

# [Connecting Community Assets with Market Demand for Lasting Livelihoods](#)

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WealthWorks is an innovative approach to meeting the complex challenge of building wealth in areas of persistent poverty. WealthWorks is a bridge between community development and conventional economic development that creates and maintains inclusive non-exploitative demand-driven economic opportunities through investment in the assets of rural places to meet the needs of larger markets. The WealthWorks approach, developed in partnership with the Ford Foundation, intends to improve the livelihoods of poor people by creating wealth that is owned, controlled, and reinvested in their places, so that they become valued partners in resilient regions. This webinar will share the approach and its main concepts, and how it has been used on the ground.

This webinar is provided by the National Consumer Law Center.

[Click Here for the Discovering Eight Forms of Community Wealth Handout](#)

