Beyond the headlines: Funding disasters in rural communities

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Moderator

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How to Participate

- Look for the fully captioned webinar recording and summary at disasterphilanthropy.org.
  - Live captioning is available now via Zoom. Click on Closed Caption/Live Transcript to access it.

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

- Use #CDP4Recovery to tweet along during the webinar.

- Complete the survey upon leaving webinar.
“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
What Is Rural?

- 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](#)
## The Common Definitions

<table>
<thead>
<tr>
<th>Definition &amp; Agency</th>
<th>Geographic Unit Used</th>
<th>What is Included in “Rural”</th>
<th>U.S. Rural Population</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Urban and Rural Areas</strong>&lt;br&gt;U.S. Census Bureau</td>
<td>Census Blocks and Block Groups</td>
<td>Rural areas encompass all population, housing, and territory not included within an urban area. (Excludes P.R.)</td>
<td>59,492,267</td>
</tr>
<tr>
<td><strong>Core Based Statistical Areas</strong>&lt;br&gt;(Metropolitan, Micropolitan, Noncore)&lt;br&gt;U.S. Office of Management &amp; Budget</td>
<td>County</td>
<td>All nonmetropolitan areas (counties) including micropolitan and noncore counties</td>
<td>46,293,406</td>
</tr>
<tr>
<td><strong>Rural-Urban Commuting Areas (RUCAs)</strong>&lt;br&gt;Economic Research Service</td>
<td>Census Tract, ZIP Code approximation</td>
<td>Primary RUCAs codes 4 and above (Micropolitan Area Core, population up to 49,999)</td>
<td>51,112,552</td>
</tr>
</tbody>
</table>

### Sources:

Three major definitions of rural.
Wellbeing Across Racial Groups Is Unequal
Economic Diversity

Percent employed by type of industry: Completely rural counties
(Civilian labor force, 16 years and over)

- Educational services, health care, and social assistance: 22.3%
- Manufacturing: 12.1%
- Retail trade: 10.9%
- Agriculture, forestry, fishing, hunting, and mining: 0.6%
- Construction: 8.4%
- Arts, entertainment, recreation, accommodation, and food services: 7.4%
- Public administration: 5.9%
- Transportation and warehousing and utilities: 5.6%
- Professional scientific management and administrative and waste management services: 5.5%
- Other services: 4.6%
- Finance and insurance, real estate, rental, and leasing: 4.2%
- Wholesale trade: 2.3%
- Information: 1.3%

Center for Disaster Philanthropy
The when, where and how of informed disaster giving
Rural Policy and Funding is Complex

View full-size graphic and analysis here: https://www.brookings.edu/research/reimagining-rural-policy-organizing-federal-assistance-to-maximize-rural-prosperity/
Speakers

Brian Fogle
President and CEO
Community Foundation of the Ozarks

Cari Cullen
Director of the Midwest Early Recovery Fund
Center for Disaster Philanthropy

Don Phoenix
Principal
Sankofa Group, LLC
Cari Cullen
Director of the Midwest Early Recovery Fund
Center for Disaster Philanthropy
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)
Brian Fogle
President and CEO
Community Foundation of the Ozarks
Rural Resources

More than physical infrastructure needs to be addressed for recovery.
Don Phoenix
Principal
Sankofa Group, LLC
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.
COMMUNITY COMMITTED TO LONG-TERM RESULTS
Philanthropic Preparedness Resiliency and Emergency Partnership (PPREP)

Prep

Or

PPREP?

Center for Disaster Philanthropy
The when, where and how of informed disaster giving

THE FUNDERS NETWORK

COMMUNITY FOUNDATION of the OZARKS

This Photo by Unknown Author is licensed under CC BY-SA
A little goes a long way.....

[Image of Super Glue]

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Q and A

- Submit questions using the Q & A box at the bottom of your screen.
- Use #CDP4Recovery to tweet insights.

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Key Takeaways

- 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.
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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- Implement the advice.
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Questions?

For additional information, contact:

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