

Community Asset Mapping

Appendix 4

Putting your heads together as an organization to begin identifying and mapping the assets of the community sounds like an overwhelming task. It really is brainstorming about something you all know about to begin with-your community! Rather than listing all the problems and then coming up with solutions, community organizations, through asset mapping, will focus on the unique strengths and hidden values and try to utilize, and build from what's already there.

In short... “asset mapping,” is identifying the strengths and resources that already exist within a community and how they may be connected and utilized by your organization(s). Mapping takes into account all the assets that are part of people's view of their immediate community as well as the surrounding rural areas. It is a way to assess all the community assets Including:

- Skills and talents of local residents
- Power and the work of local associations
- Resources of public, private and non-profit institutions
- Physical infrastructure and space in a community including built and natural facilities
- Economic resources
- Local history and culture of the community and area

Use some of the information you have already gathered from organizations and programs in your community and add to it.

Although this does take some time and brainpower, it can provide a complete map of the community and its support system, which will help *(by looking at the bigger community picture)* in the decisions and planning your organization undertakes.

Using the following COMMUNITY ASSET MAP GUIDE-start mapping all the strengths and assets that we know exist, in and around your community.



To use a well-known phrase....

“YOUR COMMUNITY IS RICHER THAN YOU THINK!”

COMMUNITY ASSET MAPPING GUIDE

Post the attached pages on the wall or on your meeting table and in no particular order start thinking and listing all the great assets you have!

Community: _____

Individual Assets

List Strength/Power/Talent

Physical Assets-Facilities-Natural and Built

List Places/Spaces &Features

Local Economy/Businesses

Institutions-Assets

Community & Non-Profit Assets

Cultural/Historical Feature Assets

OTHER Assets

OTHER Assets

COMMUNITY ASSET MAPPING GUIDE-EXAMPLES

Community & Non-Profit Assets

- | | | |
|---------------------------------|-------------------------|-------------------------|
| Animal Care Groups | Environment Groups | Neighbourhood Groups |
| Anti-Crime Groups | Family Support Groups | Political Organizations |
| Book Clubs | Farm Organizations | Mutual Support Groups |
| Comm Event Groups | Fraternal Organizations | Recreation Groups |
| Business Organizations | Health Groups | Service Clubs |
| Charitable Groups | Heritage Groups | Veterans Groups |
| Cultural Groups | Fitness Groups | Youth Groups |
| Disability/Special Needs Groups | Mens /Womens Groups | Union Groups |
| Education Groups | Mentoring Group | |

Local Economy/Business

- | |
|-----------------------|
| For Profit Business |
| Merchants |
| Chamber of Commerce |
| Bans |
| Credit Unions |
| Foundations |
| Corporations/Branches |

Physical Assets-Facilities-Natural and Built

- | | | |
|---------------------|---------------------------|---------------------|
| Arenas | Lakes/Rivers | Walking Paths |
| Agricultural Areas | Marshes | Viewing Sites |
| Bike Paths | Nature Habitats/Trails | Wildlife Centres |
| Bird Watching Areas | Outdoor Parks-Open Spaces | Visitor Centres |
| Boat Launches | Parks | Sport Facilities |
| Campsites | Picnic Areas | Cultural Facilities |
| Equestrian Areas | Playgrounds | Vacant Lands |
| Fishing Areas | Roads | Zoos/Farms |
| Forest areas | Swimming Pools | |
| Gardens | Toboggan Hills | |
| Housing | Ski Areas | |

Institutions

- | |
|--------------------------------|
| Schools/Colleges |
| Fire Departments |
| Foundations |
| Health Care Facilities |
| Libraries |
| Media |
| Museums |
| Police Departments |
| Social Services |
| Urban and Rural Municipalities |
| First Nations |
| Religious/Church Organizations |

Individual

- | |
|---|
| Gifts, Skills, Special Knowledge, Traits..... |
| Activists |
| Artists |
| Entrepreneurs |
| Older Adults |
| Parents |
| People with Disabilities |
| New Citizens |
| Students |
| Sport Heroes |
| Cultural Heroes |
| Veterans |

Cultural/Historical

- | |
|------------------------------------|
| Arts Centres |
| Ethnic Clubs/Organizations |
| Historical Lands |
| Historical Displays |
| Cultural Events |
| Special Community Events/Festivals |