



The Hub: A Vision Rooted in Community

Across West Virginia, small towns are writing a new future: one built not on extraction, but on local leadership, shared prosperity, and community-driven investment.

[The West Virginia Community Development Hub](#) (The Hub) exists to accelerate that future. We partner with communities that are ready to chart a new path, connecting them to resources and helping turn their local ideas into catalytic projects that can strengthen economies and reverse decades of disinvestment.

A Different Approach to Economic Development

Too often, rural economic development focuses on attracting outside investment rather than strengthening local capacity. The Hub takes a different approach by investing in local leadership, providing tailored coaching, and connecting communities to the funding, partnerships, and technical assistance resources that help residents achieve their own vision for the future.

Since 2009, The Hub has directed more than **\$100 million** to community-driven projects in Appalachia.

The Hub elevates the voices of communities across the region, identifying and connecting them to resources and amplifying their needs to a larger audience. In our role as a strategic rural intermediary organization, The Hub is able to build community capacity while bridging gaps between local action and national policy.

The Hub's approach to economic development both informs and is strengthened by national field-building efforts in rural community development and strengthening civic infrastructure. Through partnerships with organizations including Aspen's Community Strategies Group and the Trust for Civic Life, The Hub is shaping emerging national best practice models for rural development while bringing lessons from Appalachia to the community-development field.

Honored as a
**2026 Trust in Practice
Awardee** from The
Aspen Institute's
Alliance for Social Trust
and the Allstate
Foundation

Meaningful and Measurable Impact

The Hub's focus on strengthening communities' leadership and capacity consistently produces tangible and lasting outcomes. Since 2009, our team has:

- Coached 140 communities and trained 250+ leaders across 7 states.
- Channeled \$100+ mil of funding into projects benefiting rural communities.
- Catalyzed \$93 mil of investments within the ACT Now Coalition in southern WV.
- Supported dozens of community-led projects spanning sectors such as downtown revitalization, outdoor recreation and tourism, arts and culture, housing, and disaster resilience.
- Strengthened regional systems by connecting communities to key partners and networks, including the USDA Rural Partners Network, the Abandoned Properties Coalition, the Rural Investment Collaborative, the Community and Business Resilience Initiative, and the Downtown Appalachia Working Group.

Change is possible, and it's happening today.

Strategies at a Glance

The Hub invests in people, partners, and place-based solutions to rebuild the ecosystem that rural communities need for long-term economic resilience and prosperity.

- **Developing Local Leaders.** Through training, internships, service positions, and fellowships, The Hub supports individuals to build the skills, confidence and networks needed to shape their local and regional futures.
- **Community Coaching.** Our coaching staff supports local teams in defining a shared vision and setting strategic priorities grounded in their unique assets, challenges, and opportunities in order to advance long-term goals.
- **Cultivating Partnerships and Systems.** We cultivate relationships with cross-sector partners to build shared understanding, navigate difficult conversations, and move toward coordinated action so that, together, we can take on complex challenges that no single organization can solve alone.
- **Shifting Narratives.** We elevate stories of progress and possibility across Appalachia in order to reframe outdated perceptions and highlight the leadership, innovation, and potential of the people and communities within our region.



For more information,
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Current Opportunities for Investment & Partnership

Accelerate WV

**Helping flood-impacted communities
rebuild their local economies**

In West Virginia, natural disasters are exacerbating long-standing economic challenges caused by extraction and disinvestment.

Join the Allstate and More Perfect Foundations in supporting Accelerate WV, which provides coaching and resources to 8 West Virginia communities affected by FEMA-declared flooding in 2023-24. The program helps communities move from disaster recovery to long-term economic resilience by launching locally driven projects.

Seeking: \$200,000

Community Weavers

**Investing in the local residents who hold
our communities together**

The US is living through a crisis of connection and trust. Trust is collapsing nationally, but it remains strong locally.

Supported in part by The Aspen Institute's "Weave: The Social Fabric Project" The Hub will be launching a cohort of Community Weavers in 2026. This program invests in the trusted local leaders who build relationships, connect neighbors, and help communities organize around shared goals. These local "weavers" strengthen civic infrastructure and create the conditions for long-term community success.

Seeking: \$125,000

Advancing Appalachia

**Turning outdoor recreation tourism into
lasting local prosperity**

The tourism sector has a history of inequitable outcomes: generating wealth for outside investors, providing mostly low-wage employment for residents, and putting unsustainable pressure on local systems.

Advancing Appalachia helps rural communities translate their proximity to world-class outdoor assets, including the New River Gorge National Park and Preserve and the Hatfield-McCoy Trails, into locally-owned businesses, vibrant downtowns, and lasting economic opportunity.

**Seeking: \$500,000 in matching funds on
a federal grant**



<http://wvhub.org>