

Overview

OCF announced an extraordinary initiative at the annual meeting in May 2008! The Regional Action Initiative (RAI) is designed to engage Oregonians in a new level of civic leadership to increase Oregon's quality of life and improve communities in a significant and lasting way.

The RAI will provide a **one-time special allocation of \$1 million to each of OCF's seven service regions**: Central, the Coast (North and South), Eastern, Northern Willamette Valley, Portland Metro, Southern, and Southern Willamette Valley.

The Leadership Councils will select a regional issue and identify a strategy to address the issue while ensuring a long-lasting impact. Regional funding will be focused, rather than using a diffuse, small grants strategy. Existing OCF grant programs, such as the Community Grants program, will not be supplanted by the initiative.

GOALS FOR THE RAI

- *Create beneficial, long-lasting change within communities using innovative strategies
 - *Foster innovation throughout the process
 - *Increase Leadership Council and OCF awareness of regional needs
 - *Increase citizen engagement in philanthropy and awareness of OCF
- *Create stronger Leadership Councils with improved regional and intra-Leadership Council ties
 - *Leverage resources for the Regional Action Initiative

A Principled Process

- be inclusive; seek input from diverse voices
- use a consensus model of decision making
- address an issue that impacts the whole region
- select solutions that address problems at their sources
- support solutions that arise from citizens working together



- garner support for a sustained commitment in the region to address the issue
- follow OCF's grant-making principles including: 1) build an inclusive spirit and sense of individual responsibility for the common good; 2) give priority to investments that resolve problems at their source; and 3) support solutions that arise from gatherings of private citizens working together.

Timeline



RAI Committee

A committee of volunteers from each Leadership Council will ensure the initiative is guided by research and includes representation from diverse voices. RAI committees are encouraged to use evidence-based practices or programs as well.

With OCF staff support, the RAI committee will:

- review existing data about the region
- generate ideas and present them to the Leadership Council for approval
- listen to diverse voices from the region
- determine a regional focus
- select strategies to achieve solutions
- leverage resources for the initiative
- prepare an evaluation plan
- implement and evaluate strategies over a 3-year period
- involve local media
- report the outcomes

For more information about the RAI, please contact The Oregon Community Foundation RAI Coordinator, Melissa Durham, at 503.227.6846 or mdurham@oregoncf.org

The mission of The Oregon Community Foundation is to improve life in Oregon and promote effective philanthropy.