



*THE CANOE PROJECT*

# ASSET MAPPING TOOL

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FOUNDATION





# ABOUT THE ASSET MAPPING TOOL

*Action is spirit and energy made into  
a driving force for change.*

*(Alfred, 2005, p. 81)*

Asset mapping is an Asset-Based Community Development (ABCD) practice for discovering community assets and creating an inventory that can be drawn upon for strengthening a community. It is a map of a community's values that helps to build a vibrant community based on its strengths. By helping a community look at itself from a place of strength, the community is better able to leverage assets to build and improve its future. This asset mapping toolkit is based on the concept that community members are the experts in their community. By involving community members in identifying their individual and community assets, community members come together to build a shared awareness of their community's strengths and help make connections around shared assets. The process catalyzes for everyone to contribute to building a community from the inside out.

## Collect Data on the Assets

1. Think about your Asset Mapping purpose and develop objectives that will guide your research.
  - a. To make this asset map a useful tool for the program and organizations.
  - b. To identify and recognize the assets of individuals and communities.
  - c. Use this asset map as one of the steps of uniting the strengths and resources of the communities.
  - d. To promote community involvement and build connections with one another.
2. Think about the types of community assets that you need to learn about.
  - a. Maybe we could use the medicine wheel here.
3. Choose a method and tool to collect information about assets.
  - a. Maybe through interviews/conversations/allowing organizations or people to fill out knowledge by themselves.







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# ASSET MAPPING TOOL

The circle represents balance, connection, and the continuous nature of all creation.

Tribal Trade Co.

For this asset mapping tool, we are going to work through the medicine wheel and gather information from the four directions:

## **North**

The mental being is represented on the medicine wheel by the white quadrant, which also represents the direction North, the element of air, the sacred medicine cedar, and the season of Winter.

## **East**

The spiritual being is represented on the medicine wheel by the yellow quadrant, which also represents the direction East, the element of Earth, the sacred medicine tobacco, and the season of Spring.

## **South**

The physical being is represented on the medicine wheel by the red quadrant, which also represents the direction South, the element of fire, the sacred medicine sage, and the season of Summer.

## **West**

The emotional being is represented on the medicine wheel by the black quadrant, which also represents the direction West, the element of water, the sacred medicine sweetgrass, and the season of Fall.

*The Medicine Wheel is a circular symbol broken into four areas or quadrants. These four areas have four different colors assigned to them, which are most often yellow, red, black, and white. It is also very important to note that different nations have different medicine wheel teachings, according to their stories, values, and beliefs. So, there is not only one perfect medicine wheel.*





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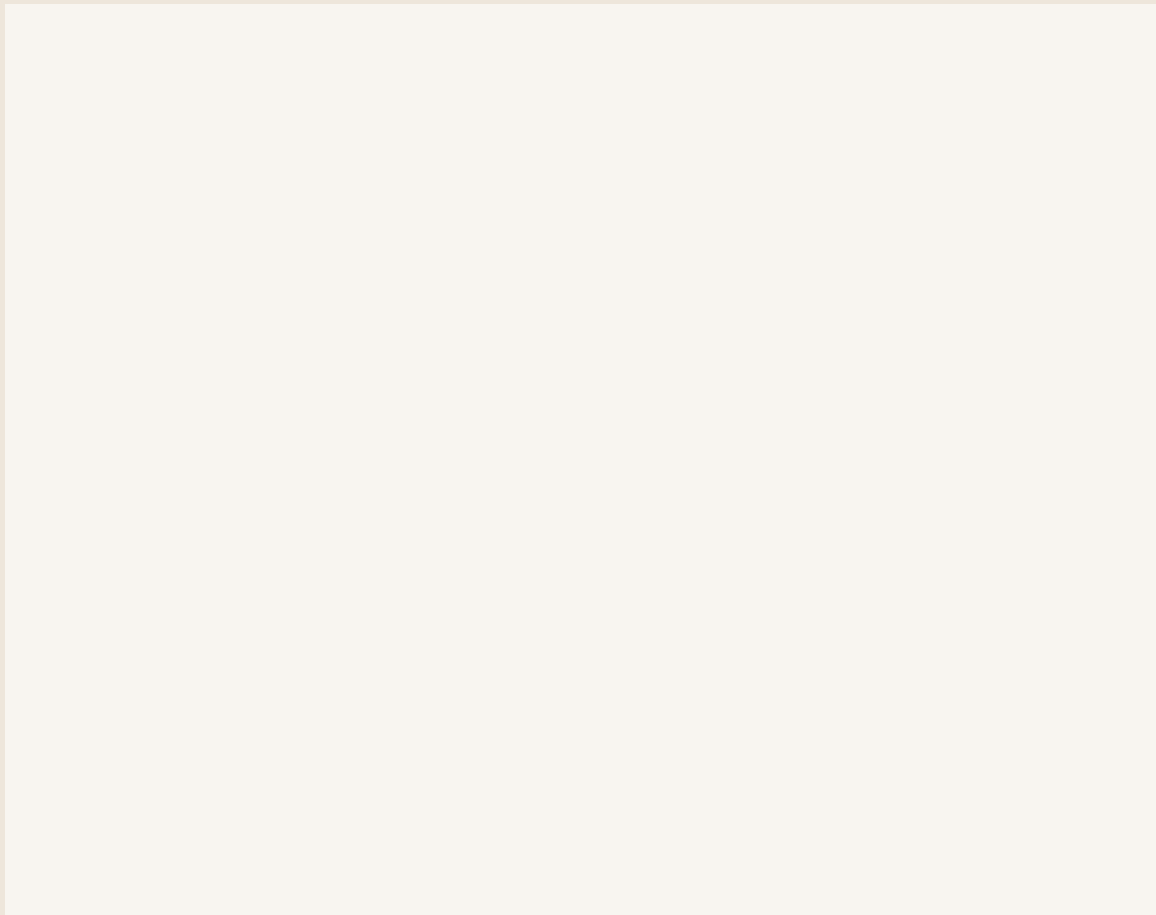
When we reach the North, we are reminded to revisit our work. This is the time to focus on what changes we need to make ... a time to rethink and re-evaluate.

Thomas Green, 2007

## **North**

The mental being is represented on the medicine wheel by the white quadrant, which also represents the direction North, the element of air, the sacred medicine cedar, and the season of Winter.

**What are some assets in your community that might fit into this section? List them below...**





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... all humans exist in balance with themselves, their families, communities and their natural surroundings.

Nabigon and Mawhiney, 1996, p. 19

## **East**

The spiritual being is represented on the medicine wheel by the yellow quadrant, which also represents the direction East, the element of Earth, the sacred medicine tobacco, and the season of Spring.

**What are some assets in your community that might fit into this section? List them below...**





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... all humans exist in balance with themselves, their families, communities and their natural surroundings.

Nabigon and Mawhiney, 1996, p. 19

## **South**

The physical being is represented on the medicine wheel by the red quadrant, which also represents the direction South, the element of fire, the sacred medicine sage, and the season of Summer.

**What are some assets in your community that might fit into this section? List them below...**







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Scientists have finally discovered that the intimate details of our lives are influenced by the things beyond the stars and beyond time. My grandfather knew this.

Peacock, Wisuri, 2002, p. 1119

## **West**

The emotional being is represented on the medicine wheel by the black quadrant, which also represents the direction West, the element of water, the sacred medicine sweetgrass, and the season of Fall.

**What are some assets in your community that might fit into this section? List them below...**

