



**Monica McCann**

Associate Director

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Monica McCann knows firsthand the raw beauty—and tough choices—of life in low-income rural communities. McCann’s family comes from western Mexico, which her parents left to start over in the United States. Growing up among the trolley-traveled streets of San Francisco, McCann often returned to Mexico, visiting the village where many of her relatives still live.

Today, as an associate director of our Resourceful Communities Program, McCann dedicates her days to helping people in rural North Carolina communities thrive right at home by sustainably using the natural resources in their own backyards to create jobs and strengthen economies. McCann joined RCP in 2004 after working in Ecuador with the Peace Corps and earning a graduate degree in environmental planning.

McCann leads key RCP projects, like the creation of the first forest in North Carolina—and the southeastern United States—that is both community owned and managed. Located in Hoke County, this 532-acre forest will protect habitat for the endangered red-cockaded woodpecker, create jobs related to the forest-products industry and generate revenue for the local economy through timber and pine straw sales. With all that return on investment, the project truly meets RCP’s “triple bottom line” goal of sustainable economic development, environmental stewardship and social justice.

“The best part of my work is seeing results—seeing what can happen when you truly engage a community and give them the resources they need to succeed,” McCann says.