Rural LISC specializes in listening to local communities. As organizations identify opportunities to increase their community’s resilience or contribute to recovery, Rural LISC will work to support their efforts through one or more of the following strategies:

- Assist with funding, or the identification of funding opportunities
- Communicate community needs across sectors, levels, audiences, and opportunities
- Assist local governments with long-term community-based economic development planning
- Provide training and/or access to technical expertise, including facilitating access to national networks & partnerships

**Rural LISC's 2022 Priority Areas include:**

**Small Business Preparedness & Continuity**
25-40% of businesses never reopen after a disaster. Rural LISC works to ensure small businesses and nonprofits are able to maintain operations, growth, and employment through disasters and catastrophes. Rural LISC will support the development of Business Continuity Planners within community-based organizations. These Planners will be equipped to help small businesses prepare and innovate before, during and after disasters. Rural LISC will accomplish this using one or more of the following approaches:

- Support the establishment of a **Business Continuity Planner** within a local community-based organization
- **Fund identification** and support for staff capacity, technical investments, equipment, or other implementation costs
- Provide technical assistance in designing, developing and implementing a sustainable, **Business Continuity program**
- Foster peer networking, **learning and collaborative projects** among other Rural LISC Business Continuity Planners

**Community-Driven Disaster Leadership**
Many rural communities are not equipped to help their communities recover from a disaster. Rural LISC strives to equip local organizations to lead or engage in disaster recovery efforts. With this goal in mind, Rural LISC will develop Local Disaster Leaders within community-based organizations to help guide organizational participation in community recovery and resilience. Leaders will learn how to participate in the recovery or readiness functions post disaster. In addition, leaders will receive ongoing expert guidance and networking support in one or more of the following areas:

- **Disaster casework or case management**: Assist individuals and families through their recovery
- **Fundraising and finance**: Establish a disaster relief fund or serve as a fiscal agent for the recovery efforts
- **Housing and construction**: Assist in the rehabilitation and reconstruction of the community, targeting permanence
- **Economic recovery and private-sector engagement**: Advocate for small business recovery, provide technical assistance to recovery planning and long-term community-based economic development areas

Kendra Pospychalla, CEM  
Director, Disaster Solutions  
kpospychalla@lisc.org

Caitlin Cain, CEcD, MUP  
LISC Vice President and Rural Director  
ccain@lisc.org

Website: lisc.org/rural/our-work/disaster