"We do not have a resource problem…
what we have is a distribution and communication problem. Figure it out!" - United Strength

Understanding Community Asset Mapping

What is Asset Mapping?
Asset mapping is a positive and strength-based approach to community resource development. It focuses on identifying and utilizing existing resources within a community to foster growth and improvement.

- **Individual Asset Mapping:** This involves identifying individuals who possess connections, skills, or the capacity to lead change within the community, such as local leaders, educators, and influential residents.
- **Citizen Mapping:** This identifies platforms for civic engagement, such as local clubs, youth groups, and community boards, where individuals come together for collective action.
- **Institution Mapping:** This highlights public institutions within the community like schools, libraries, hospitals, and businesses that serve as valuable resources.

How Does Asset Mapping Work?
Community members or organizers act as "community actionists," identifying the resources present in their neighborhood. This process can involve community exploration, online research, and surveys to map out the community's strengths.

Goals of Asset Mapping:
The primary goal is to understand the existing resources, relationships, and structures within a community. By recognizing these strengths, communities can leverage them to address challenges and drive positive change.

Forms of Asset Maps:
Asset maps can take various forms, including:

- A comprehensive list of influential individuals, associations, and institutions within the community.
- A physical map showcasing community resources.
- A digital database containing information on institutions, resources, and community contacts.

Why Use Asset Mapping?
Unlike traditional community development methods that focus on deficiencies or needs, asset mapping emphasizes what the community already has. It operates on the principle that many solutions to community challenges already exist within the community itself, waiting to be harnessed.

Join US. Take action to build your resilient community plan!
UnitedStrength.org

*"We do not have a resource problem…
what we have is a distribution and communication problem. Figure it out!" - United Strength*

1 **Make connections within neighborhood and local surroundings**

2 **Find people with skills, interests or passions**

3 **Connect people with shared interests in person and online**

4 **Locate local assets and resources**

5 **Meet to Develop a Support Plan of Action**

MY NEIGHBOURHOOD
EVERYONE WELCOME
We share our stories
We have a voice
We take action
NEIGHBOURHOOD

Step-by-Step Process and Checklist for Mapping Community Resources

Step 1: Define the Scope and Objectives

- **Checklist:**
    - Clearly state the purpose of the resource mapping project.
    - Identify the specific community area or neighborhood to be mapped.
    - Establish objectives (e.g., identifying key resources, understanding gaps, connecting resources to community needs).

Join US. Take action to build your resilient community plan!
UnitedStrength.org

"We do not have a resource problem…
what we have is a distribution and communication problem. Figure it out!" - United Strength

Step 2: Assemble a Local Group, Church, Team or Family Members

- **Checklist:**
    - Recruit team members with relevant skills (community leaders, local experts, volunteers).
    - Assign roles and responsibilities within the team.
    - Train the team on data collection methods and community engagement practices.

Step 3: Identify Stakeholders and Resources

- **Checklist:**
    - List key stakeholders (local leaders, organizations, institutions) to consult or involve.
    - Determine categories of resources to map (e.g., health services, educational institutions, public spaces, social services).
    - Create a preliminary list of known resources in the community.

Step 4: Choose Data Collection Methods

- **Checklist:**
    - Select data collection methods (surveys, interviews, focus groups, community walks).
    - Develop questionnaires or interview guides tailored to the community's context.
    - Ensure tools for data collection are ready (e.g., digital maps, recording devices, paper forms).

Step 5: Plan and Schedule Data Collection

- **Checklist:**
    - Set a timeline for data collection activities, including specific dates and locations.
    - Communicate the schedule to team members and stakeholders.
    - Arrange logistics (transportation, meeting spaces, equipment) for data collection sessions.

"We do not have a resource problem…
what we have is a distribution and communication problem. Figure it out!" - United Strength

Step 6: Engage the Community

- **Checklist:**
  - Organize community United Strength meetings or workshops to explain the project and gather input.
  - Encourage community members to share information about local resources.
  - Build trust and ensure community participation by being transparent and inclusive.

Step 7: Conduct Data Collection

- **Checklist:**
  - Gather data on identified resources through surveys, interviews, and direct observations.
  - Record information accurately, including details on the location, services offered, hours of operation, and contact information.
  - Take notes on the resource's impact and significance to the community.

Step 8: Analyze and Organize Data

- **Checklist:**
  - Review and organize collected data into categories (e.g., health, education, safety, recreation).
  - Identify patterns, strengths, and gaps in the community's resources.
  - Use mapping software or tools to create a visual representation of the resources.

Step 9: Create the Resource Map

- **Checklist:**
  - Develop a physical or digital map highlighting the community's resources.
  - Include key details for each resource (name, type, location, contact information).
  - Ensure the map is user-friendly and accessible to community members.

Step 10: Validate and Refine the Map

- **Checklist:**
  - Present the draft map to community members and stakeholders for feedback.
  - Make necessary adjustments based on their input.
  - Validate the accuracy of the information by cross-referencing with other sources.

Join US. Take action to build your resilient community plan!
UnitedStrength.org

"We do not have a resource problem…
what we have is a distribution and communication problem. Figure it out!" - United Strength

Step 11: Disseminate the Resource Map

- **Checklist:**
    - Share the finalized map with the community through meetings, local centers, and online platforms.
    - Ensure copies are available in public places like libraries, community centers, and schools.
    - Create awareness about the map and its benefits to the community.

Step 12: Plan for Regular Updates

- **Checklist:**
    - Develop a system for regularly updating the map as new resources emerge or existing ones change.
    - Assign responsibility for maintaining and updating the map.
    - Engage the community in keeping the map accurate and relevant.

Step 13: Evaluate the Process and Impact

- **Checklist:**
    - Review the mapping process to identify successes, challenges, and areas for improvement.
    - Assess the impact of the resource map on the community's development efforts.
    - Gather feedback from users to understand the map's effectiveness and relevance.

By following this step-by-step process and checklist, you can effectively map out the resources within a community, providing valuable insights and tools for community development and engagement.