

Beyond the headlines: Funding disasters in rural communities

December 9, 2021



Center for Disaster Philanthropy

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Moderator

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Regine Webster

Vice President

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Land Acknowledgement

“Acknowledgment is a simple, powerful way of showing respect and a step toward correcting the stories and practices that erase Indigenous people’s history and culture and toward inviting and honoring the truth.”

<https://usdac.us/nativeland>



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What Is Rural?

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- ❑ The federal government can't agree on just one definition.
- ❑ For some, rural is defined by the community or based on common experiences.
- ❑ Am I Rural? tool



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The Common Definitions

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<i>For each definition, using 2010 Census data</i>			
Definition & Agency	Geographic Unit Used	What is Included in "Rural"	U.S. Rural Population
Urban and Rural Areas U.S. Census Bureau Urbanized Areas (UAs) are geographic areas of 50,000 or more people. Urban Clusters (UCs) are geographic areas of 2,500 to 50,000 people.	Census Blocks and Block Groups	Rural areas encompass all population, housing, and territory not included within an urban area. (Excludes P.R.)	59,492,267 Percent of Total Population: 19.3%
Core Based Statistical Areas (Metropolitan, Micropolitan, Noncore) U.S. Office of Management & Budget Metropolitan areas contain a core urban area population of 50,000 or more. Nonmetropolitan areas contain a population of less than 50,000. This includes both micropolitan areas, with urban cluster populations of 10,000 to 50,000, and all counties that lack an urban core, which are referred to as noncore counties.	County	All nonmetropolitan areas (counties) including micropolitan and noncore counties	46,293,406 Percent of Total Population: 14.99%
Rural-Urban Commuting Areas (RUCAs) Economic Research Service Utilizes the U.S. Census Bureau's UAs and UCs definitions with information on work commuting. Classification delineates metropolitan, micropolitan, small town, and rural commuting areas with whole numbers 1-10 and further subdivides into 21 secondary codes based on commuting flows — local or to another census tract.	Census Tract, ZIP Code approximation	Primary RUCA codes 4 and above (Micropolitan Area Core, population up to 49,999)	51,112,552 Percent of Total Population: 16.55%

Sources: [2010 Census Urban and Rural Classification and Urban Area Criteria](#), Urban, Urbanized Area, Urban Cluster, Rural Population, 2010 and 2000: United States, U.S. Census Bureau; [2010 Rural Urban Commuting Area Codes](#), USDA-ERS; [Urban Influence Codes, Documentation, 2013](#), USDA-ERS

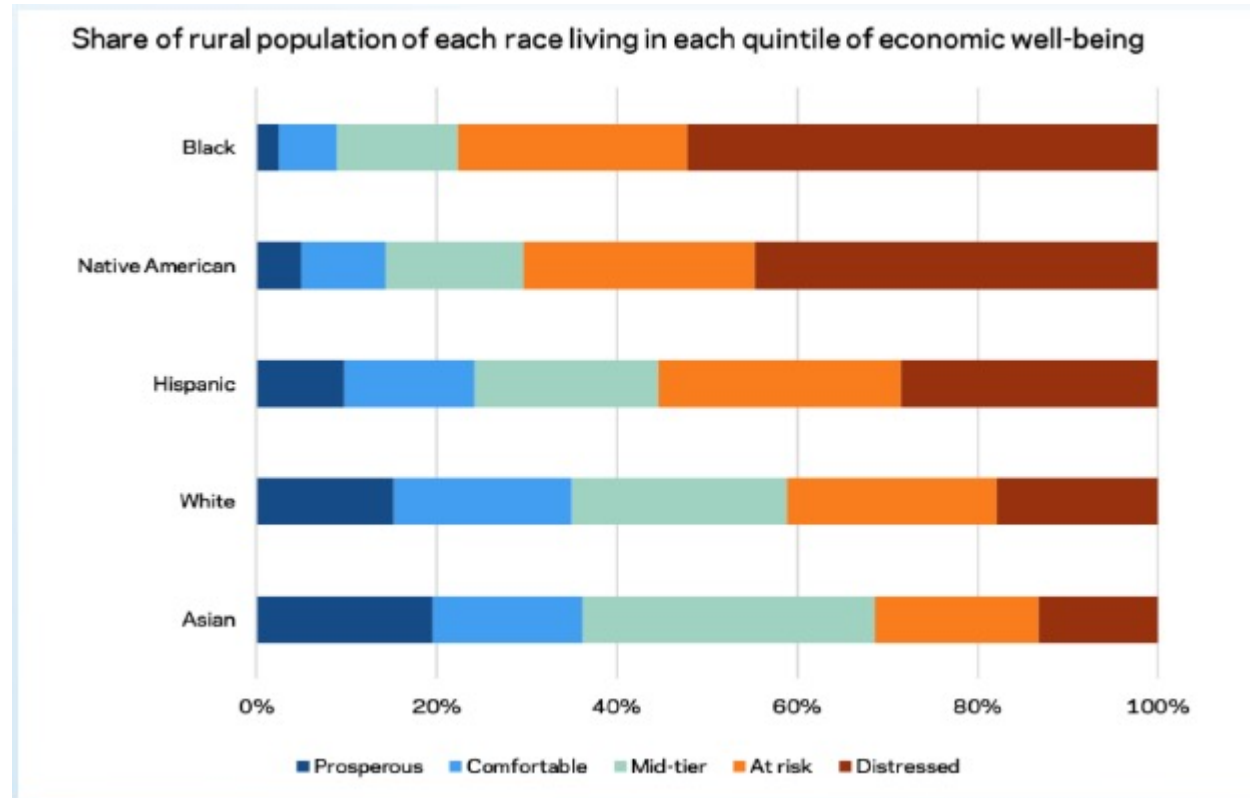
Three major definitions of rural.



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Wellbeing Across Racial Groups Is Unequal

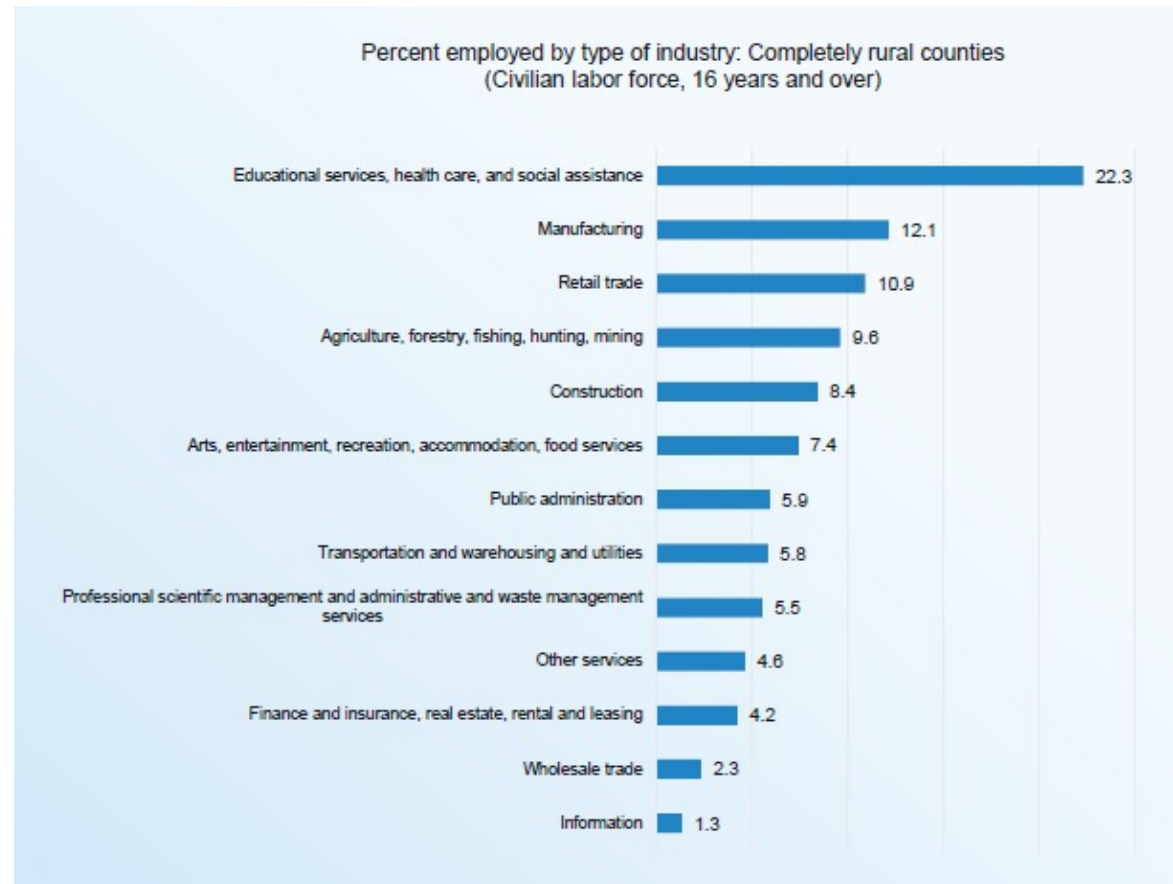
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Economic Diversity

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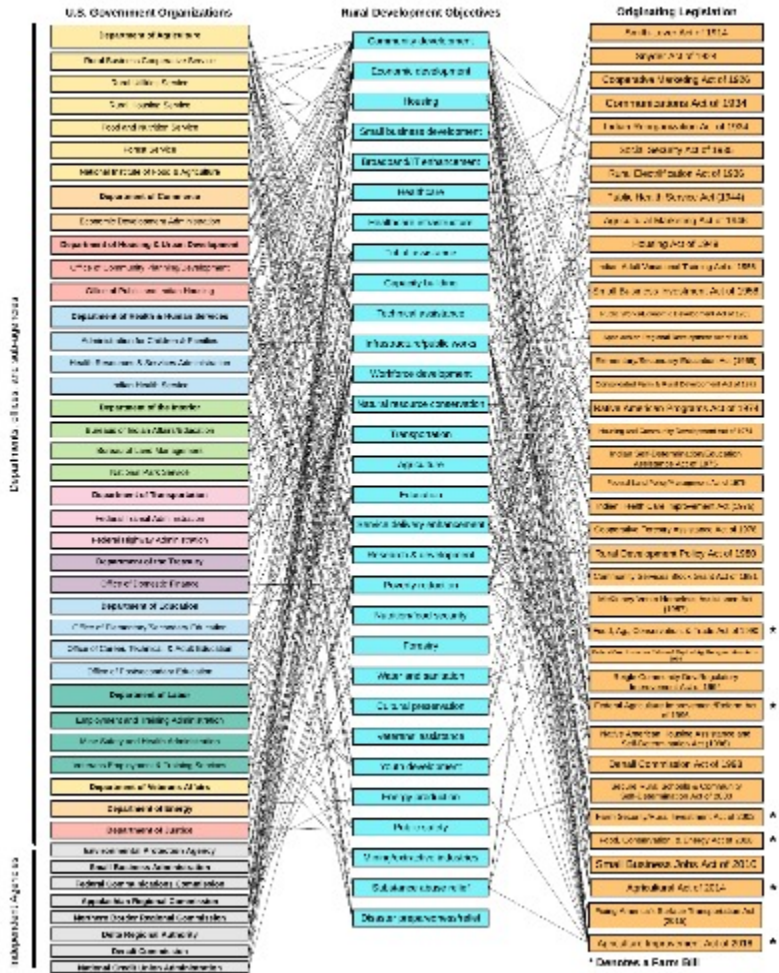
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Rural Policy and Funding is Complex

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Federal Development Assistance for Rural and Tribal Communities

While USDA is technically charged with directing federal rural policy, programs that promote rural and tribal development are spread widely throughout the government. No comprehensive and integrated strategy exists, as shown below, the array of legislation, directives, and programs means to help these communities leads to significant confusion and fragmentation.



View full-size graphic and analysis here:

<https://www.brookings.edu/research/reimagining-rural-policy-organizing-federal-assistance-to-maximize-rural-prosperity/>



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Speakers

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Brian Fogle
President and CEO
Community Foundation of the Ozarks



Cari Cullen
Director of the Midwest
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Don Phoenix
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Cari Cullen
Director of the
Midwest Early Recovery Fund
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It's about equity...

- ❑ Rural communities have experienced marginalization and disinvestment.
- ❑ Rural communities tend to be more vulnerable to shocks and stressors.
- ❑ Rural communities are frontline communities.

What happens when rural communities don't recover?



Flooding in Plattsmouth, NE (Source: Loco Steve; [CC BY 2.0](#))



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Rural Resources



More than physical infrastructure needs to be addressed for recovery.



Don Phoenix
Principal
Sankofa Group, LLC



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NO DIFFERENCE IN THE HOPE AND ASPIRATIONS



Rural Communities



Food Distribution with Team Vegan and LULAC (CDP partner)
Photo from LULAC



THE MISSING PIECE: FLEXIBLE PATIENT FUNDING





Funding in rural communities

- A commitment to listen and “take the tour”.
- Long-term investment and/or leaving something behind.
- Intentional relationships with anchor and community-based institutions and with place-based funding partners.

Community Foundations

Your local community foundation knows and cares for the people, places, and things that the market and government can't or won't, because it's their home.



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COMMUNITY COMMITTED TO LONG-TERM RESULTS



Philanthropic Preparedness Resiliency and Emergency Partnership (PPREP)



Prep

Or

PPREP?



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**THE
FUNDERS
NETWORK**

A little goes a long way.....



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Q and A

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- Submit questions using the Q & A box at the bottom of your screen.
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Key Takeaways

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- ❑ Learn what the community wants/needs.
- ❑ Rural areas do magic with \$.
- ❑ Every disaster is a low-attention disaster.
- ❑ Community foundations are a critical partner.
- ❑ Cultivate patient money.



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CDP Resources

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**EDUCATIONAL
RESOURCES**



**GRANTMAKING &
RECOVERY FUNDS**



CONSULTING



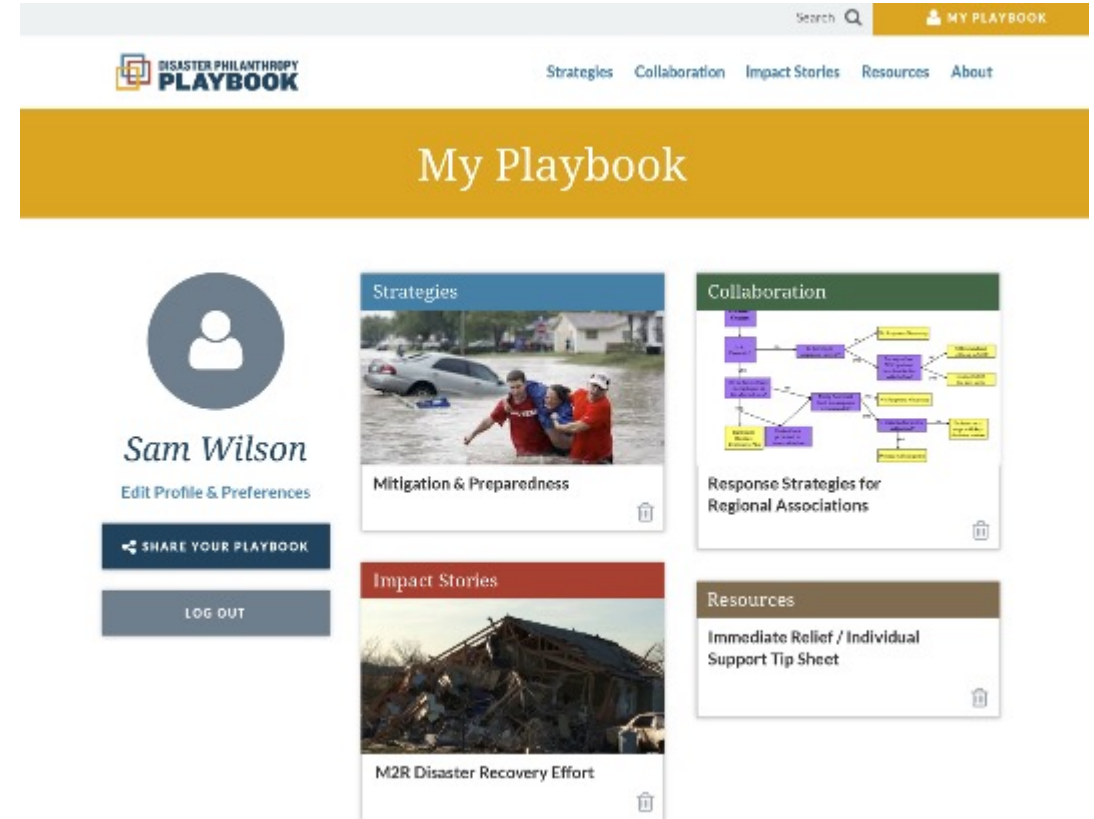
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DISASTER PHILANTHROPY PLAYBOOK

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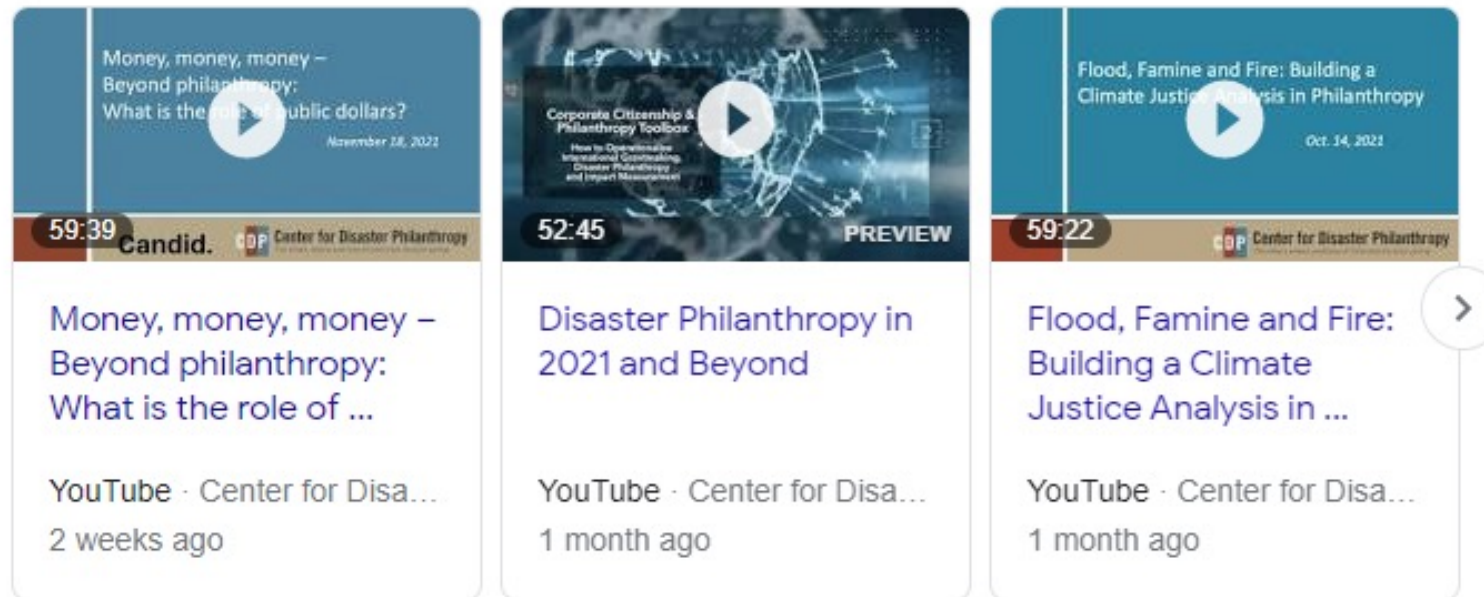
- ❑ The Disaster Playbook has a number of toolkits and resources to guide the philanthropic community in responding to future disasters.
- ❑ Learn more at www.disasterplaybook.org



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Questions?

For additional information, contact:

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