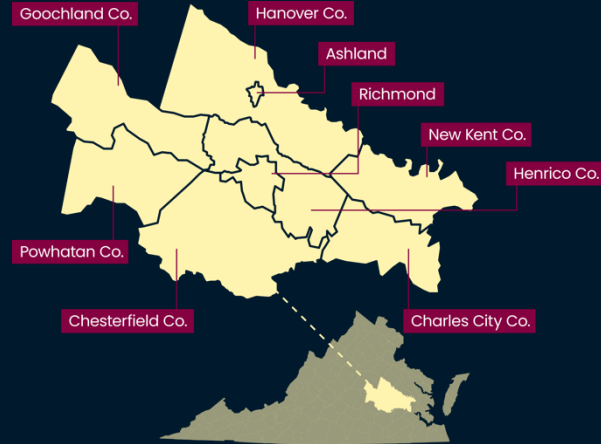


**RVA
RISING**

GROW.
THRIVE.
HERE.

A journey of progress for Greater Richmond.

Making our home a place where everyone can thrive.



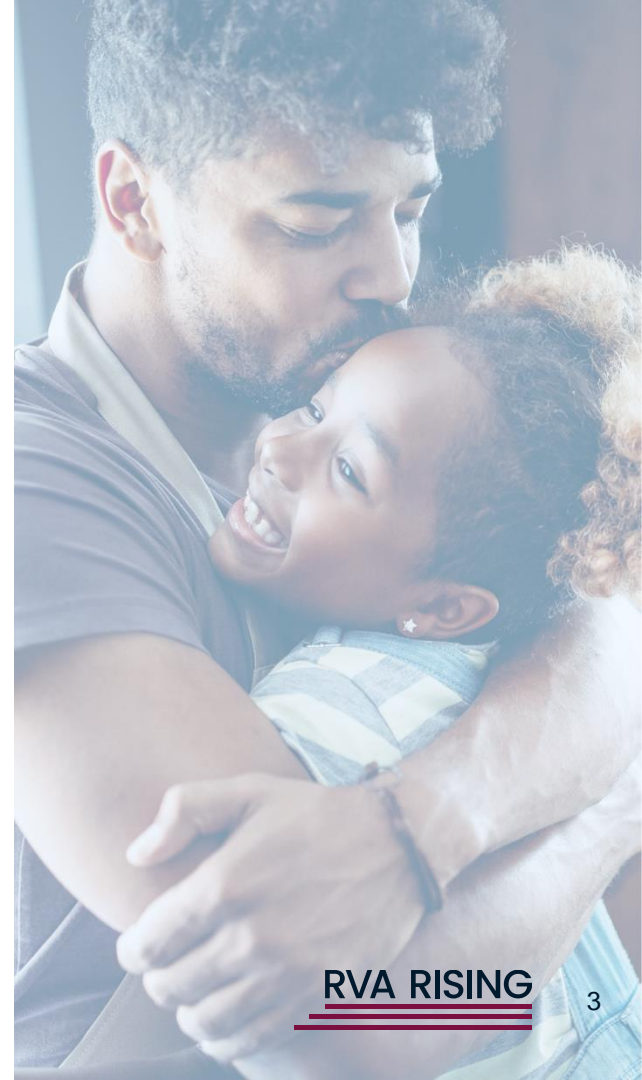
What is **RVA Rising**?

RVA Rising is a long-term, collaborative effort to ensure everyone in the Richmond region can thrive here, with a focus on people of color and marginalized populations. Driven by data and community input, RVA Rising brings people and institutions together to pursue strategies that will create systems change and increase economic mobility for all.

We know **opportunities are not equal** across our region.

In many ways, RVA is thriving. But this growth and success isn't the reality for everyone. It's time to recognize that underneath the surface, we face many challenges that still need to be overcome.

Everyone – regardless of race, gender or zip code – deserves an equal chance to prosper. RVA should be a region where everyone feels welcome.



Guiding principles that reflect our strong ongoing commitment.



Collaborative leadership with intentional diversity



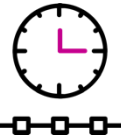
Action-oriented approach to leverage collective time and resource investments



Community engagement at every level, embedded throughout the process



National peers and partners to inform, develop and sustain data-driven strategies

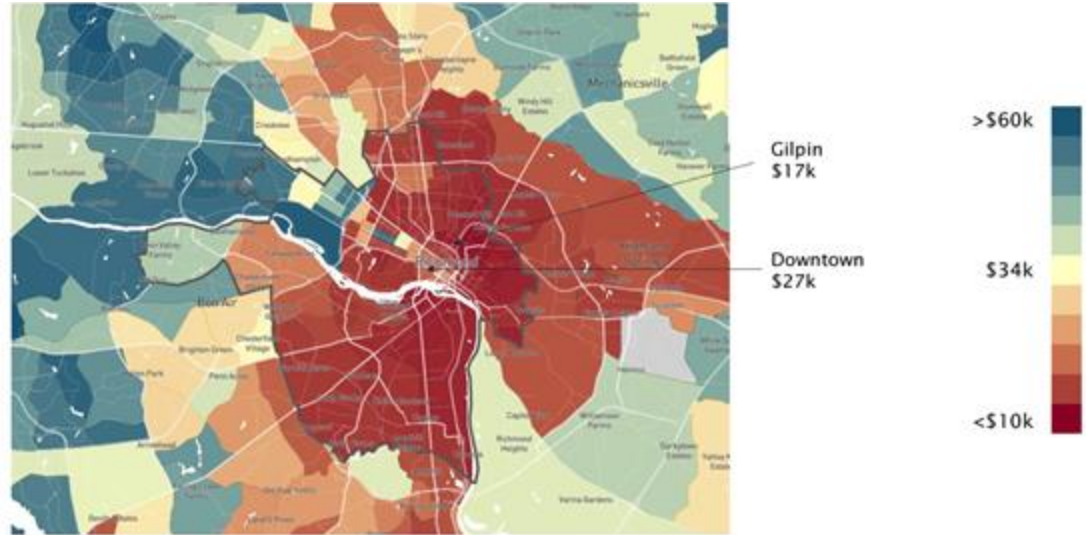


Long-term commitment to sustain efforts over 10-20 year period

Zip codes
should not
determine
**your ability to
succeed.**

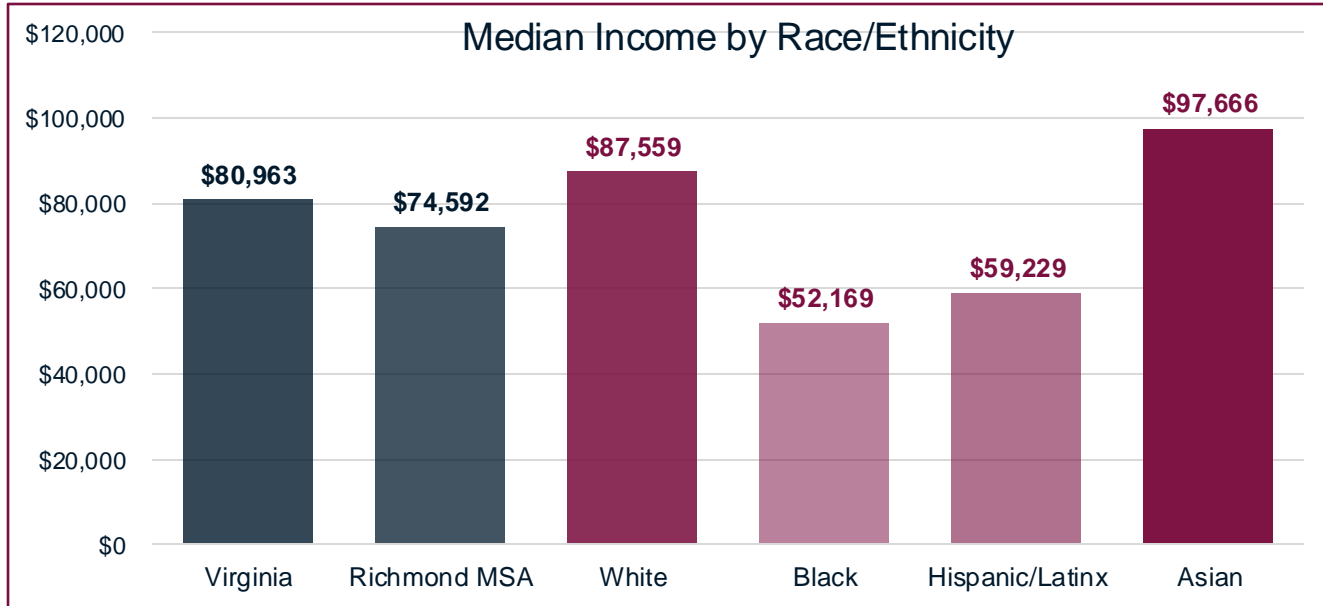
The geography of upward mobility in Richmond shows racial disparities.

Kids who grow up in underprivileged neighborhoods will earn even less than their parents did when they reach adulthood.



Source: Increasing Upward Mobility in Richmond New Insights from Big Data, Raj Chetty, Harvard University, 2018.

People of color are still earning less in our region. It's time to close the gap.



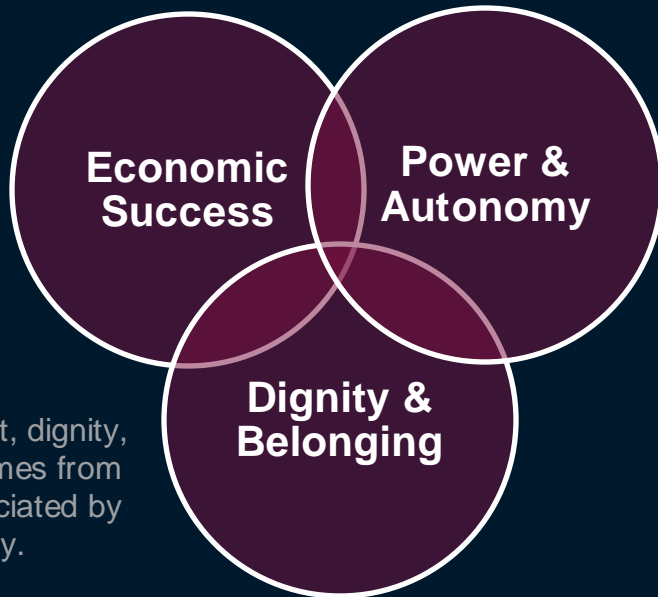
Local research that reflects **your voice, your reality.**

We've talked to so many people across different RVA communities to make sure that our focus is exactly where it needs to be – on what's important to you.

Priorities	Central (RVA)	Eastern	Northern	Piedmont	Western
Education 48%	53%	48%	46%	48%	52%
Health & Well-Being 47%	50%	43%	48%	49%	54%
Housing 40%	39%	39%	40%	50%	50%
Public Safety 38%	35%	41%	39%	34%	26%
Economic Security 36%	36%	35%	37%	39%	40%
Civil & Human Rights 25%	30%	23%	24%	25%	18%
Democracy 13%	13%	11%	15%	11%	9%

We know that closing opportunity gaps is the key to achieving **upward economic mobility**.

When a person has adequate income and assets to support their and their family's material well-being.



When a person has control over their life, can make choices, and influence larger policies and actions that affect their future.

When a person feels the respect, dignity, and sense of belonging that comes from contributing to and being appreciated by people in their community.

Where we need to focus to make **positive change**.



Opportunity
Rich &
Inclusive
Neighborhoods



Rewarding
Work



High-Quality
Education



Healthy
Environment &
Access to Good
Health Care



Responsive &
Just
Governance

Let's take a look at the **five areas of focus.**



Opportunity-rich & Inclusive Neighborhoods

- Housing stability
- Economic inclusion
- Racial diversity
- Social capita
- Transportation access



High-Quality Education

- Access to preschool
- Effective public education
- School economic diversity
- Preparation for college
- Digital access



Rewarding Work

- Employment opportunities
- Jobs paying living wages
- Opportunities for income
- Financial security
- Wealth-building opportunities



Healthy Environment and Access to Good Health Care

- Access to health services
- Neonatal health
- Environmental quality
- Safety from trauma



Responsive and Just Governance

- Political participation
- Descriptive representation
- Safety from crime
- Just policing

5 components of success in **collective impact**.

Collective Impact: Structured approach involving a network of community members, organizations and institutions that advance shared action by learning together, aligning and integrating actions to achieve population- and systems-level change.

Community Engagement is embedded throughout and is essential to long-term success.

Common Agenda

All participants have a **shared vision for change**, including a common understanding of the problem and a joint approach to solving it through agreed upon actions.

Mutually Reinforced Activities

All participating organizations coordinate to identify a set of focus areas and implement aligned action to **maximize the end result**.

Shared Measurement

All participating organizations agree to track progress in the same way, allowing for **continuous learning and accountability**.

Continuous Communication

Frequent communications over long time period among key players within and between organizations and the public to build trust and encourage ongoing learning and adaptation.

Backbone Organization

Ongoing support dedicated to **aligning and coordinating** the work of the group.

Where is RVA Rising **now**?

Community Engagement is embedded throughout and is essential to long-term success.

Our **Common Agenda**?

Upward economic mobility for all.

What are our **Mutually Reinforced Activities**?

Co-create strategies | Set policy agenda | Co-invest in anchors and scalable initiatives

How we **Align Data**?

Regional indicators | Monitoring Data | Shared Narrative

How will we **Communicate**?

Community engagement | Regional website | Storytelling & Reports | Events

Who are the **Backbone Organizations**?

Core Leadership | Pillar Leads | Work Groups | Coalitions

RVA RISING



What is **Community Engagement**?

Inform

This is what's going on.

Consult

This is what's going on.

What do you think?

Involve

What's important to you?

Here's how we think you can achieve that.

Collaborate

What's important to you?

Let's craft a strategy to achieve that.

Empower

What's important to you?

Let's set you up with the tools to achieve that.

Increase Impact

More Touch Points

Ensuring accountability, **diverse perspectives**

PEOPLE FIRST

Neighborhood and Resident Engagement

COMMUNITY NETWORKS

Civic associations, CBOs, churches, schools,
citizen advocacy groups

ANCHOR ORGANIZATIONS

Large nonprofits and coalitions, faith networks, school systems,
small business networks, public providers

COLLABORATIVE LEADERSHIP

Corporate, business, funders, government,
higher education, school leaders

It's a new day.

We are getting rid of the status quo in favor of new and unrestricted thinking that moves past previous barriers.

Put politics and misperceptions aside

Work through past grievances

Build a positive and inclusive vision

Create more opportunity

Open new doors

Reduce racism and historical prejudices

Break uncomfortable silences

Foster a sense of love and compassion

RVA RISING

GROW.
THRIVE.
HERE.

Join Us.

RVA is **counting on you.**

Here are three things you can do now to support this important collaboration:

1. **LEARN** about key issue areas
2. **ENGAGE** in conversation & spread the word
3. **INVEST** by sharing your ideas, time and voice

Contact Us.

Veronica – vcfconsult3@gmail.com

Vanessa – vdiamond@cfrichmond.org