

RURALISC



We Believe in Rural America

1

For over 25 years we've been **working with and through grassroots partners** located in rural communities and regions.

We are the connector and cross pollinator for our partners, linking them to national opportunities, to each other and aggregating resources they might not otherwise access without our network.

Working closely with partners helps us cover a large national footprint.



*140+ local partners across 44 states and Puerto Rico

2

Definition of Rural

The geography where we work makes us unique.

A **population size** that adheres to the USDA RD standard of **50,000 or less**.

Distance from a metro area and **limited range of economic activities**.

Considerations of **overall local resources** and available **federal funding**.



3

The Rural Landscape

20 percent of our country's population resides in rural places. That's 60 million people who live and work in rural communities.

From the standpoint of **a competitive America**, we must recognize and **leverage the extraordinary talent and assets** of the vast part of the nation that is **rural**.



4

When discussing impact, not scale, you have to set the stage for impact measurements using a different context. Add one talented special education teacher, one full-service grocer, and the gains may well spread, like ripples in a rain puddle, to the furthest reaches of the community. We know this because we've seen it many times.



5

Our Programmatic Priorities

6

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Title search: Opportunity Rural

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