

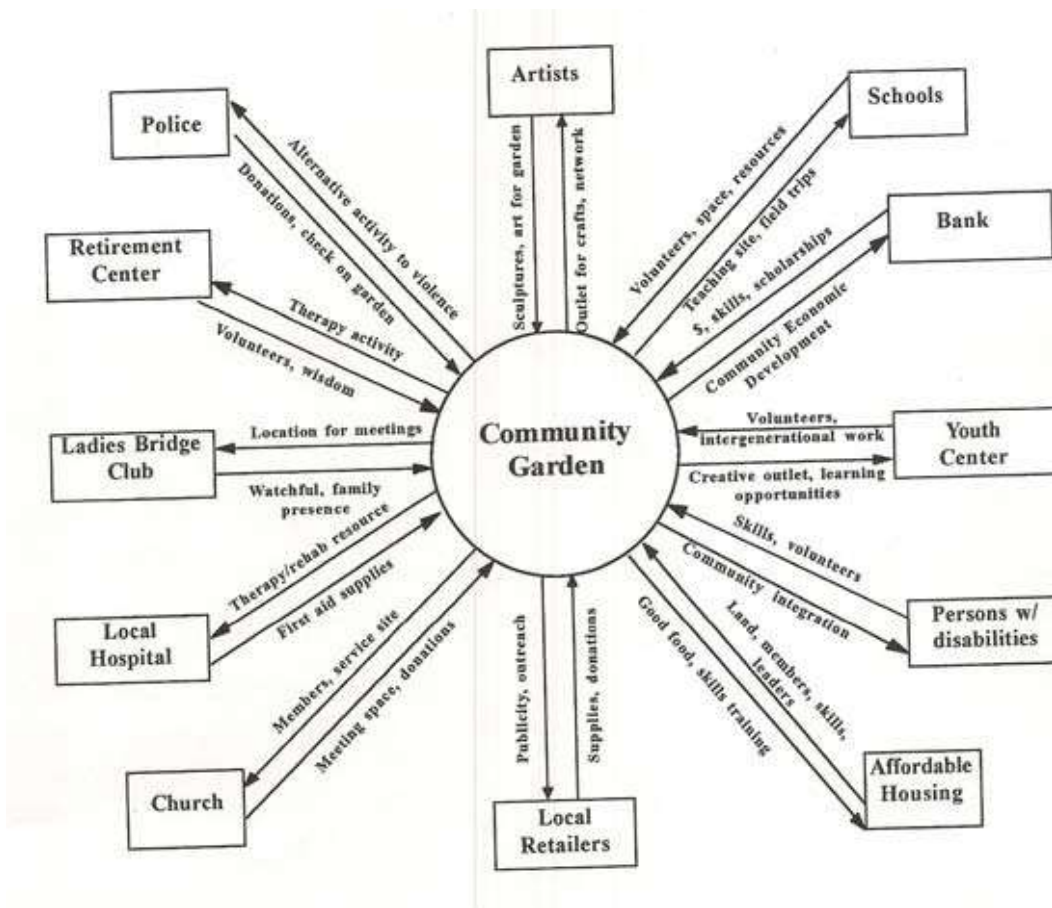
Asset Mapping

Asset mapping considers local assets as the primary building blocks of sustainable community development. It is a way to draw a line between the needs and goals of your project and resources in your community.

In your community, what are the local assets? They may include groups such as church groups, youth groups, parent teacher associations (PTAs), newspapers, local cable stations, Community Development Corporations, block clubs, or cultural groups. They also include institutions such as hospitals, colleges, parks, schools, businesses, and libraries. Take the time to map out these resources in your area. Think of ways a relationship with those assets might be mutually beneficial. Create a map like this one demonstrating how you can both benefit. These relationships may be helpful when you are looking for volunteers for a workday. They may also be useful for publicity or even funding opportunities.



Mapping Reciprocal Relationships



Adapted from American Community Gardening Association, *Growing Communities Curriculum*