

**RVA
RISING**

GROW.
THRIVE.
HERE.

A **journey of progress** for Greater Richmond.

Making our home a place where everyone can thrive.



What is **RVA Rising**?

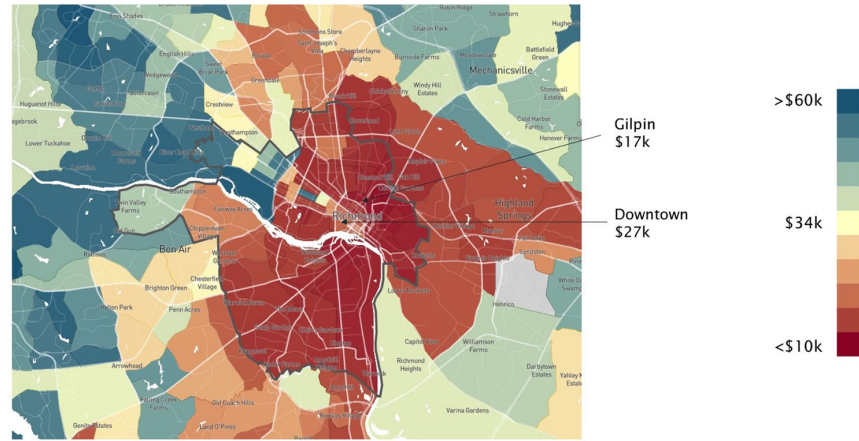
RVA Rising is a long-term, collaborative effort to ensure everyone in the Richmond region can thrive here. Driven by data and community input, RVA Rising brings people and institutions together to pursue strategies that will create systems change and increase economic mobility for all.

Zip codes should not determine opportunities for success.

Economic growth and prosperity in the region should not be tied to geographic location. Everyone, everywhere should have a chance to thrive. We call this upward economic mobility – and having access to more opportunities is a critical need for the entire population.

The geography of upward mobility in Richmond shows racial disparities.

Kids who grow up in underprivileged neighborhoods will earn even less than their parents did when they reach adulthood.



Source: Increasing Upward Mobility in Richmond New Insights from Big Data, Raj Chetty, Harvard University, 2018.

2024 Highlights

- Dedicated staff resources and strategy alignment among convening organizations
- Adopted well-researched economic mobility framework that will be customized to our region
- Ongoing learning with peer cities and national research institutions
- Identified housing and demographic metrics for RVA as a launching point
- Socialized initiative through board-level presentations and 75+ focus groups engaging over 1,000 individuals
- Developed brand identity and high-level narrative
- Currently developing website to launch in January 2025



What is RVA Rising's **approach**?

We are following the tenets of **collective impact**.

Our **Common Agenda**

Upward economic mobility for all.

Our **Mutually Reinforced Activities**

Co-create strategies | Set policy agenda | Co-invest in anchors and scalable initiatives

How we **Align Data**

Regional indicators | Monitoring Data | Shared Narrative

How we **Communicate**

Community engagement | Regional website | Storytelling & Reports | Events

Supporting the **Backbone Organizations**

Core Leadership | Pillar Leads | Work Groups | Coalitions

Community Engagement is embedded throughout and is essential to long-term success.

We know that closing opportunity gaps is the key to achieving **upward economic mobility**.

When a person has adequate income and assets to support them and their family's material well-being.

**Economic
Success**

**Power &
Autonomy**

When a person has control over their life, can make choices, and influence larger policies and actions that affect their future.

When a person feels the respect, dignity, and sense of belonging that comes from contributing to and being appreciated by people in their community.

**Dignity &
Belonging**

Where we need to focus to make **positive change**.



Opportunity
Rich &
Inclusive
Neighborhoods



Rewarding
Work



High-Quality
Education



Healthy
Environment &
Access to Good
Health Care



Responsive &
Just
Governance

Let's take a look at the **drivers of mobility.**



Opportunity-rich & Inclusive Neighborhoods

- Housing stability
- Economic inclusion
- Racial diversity
- Social capital
- Transportation access



High-Quality Education

- Access to preschool
- Effective public education
- School economic diversity
- Preparation for college
- Digital access



Rewarding Work

- Employment opportunities
- Jobs paying living wages
- Opportunities for income
- Financial security
- Wealth-building opportunities



Healthy Environment and Access to Good Health Care

- Access to health services
- Neonatal health
- Environmental quality
- Safety from trauma



Responsive and Just Governance

- Political participation
- Descriptive representation
- Safety from crime
- Just policing

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Our Purpose:

Opportunity should not be defined by one's zip code, race, ethnicity, or background.

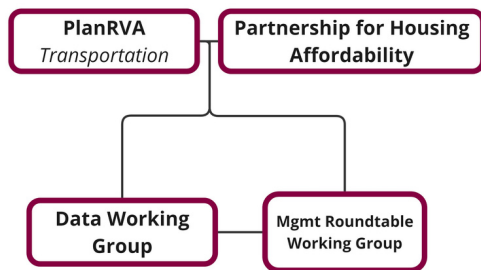
Our Mission:

Serve as a catalyst to align and accelerate transformative action and strengthen our region's progress toward inclusive, multi-generational economic mobility.

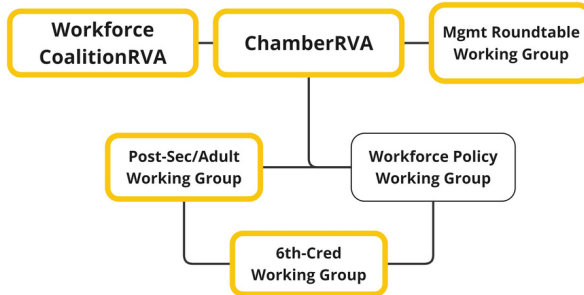
Our Vision:

A thriving, resilient RVA where everyone can achieve their fullest potential.

OPPORTUNITY-RICH AND INCLUSIVE NEIGHBORHOODS



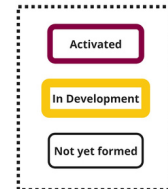
REWARDING WORK



HIGH QUALITY EDUCATION



HEALTHY ENVIRONMENT & ACCESS TO HEALTHCARE



2025 Priorities

- Solidify a leadership and governance structure.
- Secure financial resources to support the work.
- Continue to build out of pillar leadership, goals, metrics and priority initiatives
- Expand outreach and invite more people to learn about and align with the work.
- Launch communications plan and system and share real time updates and success stories.



Learning from and modeling Charlotte's Leading on Opportunity Initiative (10 years)

1. Governance and Leadership Structure
2. Cross sector engagement
3. Data infrastructure
4. Effective initiatives
5. Progress and Outcomes



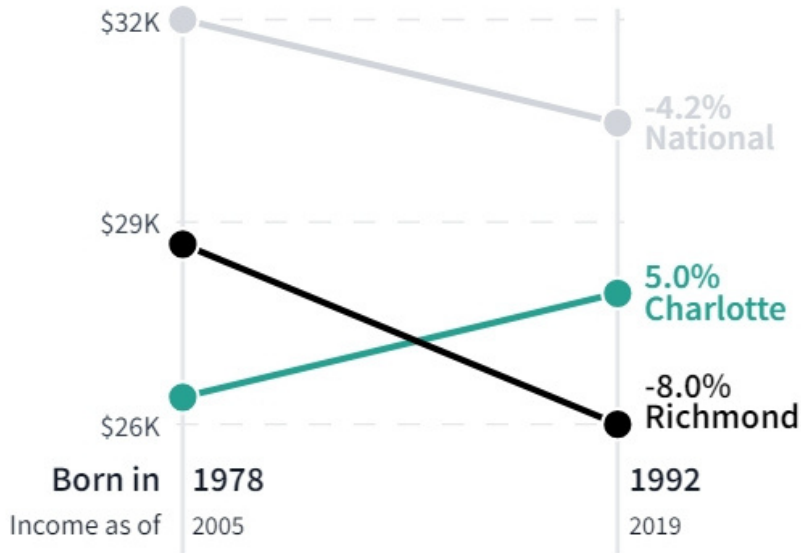
Charlotte Progress and Outcomes



Economic Mobility Trends: Chetty Data Update

Household Income In Adulthood

low parent income



- In the Richmond region, young adults born in 1992 from low-income families are earning less than their predecessors born in 1972 (-8%).
- The decline outpaces the national average of -4.2%.
- Contrast: Charlotte, once labeled as having the worst mobility has shown marked improvement (+5%).

Leadership and Operating Structure

- Semi-autonomous entity incubated and anchored at the Community Foundation
- Cross-sector and influential Governance Advisory Committee
- Clearly defined functions with staff – (distributive leadership support from CF, PlanRVA, United Way, and the Chamber)
- Community Foundation seeding the entity with \$500,000 and includes dedicated staff and marketing and communications support. (75% of LOO support comes from the Corporations)

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