



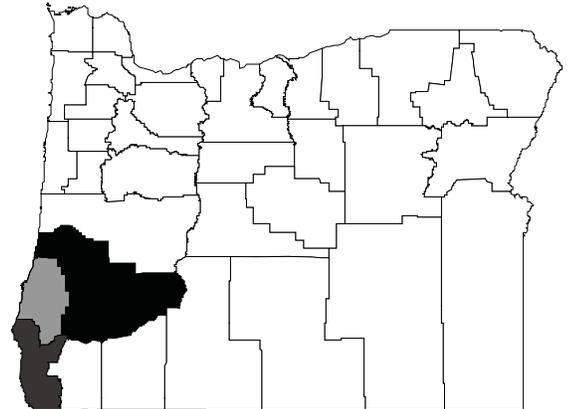
## NeighborWorks Umpqua

### Community Profile

County Douglas, Coos, Curry  
 City Roseburg  
 Population 193,380 (all three counties)

### Assignment

Organization NeighborWorks Umpqua  
 Supervisor Gabby Pauling  
 RARE Member Victoria Binning



### NeighborWorks Umpqua

NeighborWorks Umpqua is a rural 501(c)(3) organization established in 1991 to develop affordable housing for low and moderate income residents in Douglas County, Oregon. NeighborWorks Umpqua began as Umpqua Community Development Corporation, with development of their first affordable multi-family rental housing complex in nearly 20 years. In 1999, the organization added community-based economic development to their mission. In addition, NeighborWorks Umpqua expanded their service area to include Coos and Curry counties.

The RARE participant placed with NeighborWorks Umpqua will assist with education and outreach by organizing informational booths at farmers’ markets and other community events, sponsoring community events such as community meals and cooking classes, and increasing the visibility of local fish and food through countywide marketing and in-store displays and samples. Additionally, the RARE participant will facilitate workshops and meetings with food producers and wholesale buyers to identify barriers, challenges, and opportunities in establishing relationships between stakeholders. The RARE participant will also research and generate reports on feasible sustainability plans of current food projects to create and improve a sustainability strategy. Finally, the RARE participant will work to develop the business and financial model of NeighborWorks Umpqua’s project WealthWorks Northwest, and will also assist in the creation, marketing, and branding of a regional fish brand.

### Meet Victoria Binning



Victoria received her bachelor’s degree in Environmental Science with a minor in History from Willamette University. As a student, Victoria studied abroad in New Zealand and volunteered for the Centre for Sustainability: Agriculture, Food, Energy, Environment; through the Centre she worked to increase awareness of food insecurity in the community. After attaining her bachelor’s degree, Victoria served in AmeriCorps through the Oregon State Service Corps, working at the Marion-Polk Food Share to provide instruction for youth programs and cooking classes and to build the capacity of their programs. Now with the RARE Program, Victoria plans to put her experience with food systems to work while critically analyzing and improving a local food system as a whole. After her year with RARE, Victoria aspires to complete a secondary degree in Environmental Management at Yale and using it to help her establish sustainable and thriving regional food systems.