

Building Trust with Hubs at the Core



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Hub of Hubs

Peer Learning

Field Development

Today's Objectives

- Introduce **Rural Development Hub** qualities.
- Explore the **Thrive Rural Framework** for thinking-and-action.
- Dig into using these tools for local assessment, priority setting, and strategy.



Interdependence

1 in 5 people in this country live in rural places



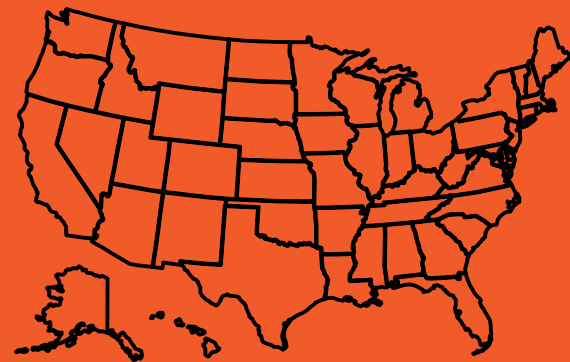
Equity

70% of the 475 Persistent Poverty counties in the US are rural



Interconnection

97% of America's land area is classified as rural



Funding

7% of philanthropic funds go to rural places



Why Trust Matters in Rural Places

Where Trust Was Broken:

- Disinvestment and long-term loss of banks, hospitals, schools, and services.
- Government and corporate initiatives often overpromise and underdeliver.
- National narratives depict rural people as rural idyllic or rural illicit.

Why Rebuilding Trust Matters:

- Stronger Communities: Trust fuels cooperation and innovation.
- Better Outcomes: Health, education, and economic development improve with trust.
- Democracy Depends on It: Trust connects people to solutions, not just to systems.

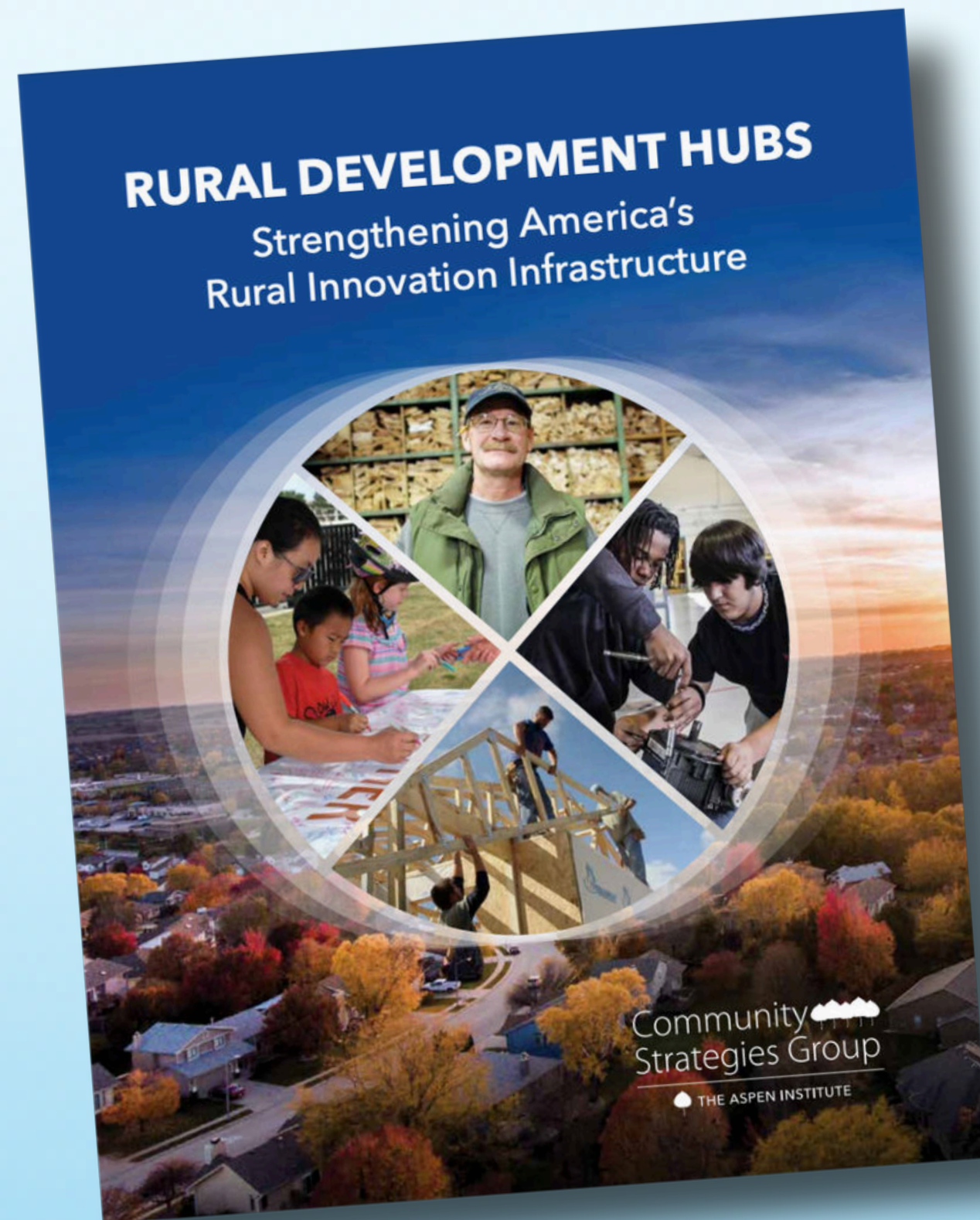
Trust is earned by showing up, listening, delivering real benefits, and respecting local knowledge.



WealthWorks



Rural Development Hubs

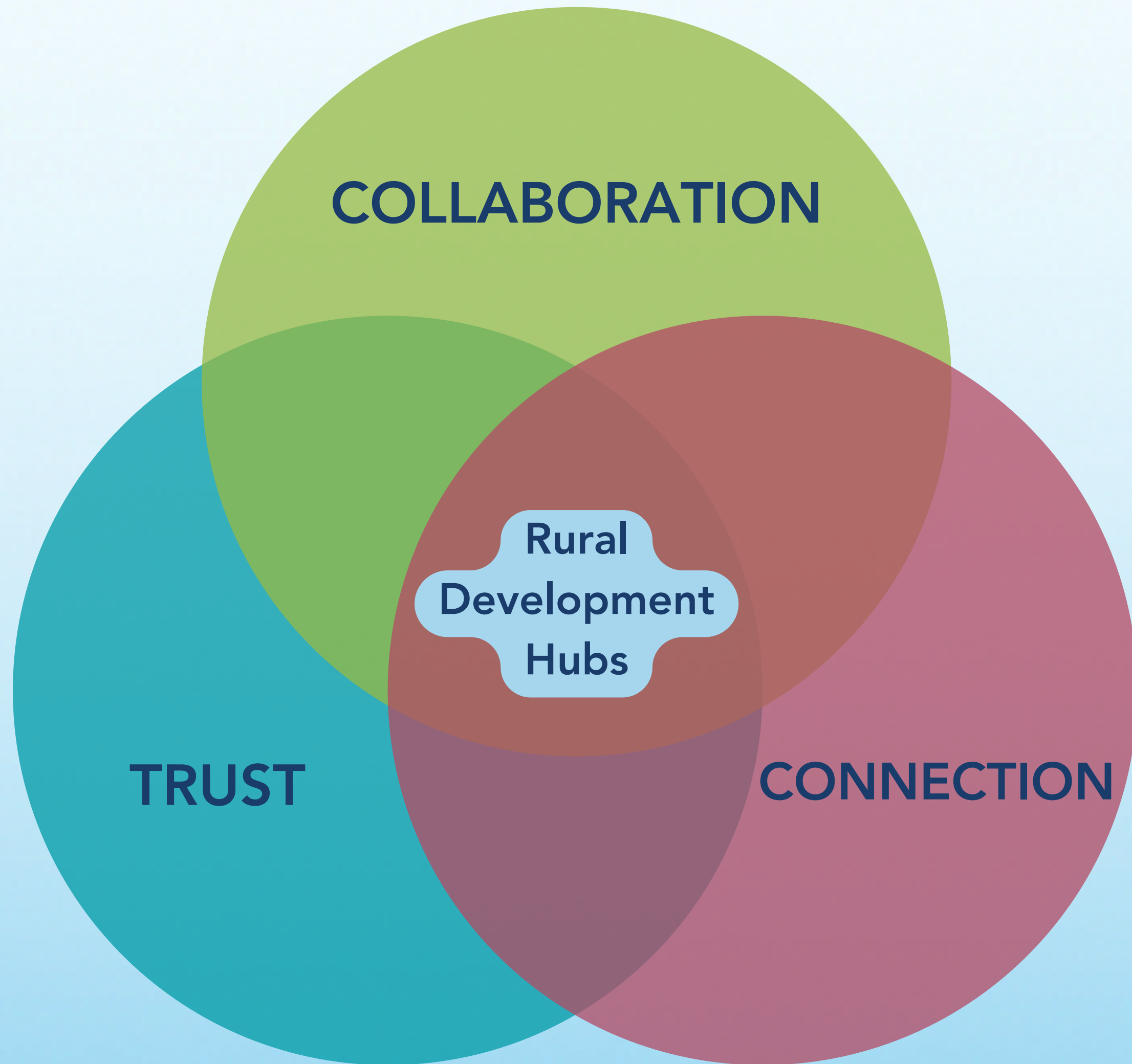


Advancing an **asset-based, wealth-building**, approach to rural community and economic development.

Qualities of Hubs



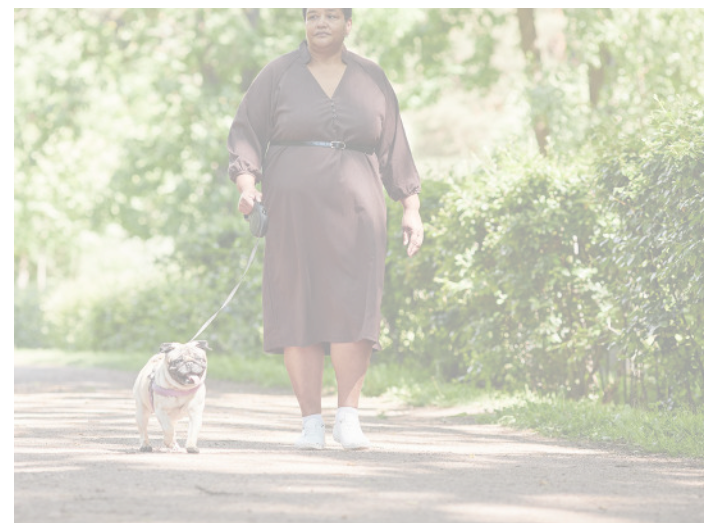
- Collaborate as an essential way of being and doing.
- Are of their region and build trust in their region.
- Bridge issues and silos.
- Take and tolerate risk.
- Analyze at the systems level and intentionally address gaps in the systems.





THE THRIVE RURAL FRAMEWORK ULTIMATE OUTCOME

Communities and Native nations across the rural United States are healthy places where each and every person belongs, lives with dignity, and thrives.



THRIVE RURAL FRAMEWORK

Rural Voice and Power

Equitable Aims and Design

Resources for Productive Action

Local-Level Building Blocks



Welcome All
to the
Community



Advance
Personal
Well-Being



Strengthen
Local
Ownership
and Influence



Build from
Current
Assets



Balance
Development
Goals



Design for
Everyone
to Thrive



Prepare
Action-Able
Leadership



Organize an
Action
Infrastructure



Act
as a
Region



Build
Momentum

Systems-Level Building Blocks



Rural Voice
in Design
and Action



Aligned
Rural Fields
and Actors



Accurate
Rural
Narrative



Balanced
Development
Outcomes



Cohesive
Rural Policy
Lens



Valued
Rural
Stewardship



Rural
Stakeholder
Equity



Ready Rural
Capital
Access
and Flow



Rural Data
for Analysis
and Change



Regional
Analysis and
Action

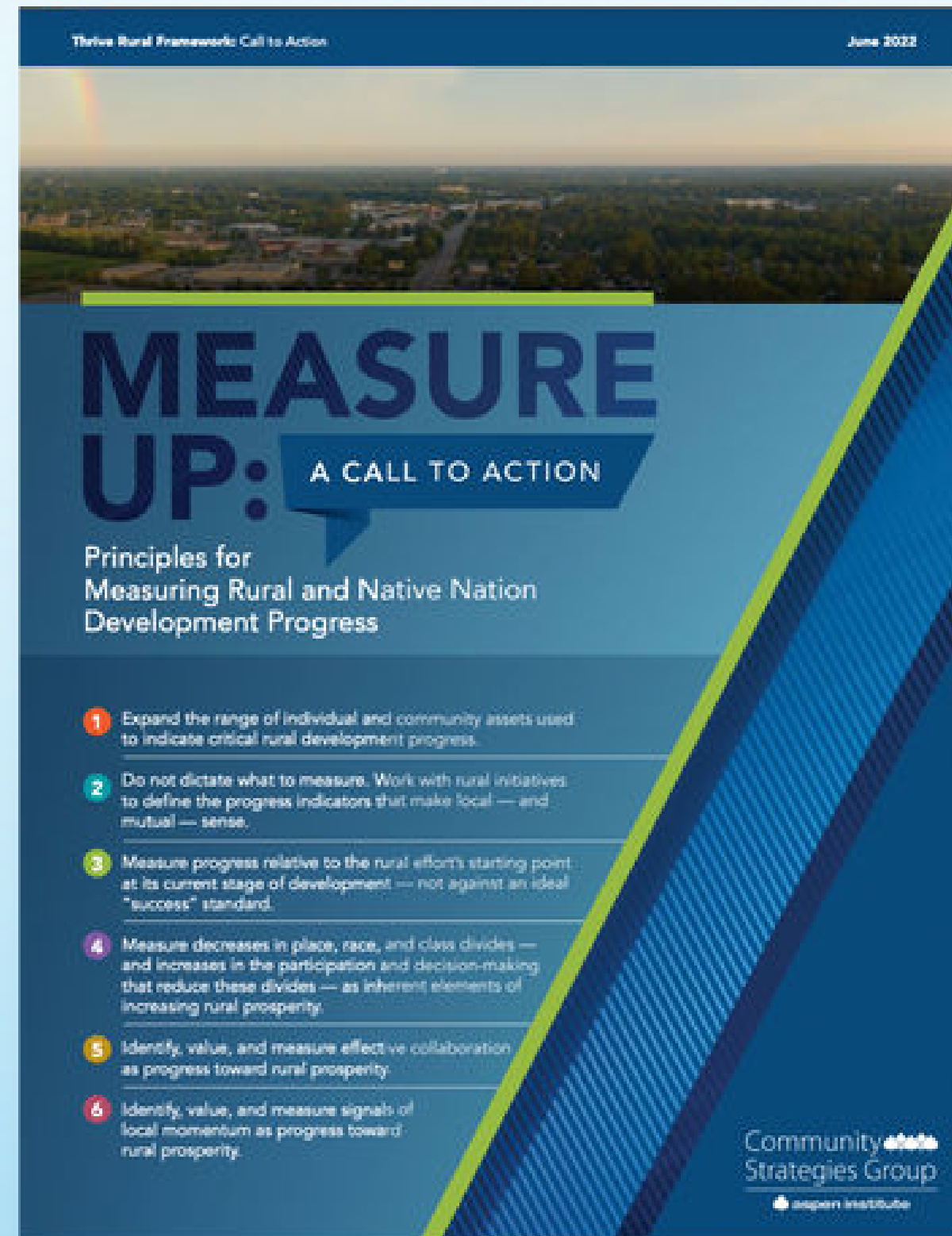


The Foundational Element requires identifying and dismantling historical and ongoing discriminatory practices that disadvantage rural people and places based on place, race, & class.

THRIVE RURAL FRAMEWORK



Why Measurement is Important



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