



RDI Guiding Principles

Mission: RDI strengthens rural people, places, and economies in the Pacific Northwest.

Vision: We envision resilient rural communities that draw on their relationships, creativity, assets, and deep knowledge of the land, cultures, and place to shape their futures and expand opportunity for all who call rural home. (updated)

RDI's Values & Beliefs

- **The Rural Way of Life Is Worth Preserving**
Rural communities, cultures, and economies are essential to the strength and future of our region. The rural way of life is marked by resilience, innovation, and a deep connection to land and place. Rural communities deserve support to thrive and preserve their values and traditions. By focusing on local strengths and lived experience, we help **communities create solutions that reflect who they are and open doors** for future generations.
- **Rural Leaders Are Essential**
Rural people know their communities best and are key to building a strong future. They carry the vision, energy, and commitment needed to lead. They benefit from support and access to new ideas, resources, and connections that amplify their impact. RDI is here to support local leadership—**offering tools, training, and gatherings that strengthen this vital ingredient of rural success.**
- **Rural Connections Are Vital**
Connections build strength. Linking rural communities to resources, networks, and one another amplifies their impact in their own communities, and their collective voice. **RDI builds collaborative rural support networks, and bridges between local efforts and broader systems** so rural people can shape the decisions that affect them.
- **We are Committed to Rural Parity**
Every rural person deserves a fair chance to shape their future and access the tools and opportunities they need to thrive. People face different challenges based on where they live and how systems have served, or failed to serve them. **We listen deeply, build trust, and work alongside communities** to reduce barriers and grow shared opportunities. When rural voices are respected, and their priorities are reflected in decisions, everyone benefits.
- **Supportive and Non-Extractive is Non-Negotiable**
Rural communities have historically experienced systems of extraction – where resources flow out of communities with unequal reinvestment. **RDI believes in economies that reinvest in the communities that fuel them**—where wealth, opportunity, and ownership are rooted locally. We support long-term, sustainable approaches that keep rural communities strong, independent, and thriving.