

Bay Area Asset Support Center (ASC)

Technical Assistance Guidelines

(Updated March 2009)

Goal/purpose of ASC technical assistance:

The Bay Area Asset Support Center (ASC) is a two-year, regional initiative to expand asset-building opportunities for low- and moderate-income residents of San Francisco Bay Area communities. As part of its work, ASC is creating a web-based inventory of asset-building work underway in Bay Area counties, convening asset-building stakeholders from across the region and providing limited, pro bono technical assistance to connect asset-building initiatives with local, regional and national resources to support their work.

Type of technical assistance offered:

ASC offers pro bono technical assistance to asset-building practitioners – nonprofits, public sector agencies, elected officials, local foundations, cooperative businesses and financial institutions – throughout the Bay Area, to support/advance local initiatives. ASC will:

- Provide basic information regarding emerging efforts across the region;
- Connect organizations to consultants and/or intermediary organizations with expertise in the asset-building strategy (ies) of interest to the group;
- Provide general information on local and national funders who have shown an interest in supporting asset-building work; and
- Provide information on local, state and national resources (research, experts, models, etc.) that can inform local efforts.

ASC quick review process:

Technical assistance requests should be emailed to Heather McCulloch at heathermcc@sbcglobal.net. They will be reviewed by ASC as they are made. Requests that do not meet the guidelines described above, which are within the realm of ASC goals/purpose, will be considered on a case-by-case basis. ASC will aim to respond to technical assistance requests as soon as possible. At the time of approval, ASC staff will offer a set number of hours that ASC staff will commit to the project (maximum of 20 hours per organization).

Eligible recipients:

ASC technical assistance will be targeted to nonprofit organizations across the Bay Area that are seeking to start, expand or connect asset-building strategies in their neighborhood, city, county or region. (At a minimum, organizations must have their 501 (c) 3 status, a fiscal sponsor and staff to be eligible.) ASC will strive to ensure that its technical assistance resources are allocated evenly across Bay Area counties. Public agencies, elected officials, local foundations, cooperative businesses and financial institutions will also be eligible for assistance, but requests from nonprofits will be a priority.

Availability of ASC technical assistance:

The overall levels of ASC technical assistance are limited by the ASC budget. A request may be denied if funds have been depleted at the time of the request.

Feedback:

As a condition of receiving pro bono consulting services, recipients of ASC technical assistance are expected to complete a brief survey that will give the management team feedback on the effectiveness of ASC services.

For more information, contact:

Heather McCulloch at Asset Building Strategies (415) 378-6703, heathermcc@sbcglobal.net