



United Way of the Wine Country



A public/private community partnership accelerating prosperity in Sonoma County

2017 - 2020 Action Report

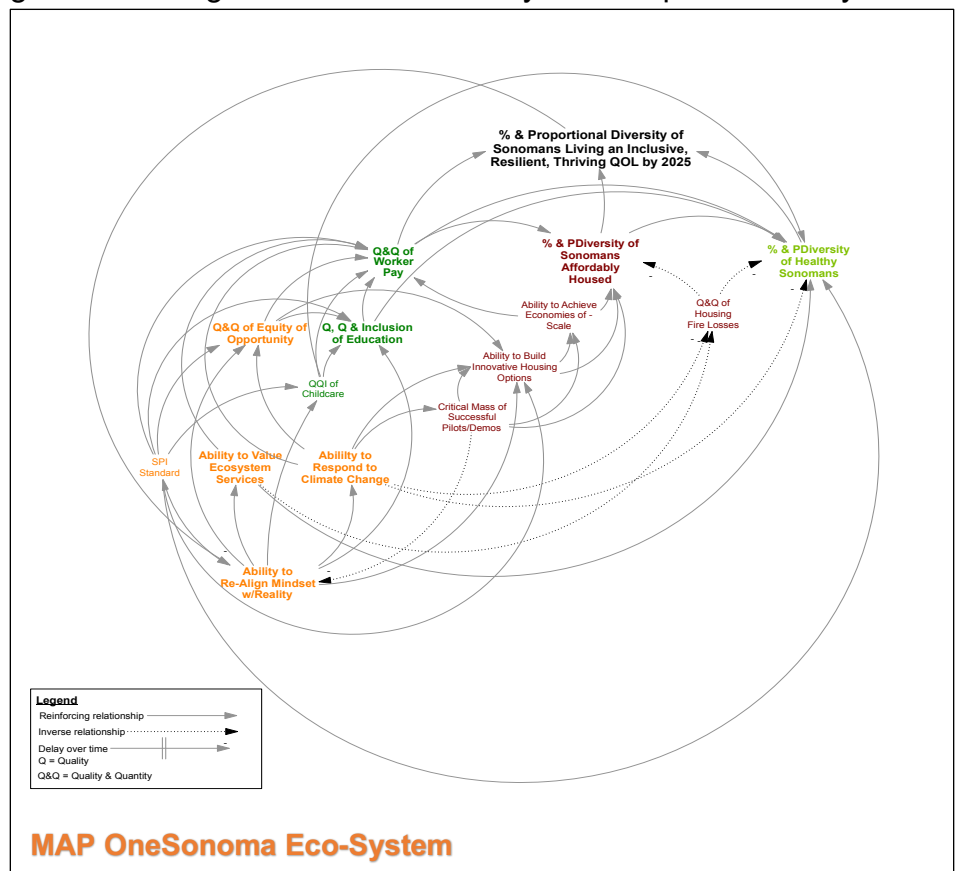
Phase One | Mapping and Discovery (November 2017-June 2020)

Map One Sonoma (“M1S”) was launched in the immediate aftermath of the October 2017 Sonoma Complex Fires by **Community Foundation Sonoma County** (“CFSC”) with support from the **Hewlett Foundation**. The initiative marshalled leaders and practitioners from multiple sectors to create a platform for discussion about the ideal future state for Sonoma County. Social equity experts, educators, environmental stewards, elected officials, housing advocates, health policy analysts, labor organizations and others came together over eighteen months to study their respective ecosystems and think deeply about how to achieve the scale of change the county needs to become truly **sustainable, resilient, and inclusive**.

This work resulted in the development of an ecosystem map created by Innate Strategies founder Scott Spann. The map displays various complex influences – both positive and negative – revealing the intersectionality and interconnectedness of ecosystem relationships, issues and challenges as well as the levers that lead to or detract from creating systemic change.

The M1S two-day Summit held in June 2019 convened 85 of the region’s most active community leaders and subject matter experts, enabling cross-cutting discussions that led to new insights and the creation and adoption of several work groups with M1S-aligned initiatives.

Aided by funding from CFSC in 2019 and 2020, these groups have executed project plans over the past twelve months in the areas of Latinx community engagement and environmental awareness building, environmental and climate adaptation, equity in education, housing advocacy, and economic equity and resilience.



Appreciation | M1S Partners and Projects

The work described here was tirelessly advanced despite destructive floods, power shutoffs, the Kincadee fire and the COVID-19 pandemic. For this the M1S Design Team thanks all participating experts, collaborating partners, project leaders and funders for your vision, passion, and fortitude.



Phase Two | Accelerating Action

In the face of COVID-19 and heightened awareness of structural racism, the community is calling for meaningful change, recognizing that simply “recovering” from disasters is insufficient. The Map itself contains the Code – the array of levers, relationships, and influences – that can lead to enduring transformation throughout Sonoma County. M1S – the initiative – is designed to align the many disparate recovery efforts launched since 2017 because it accounts for the community’s highest aspirations across multiple sectors. In particular, M1S can ensure that racial disparities are acknowledged, and that steps to address such disparities are explicitly woven into cross-cutting strategies.

This work is challenging and long-term by its very nature. But we cannot wait to act. It is vital that the key insights gained since the launch of M1S be operationalized quickly through projects, investments, and the elevation of collaboratives that accelerate **community resilience, inclusion, and long-term community sustainability**.

To this end, in July 2020, M1S is taking an important step forward as **United Way of the Wine Country (UWWC)** will begin providing administrative “backbone” support, project management and facilitation to further the M1S aims. The many partners who’ve been active will be supported to continue experimenting with new partnerships and alignments so that efforts are complementary rather than duplicative, recognizing that some overlap can be useful to amplify key themes (equity, housing, and resilience, for example). Even while UWWC facilitates this deepening collaboration, it will begin explicitly using the M1S principles to guide its community-based investment strategy to strengthen family financial stability. **UWWC will take the lead in funding local human service projects consistent with its mission while empowering public and private partners to work together in new ways and accelerating equitable prosperity-building.**

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For information about UWWC see [United Way of the Wine County](#)