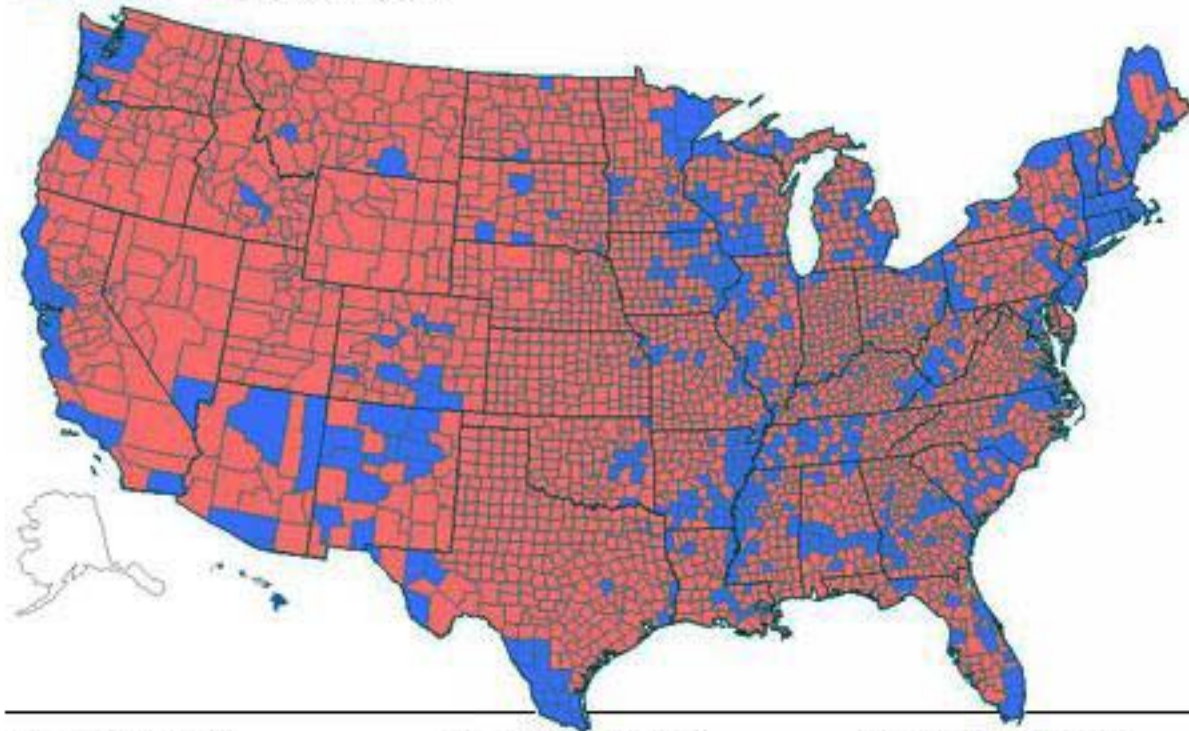


Source: Economic Research Service, USDA.

Latest vote, county by county

Vice President Gore won in 676 counties and Texas Gov. George W. Bush in 2,436 counties, according to preliminary results.

■ Al Gore ■ George W. Bush



Square miles of counties won

Gore ■ 575,184
Bush ■ 2,432,456

Population (1999) of counties won

Gore ■ 127 million
Bush ■ 143 million

Growth (1990-99) of counties won

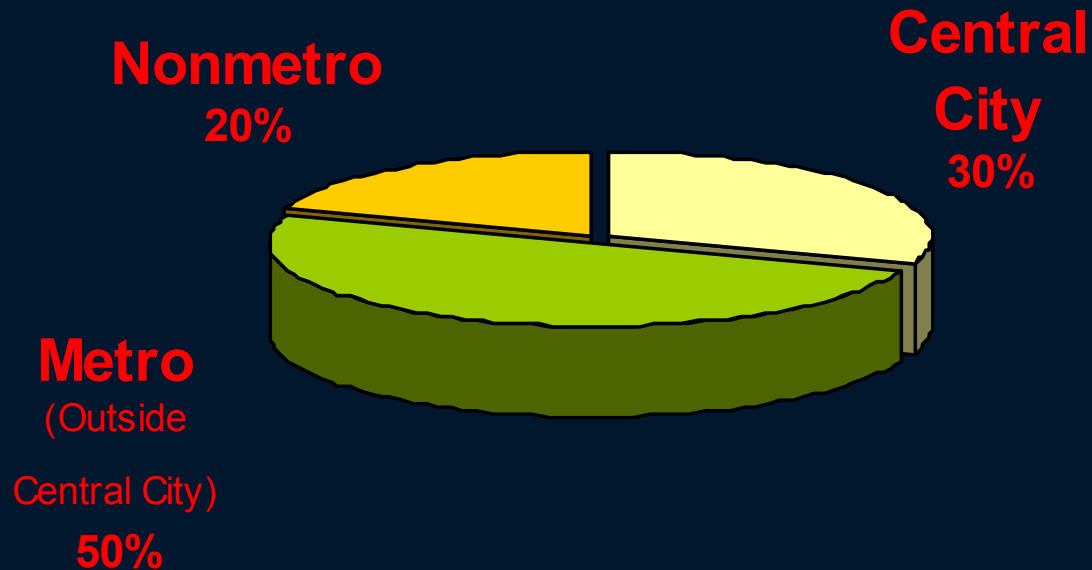
Gore ■ 5%
Bush ■ 14%

Note: County election data was not reported for Alaska. Counties in blue, indicating a vote for Gore, include Indian reservations in Montana, New Mexico and South Dakota.

Source: The Associated Press, ESRI Inc., USA TODAY analysis by Paul Overberg.

US Population

(2000 Census)





The Journey

- From the wrong question to the right question
- From a whole range of possibilities to a focus on family economic success
- From having only urban models and resources in the suitcase to a bulging bag of rural ones.



Why Focus on Rural Family Economic Success?

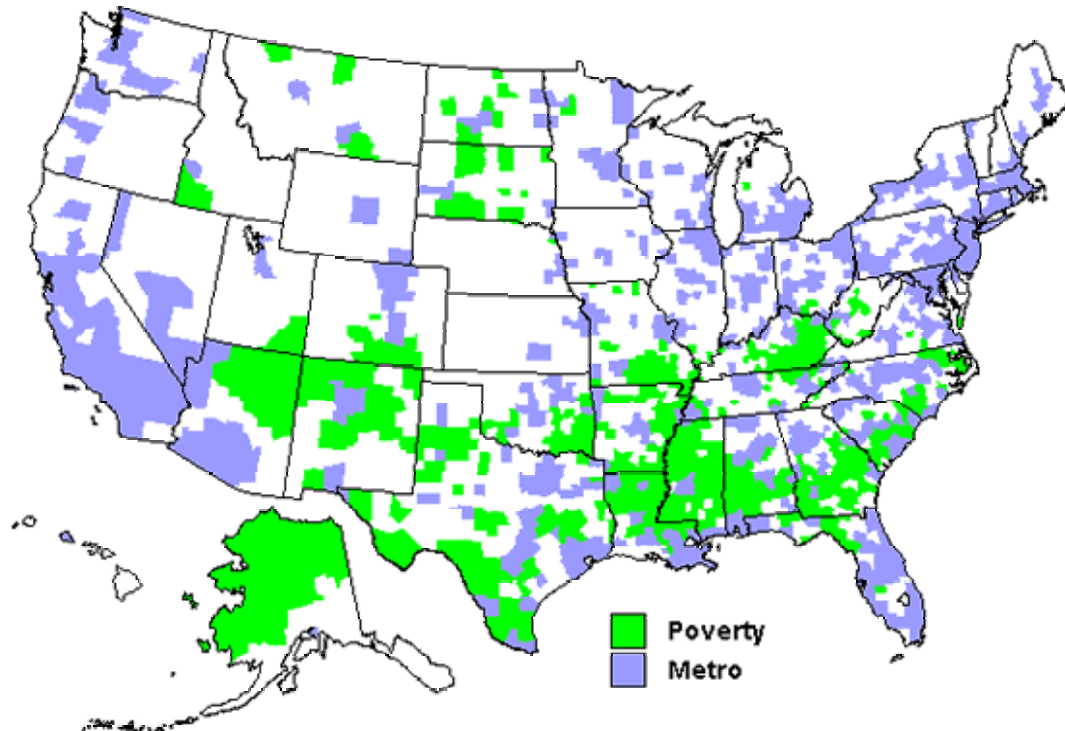
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Persistent Poverty

Nonmetro persistent poverty counties, 1990*



*Counties with 20 percent or more of persons in poverty in each of the years 1960, 1970, 1980, and 1990.

Source: Economic Research Service, USDA.

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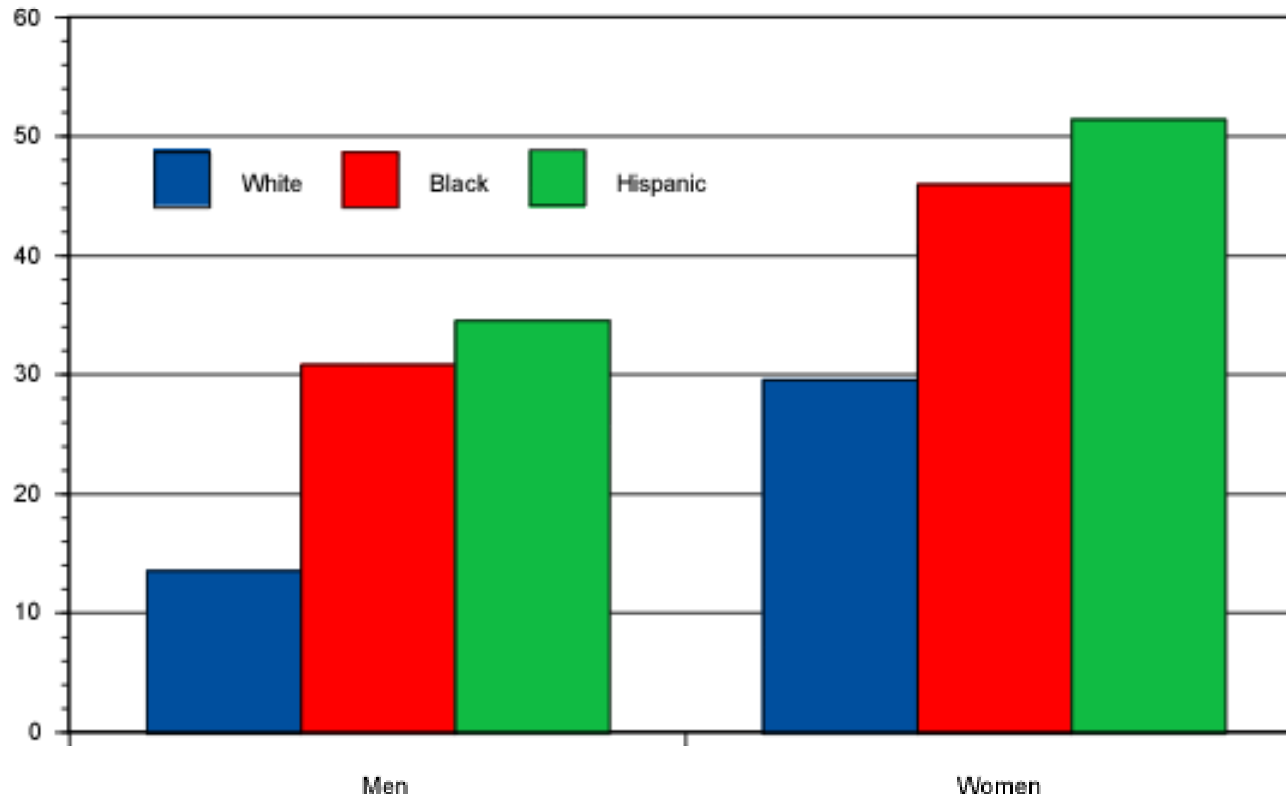
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Rural Poverty is Working Poverty

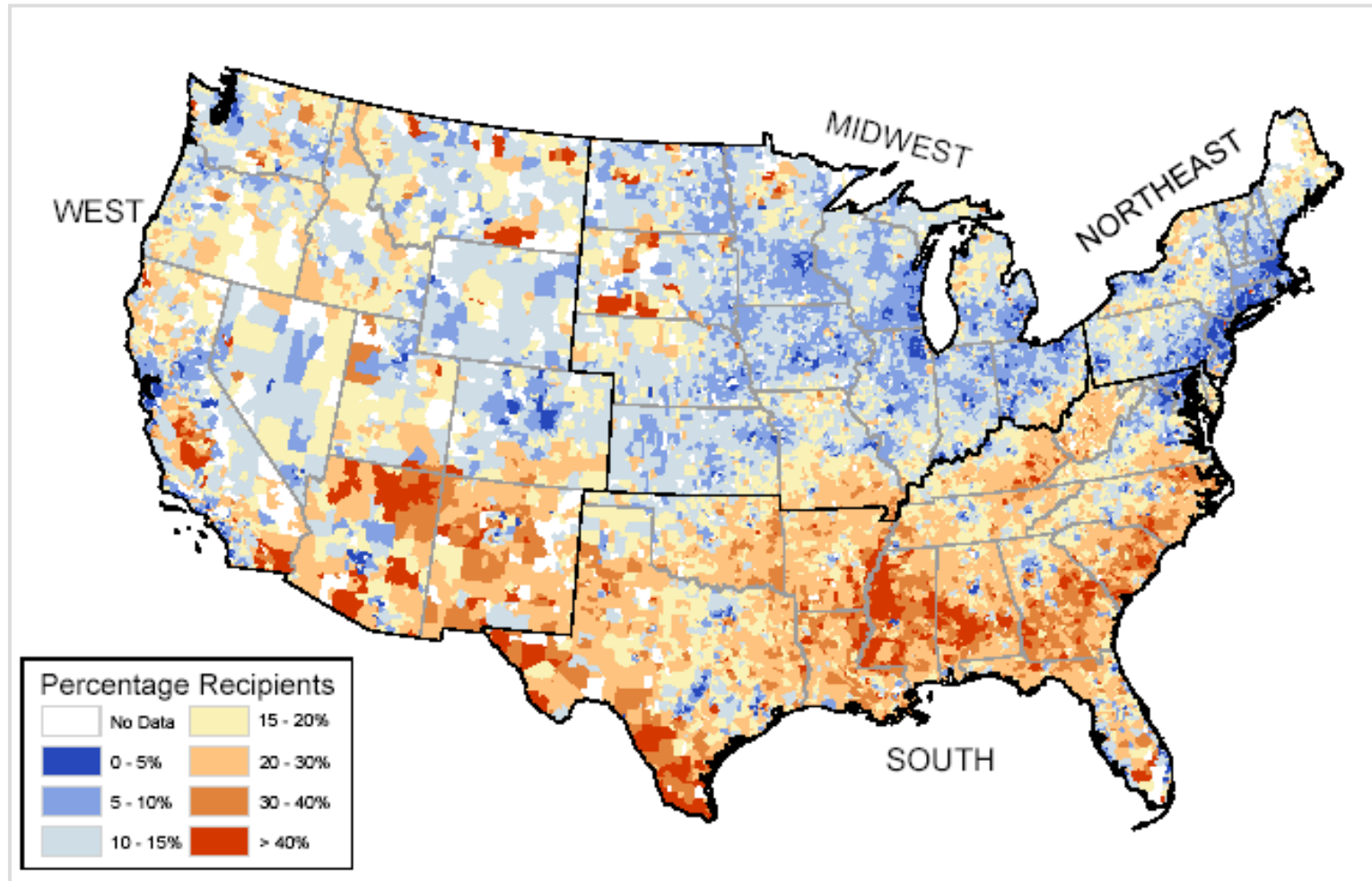
Share of rural wage and salary workers earning low wages by sex and race/ethnicity, 2002

Women and minorities are more likely to be low-wage workers than are White men



Source: Calculated by ERS using data from the 2002 Current Population Survey earnings file.

“Red Belt” of Working Poverty

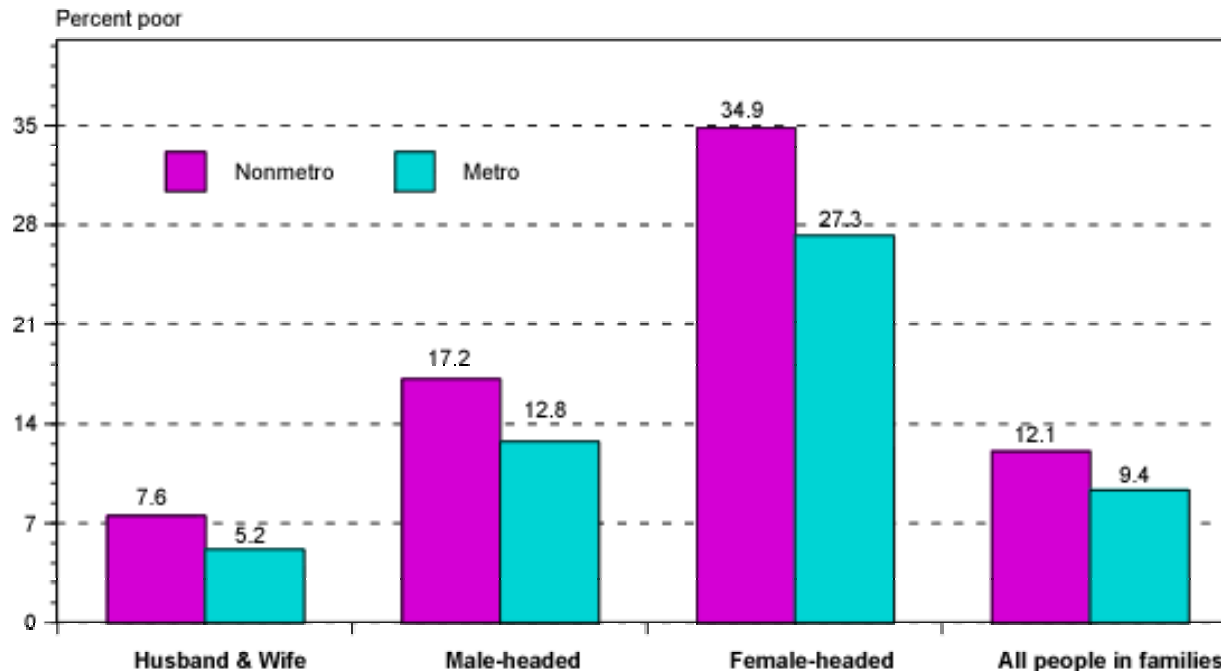


EITC Recipients as a Percentage of Total Returns, TY2001

Family Poverty

Poverty rates by family type, 2001

More than one-third of persons in female-headed, nonmetro families are poor



Note: Percent of people in families, either primary or related subfamily, who are poor.

Source: Prepared by the Economic Research Service using data from the U.S. Census Bureau's Current Population Survey, March Supplement.

Rural families of all kinds are poorer than urban families; more than 1/3 female-headed families is poor.



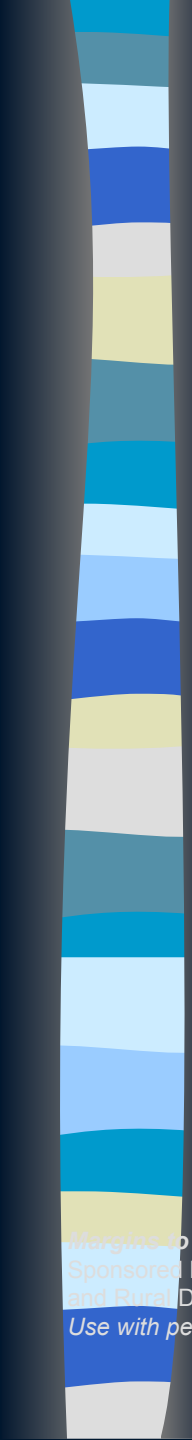
Our Point of View

- Too many efforts to address “persistent poverty” have failed because the strategies have been unfocused, misdirected and unequal to the challenges.
 - A rising tide doesn’t lift all boats
 - Some people need a boat
 - Sometimes there is no tide

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- 
- Working poverty is widespread but under attended to because its consequences for family success and community viability are underappreciated and because practical solutions have been unavailable.
 - A rising tide doesn't lift all boats
 - Some boats are leaky

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What Works?

- A set of strategies pursued simultaneously with families at the center, including those that help families:
 - Earn It – opportunities to earn, capacity to earn
 - Keep It – increasing financial stability, reducing expenses, increasing assets
 - Grow It – community investments and amenities that encourage, enable and reward families and **businesses who locate and invest there**

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Public and Policy Relevance

- “Making work pay” is a frame that elicits broad public support
- The Tax Code is the single most important investment currently being made in low income working families (and in middle and upper income families)
- Private sector policy matters



Thank you.

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