



Head of Council and Councillors & CAO

The Rural Ontario Institute (ROI) has good news to share with you. One of the participants who has stepped forward for the Rural Change Makers program of ROI is from your municipality and we thought you should know about their intent and motivation to make their community a better place. Having engaged citizens, particularly young adults, is a huge benefit for any rural community.

We are pleased to announce that Maggie McBride has been selected for this community development leadership building journey. Attached is a short bio. You may already know this community member but we thought that becoming aware of their participation in the program would assist them since there may be times in the upcoming months that they reach out to you, or the municipal staff, to explore your knowledge, expertise or connections surrounding a particular community challenge they may be gearing up to mobilize action around.

Rural Change Makers is a pilot program that will prepare young adults to help mobilize action for their community. Eighteen, motivated young adults from across rural Ontario have been selected to join the experience. These leaders will participate in a series of developmental training webinars on community development, connect with each other on-line and hopefully come together for a face-to-face customized, experiential event later in the year. This will support them to take action on a challenge/opportunity that they have helped their community to select. Additional personalized coaching will take place, as-needed, either in-person, phone or via email.

The Rural Change Makers are being prepared to organize at least two events:

1. A “discovery session” with local stakeholders and community members focusing on an asset-based approach and linking them with allies in their mobilization efforts;
2. A “community action lab” or event oriented at producing an action plan towards a short-term concrete project that will be the focus of their initial steps in effecting the change they want to see in their community.

The aim of the new program is to:

1. Build rural youth leadership capacity
2. Catalyze impactful rural development outcomes for communities and regions
3. Broaden public engagement in rural development initiatives



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Should you be interested in learning more we will be inviting you and the rest of the community to an informational webinar so that you can hear about what's next for the Change Makers and so you can start considered whether there is a role for your municipality in supporting their initiative.

In the meantime feel free to visit our website to learn more about Rural Change Makers www.ruralontarioinstitute.ca/changemakers or reach out to me directly.

Thank you.

Vicki Dickson

Project Manager

Rural Ontario Institute

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Maggie is the Treasurer of the Exeter Community Food Bank where she is heavily involved in the day-to-day activities. Maggie was recently recognized at the South Huron Business and Community Excellence Awards with the Youth Excellence award for her work with the Food Bank. After completing her diploma in Business Accounting from Fanshawe College, Maggie moved back to South Huron where she has been working full-time with her local municipality since. Maggie is passionate about sharing information regarding food insecurities in rural Ontario."



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