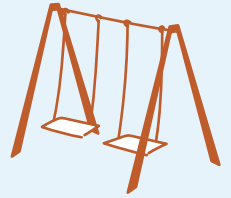


Asset Mapping is a strategy for building and celebrating whole communities. Learn to find your community's strengths and resources to organize for change.

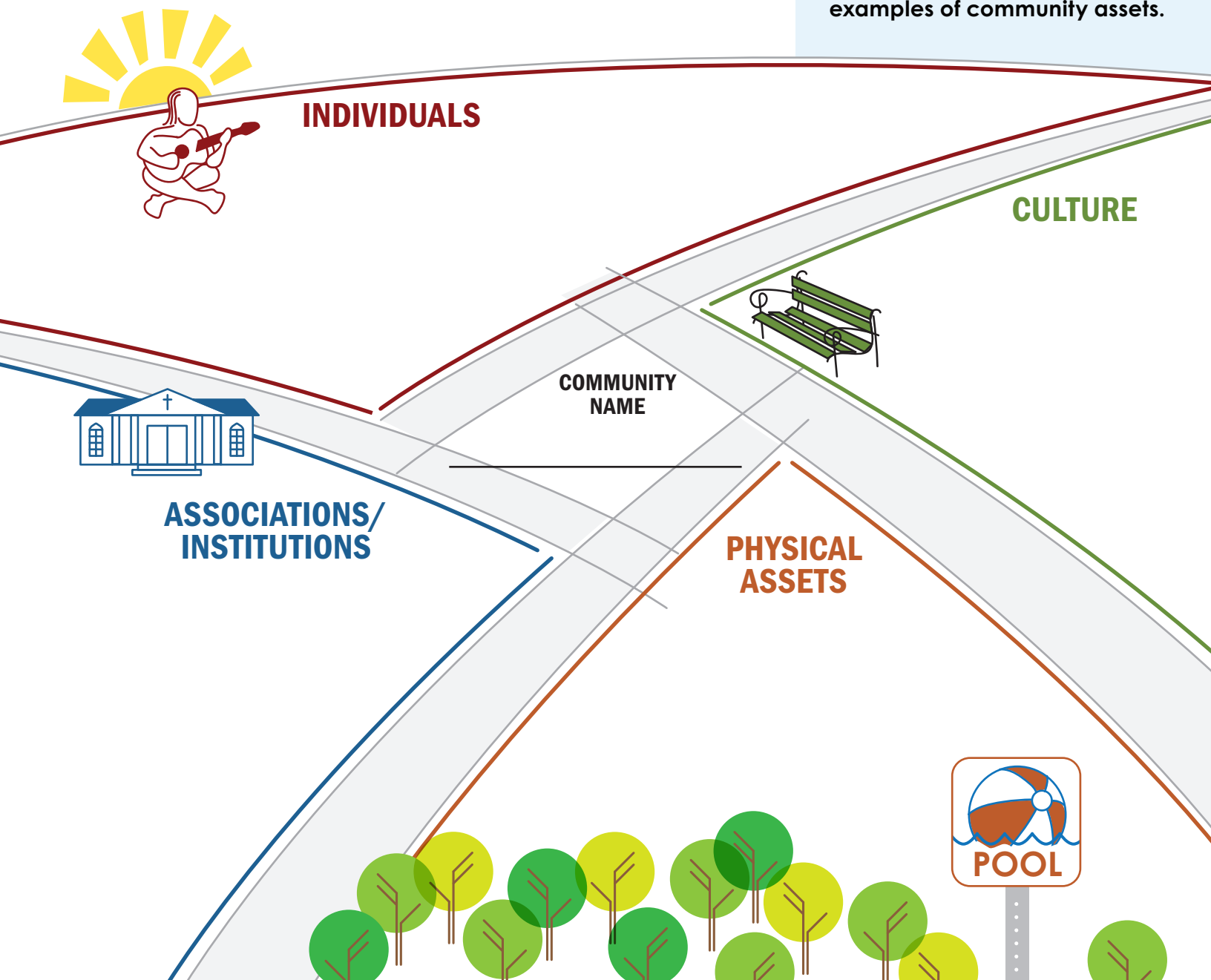
Getting started:

- Define the boundaries of your community.
- Ask family and friends, do an online search, locate a community directory or go for a walk to identify the assets
- Map your community assets in the graphic below.

Asset mapping focuses on strengths, abilities and networks.



See the next page for more examples of community assets.



Identifying Community Assets

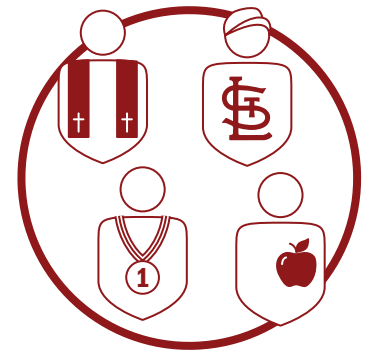
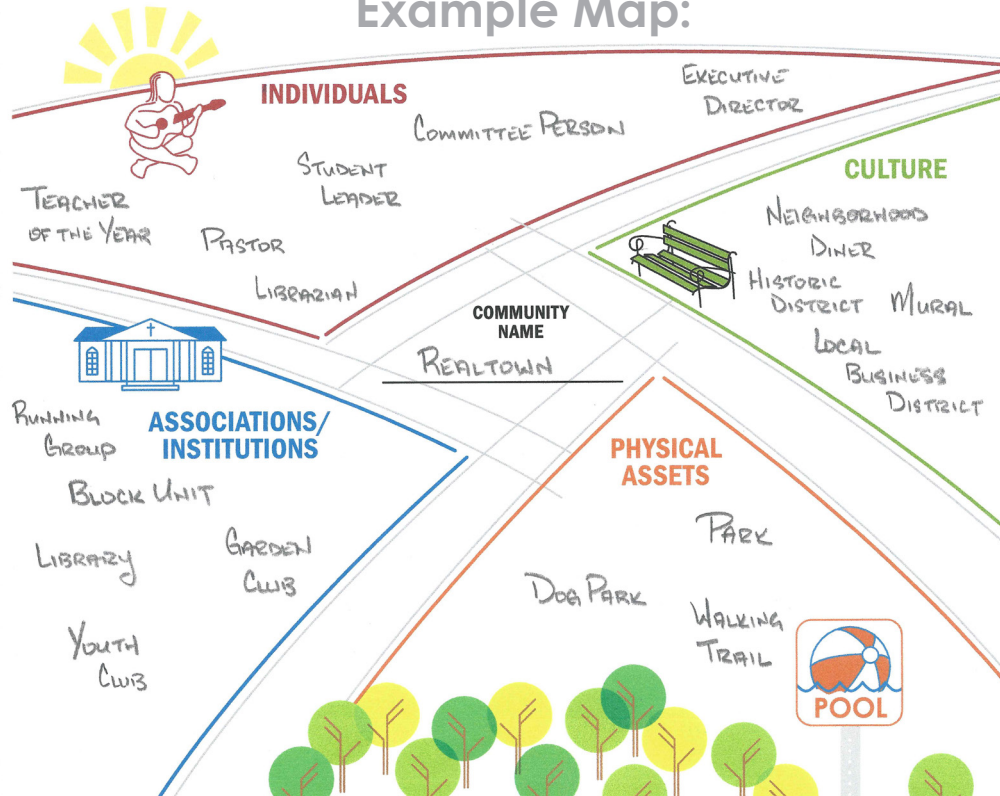
Individuals: the people in your community. Who are the leaders, champions and residents working to improve the community?

Culture: the unique character of your community. Is it quiet, a lively hotspot, walkable, accessible to great dining or the art scene?

Associations/Institutions: the organizations or neighborhood clubs that offer togetherness. Does your community include a library, craft groups or a community garden?

Physical Assets: the places that improve the community's quality of living. Does your community have a park, health center, or access to services?

Example Map:



Advantages of Asset Mapping

- Provides information on community strengths which helps to uncover opportunities and solutions to address community needs.
- Stimulates interest in your community to attract residents and businesses helping with economic growth and development
- Identifies relationships and correlations that leads to sharing of resources to build collaborations and strengthen networks.

Next Steps

- Share your map with neighbors and on social media **#VPCCommunity**
- Visit **stlareavpc.org** for more community engagement tools

Resources and Links

- For support and assistance with Community Development, visit <http://extension.missouri.edu/stlouis>
- For more information about Community Assessments, visit http://cwc.umsl.edu/nla/files/pdfs/CommunityAssessments_Chapter2_KL_FINAL_08.19.15.pdf

Developed by Jody Kretzmann and John McKnight, asset-based community development, is a strategy for community-driven work and has been used all around the world for building and celebrating whole communities.