

# COALFIELD DEVELOPMENT



**FOR:**

**WV Rural Health Conference  
October 18, 2018**

# THE NEED

West Virginia now has:

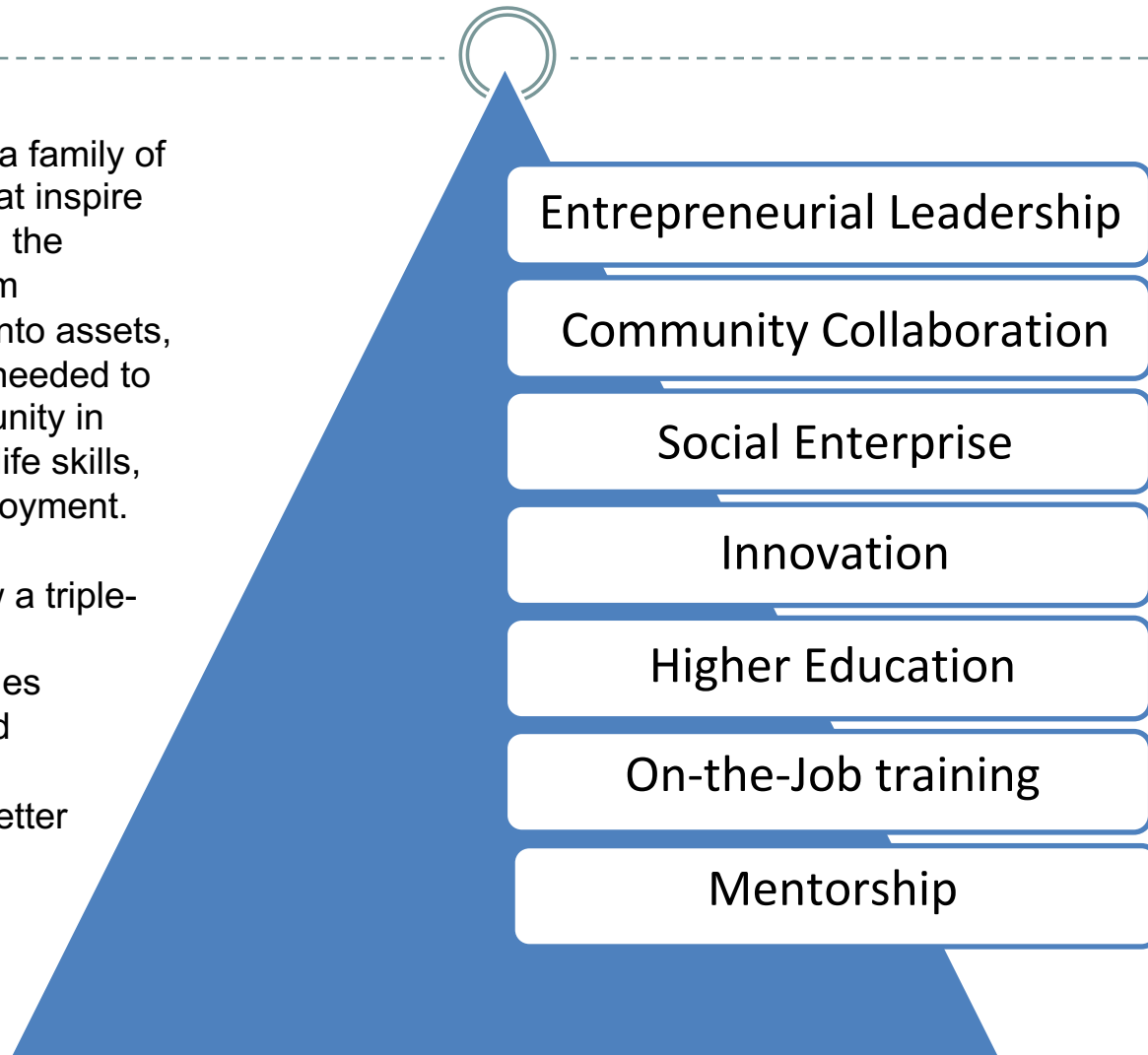
- The nation's lowest labor participation rate
- The nation's second lowest higher education rate
- High need for economic diversification
- Sensitive natural areas



# Coalfield Development Model

Mission: To support a family of social enterprises that inspire the courage to grow, the creativity to transform perceived liabilities into assets, and the community needed to cultivate real opportunity in Appalachia through life skills, education, and employment.

All enterprises follow a triple-bottom line approach which values economic, social and environmental returns...including better health.



# Coalfield Training Model



**33**

Hours per week:  
On-the-Job  
Training



**6**

Hours per week:  
In the Classroom  
pursuing an  
Associate's  
Degree



GraduationMall

**3**

Hours per week:  
Personal  
Development



# 12-12 reflections

Professional  
Criteria

Mandatory for  
Employment

Mandatory  
for Excellence

Personal  
Themes

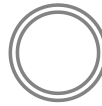
Care for Self

Care for  
Others



OVER 35 new jobs created so far...

Our program is proving effective  
We learn many new lessons daily  
And are producing positive outcomes



The Model is leading to catalytic transformation for places...



And true empowerment opportunities for people ...



Trout's Hill Coffee, West Virginia



WV's 1st ever low-income housing tenant operated coffee shop. We not only want to provide quality housing, but quality employment.

Created by  
Coalfield  
Development



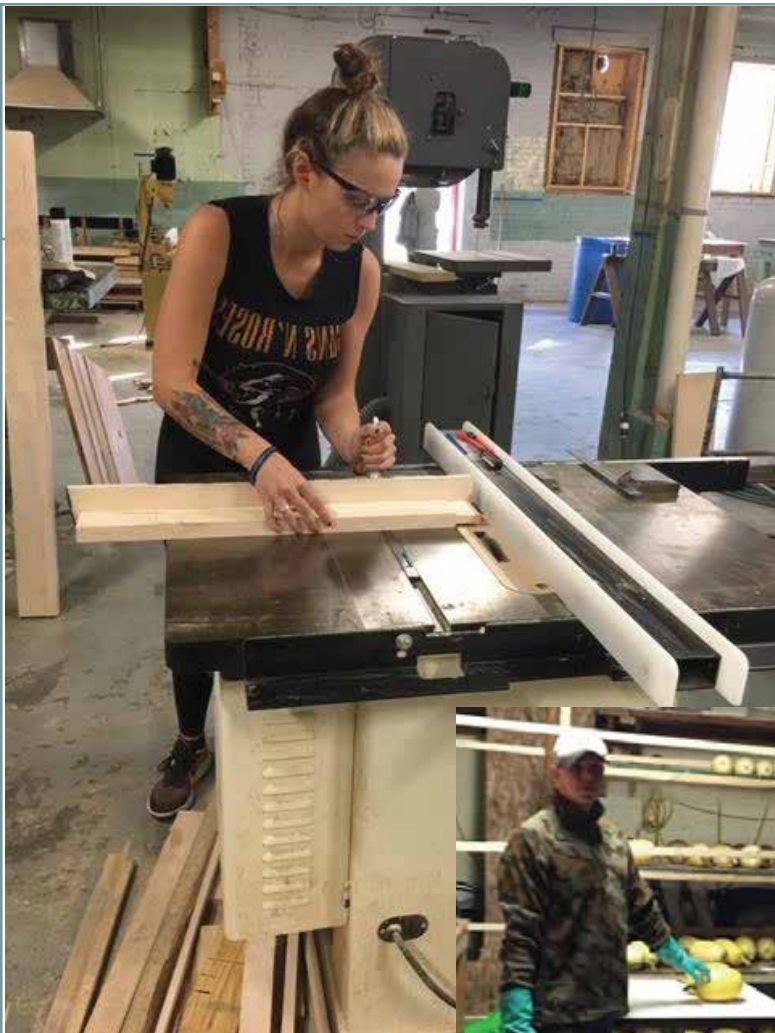
42 backers pledged \$12,456 to help bring this project to life.



The ultimate purpose of Coalfield's work is helping distressed young adults discover what a FULL LIFE is for them personally, and then giving them all the tools and opportunities needed for pursuing that FULL LIFE...







... While diversifying local economies devastated by the decline in the coal industry by creating new enterprises and markets while expanding the workforce.



# MEET THE FAMILY



- Refresh Appalachia
- Reawaken Appalachia
- Revitalize Appalachia
- Rewire Appalachia
- Rediscover Appalachia
- Coalfield Parent
- Reclaim Appalachia

# REVITALIZE APPALACHIA



- Execute community-based construction projects
- Push local building markets to be more sustainable through new techniques, design and technologies
- Encourage historic preservation



# REDISCOVER APPALACHIA



- Identifies and activates placed-based business opportunities
- Increase tourism with an emphasis on artisan based industries
- Model enterprise development to encourage local business growth



# REWIRE APPALACHIA



- Championing/advocating solar opportunities throughout WV
- Execute community-based solar projects
- Advocate for improved electrical, IT and broadband systems



# REAWAKEN APPALACHIA



- Focuses on real estate development to create physical assets for communities
- Inspires and empowers communities to lead their own development
- Develops creative places
- 200,000 square feet rennovated



# REFRESH APPALACHIA



- Growing the growers by supporting new and beginning farmers
- Actively developing a regional food hub
- Improving access to local healthy food



# RECLAIM APPALACHIA



- Converts former mine lands into assets
- Remediates abandoned and dilapidated properties
- Improves environmental remediation practices and policies







# Questions Welcome



**WE ARE ALWAYS OPEN TO SUGGESTIONS AND NEW IDEAS.  
PLEASE CALL OR WRITE ANYTIME:**

**BRANDON DENNISON**

**(304)617-2735**

**[BDENNISON@COALFIELD-DEVELOPMENT.ORG](mailto:BDENNISON@COALFIELD-DEVELOPMENT.ORG)**

**P.O. BOX 1133**

**WAYNE, WV 25570**