

Theory of Change



HOME REGION PROGRAM: NORTHWEST ARKANSAS

Civic Infrastructure for a Strong and Future-Ready Region

FINDING COMMUNITY

The region's rapid growth and sprawl are making it harder for residents to build meaningful connections to each other and their communities. This isolation can lead to a weaker sense of belonging, lower quality of life and even prompt residents, including young talent, to look elsewhere.

By investing in public spaces, civic engagement, leadership development and storytelling, we can strengthen social cohesion, elevate local voices and help residents feel a greater sense of belonging.

What we plan to do



Grow civic engagement and trust



Create and activate public spaces and community hubs



Develop local leaders



Center community storytelling

How we plan to do it



Support volunteerism, local organizing and programs that help residents connect with and give back to their communities.



Fund new and renovated spaces that promote and foster social interaction like parks and public buildings.



Invest in programs that train residents to take on leadership roles.



Invest in projects that highlight contributions from individuals and organizations in the region.

Why we do it



Civic engagement creates trust among residents and a shared sense of ownership around community outcomes.



Local leaders directly and authentically represent community voices and priorities.



Storytelling strengthens regional identity and gives voice to underrepresented communities.



Welcoming spaces build community identity and reduce isolation.

