

Paving Pathways to Prosperity

2024-25 FUNDRAISING CAMPAIGN



**PURPOSE BUILT
COMMUNITIES**



WORLD

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Paving Pathways to Prosperity



When I was in Atlanta, serving as the Executive Director for a neighborhood-based nonprofit, I received a call. The year was 2005, and the call was from three business leaders in New Orleans. In the wake of Hurricane Katrina, they were grappling with the devastation. They were particularly concerned about the Bayou District in Gentilly, a neighborhood hit hard by both the storm and decades of inequitable policies.

These leaders saw an opportunity to rebuild the Bayou District in a way that would generate opportunity, prosperity, and healing. They wanted to ensure that residents could thrive, with access to better outcomes and multiple pathways to healthy, choice-filled lives. They had heard about the approach we had pioneered in Atlanta and were eager to see if a similar model could work in their neighborhood.

This was a courageous, ambitious move. In an entirely daunting and painful moment, they were determined to help it recover stronger than before. **They believed in the power of their neighborhood.**

We got to work. After conducting a rigorous study, this group founded the Bayou District Foundation in 2006, working alongside residents to create what would become the first Purpose Built Communities Network Member. The results were transformative. Hundreds of homes were built, safety in the area improved dramatically, and the Foundation saw a 9:1 return on their investments.

It was an “aha” moment. We realized that the holistic, neighborhood-based model we used in Atlanta could work in other neighborhoods, too. The key was partnering with local leaders who already had deep connections and commitment to their communities.

This insight laid the groundwork for what Purpose Built Communities has become today—15 years later, we are a national leader in neighborhood-based revitalization with 25+ Network Members. These organizations are deeply embedded in their neighborhoods, working alongside residents to build thriving, opportunity-rich communities.

The data is clear: neighborhoods are the essential unit of change for creating pathways to prosperity. That’s why Purpose Built Communities is embarking on a \$125 million capital campaign to expand and deepen this model. Together, we can ensure that every neighborhood in America offers multiple pathways to prosperity.

I invite you to join us in paving these pathways for the future.

Carol R. Naughton
Chief Executive Officer
Purpose Built Communities



Pathways to Prosperity Executive Summary

Today, a person's ZIP code often determines their life outcomes more than their DNA. Just a short distance can mean the difference in life expectancy, educational attainment, and economic mobility. While organizations recognize these disparities, inequities often persist due to lack of funding, coordination, or support for organizations embedded in these neighborhoods.

The Paving Pathways to Prosperity campaign builds on Purpose Built Communities' 15 years of impact, leading the field of neighborhood revitalization. This initiative will raise \$125 million to transform neighborhoods alongside our community-based Network Members.

This campaign will drive change through four key priorities:



Driving Success in Neighborhoods: Supporting neighborhood revitalization by providing tailored consultation, expanding affordable housing, and scaling innovative strategies across 40 neighborhoods. Implementing a multi-year measurement and evaluation framework inclusive of shared outcomes and indicators.



Strengthening our Network and Community of Practice: Growing and strengthening the Purpose Built Network by adding new community-based organizations and sharing best practices to accelerate neighborhood transformation.



Asserting Leadership in the Field: Expanding and leading our model of community-led revitalization nationwide through visionary thought leadership, influencing national funding and policy, and sharing strategies to address systemic inequities across neighborhoods.



Growing Organizational Capacity: Building internal capacity and ensuring sustainability by expanding the team, strengthening racial equity efforts, and creating a long-term endowment to fund future work.

Through this campaign, Purpose Built Communities will work alongside Network Members to collapse disparities in life expectancy, economic mobility, educational outcomes, and overall well-being in neighborhoods that have long experienced the effects of chronic disinvestment or inequitable policy.

Your investment will benefit hundreds of thousands of people and strengthen our country by ensuring every neighborhood offers a pathway to prosperity for its residents.



I have witnessed the evolution of the Highlander neighborhood from its inception. Acres of once-vacant land have transformed, offering homes to deserving families that now activate a vibrant community..”

**SHARLON RODGERS, PRESIDENT & CEO
SEVENTY FIVE NORTH REVITALIZATION CORP.**





Why Now? The Challenge

Right now in America, a person's ZIP Code¹ is more predictive of their life outcomes than their DNA. The disparities are sobering.

Research has shown that a distance of just one half-mile² can shave decades from a person's life expectancy, years from their educational attainment, and thousands of dollars in life earnings.

Just as alarming, the promise of economic mobility through hard work is dwindling. Nowadays, children born into families with the lowest income have only a 4.4%³ chance of joining the highest-income earners in some cities.

Only half of people today are predicted to **fare better** than their parents economically.

For most people, the **neighborhood and circumstances** they've been born into **determine their destiny**—and their children's.

Hundreds of **organizations** have **recognized** these disparities, many of which are products of disinvestment and inequitable policy. Yet the **disparities stubbornly remain**.

A **siloed, issues-based approach** means many well-meaning and expert organizations **cannot coordinate or improve** efforts efficiently.

Others have recognized that place determines prosperity and have turned their attention to partnering with neighbors for community-led revitalization. But even the strongest among them are constrained by underfunding, limited expertise, or too many demands on their capacity.

Organizations committed to Paving Pathways to Prosperity need a convener, partner, consultant, and advocate at the state and national level. To stay the course long-term, they need a Network with whom they can share ideas, insights, sorrows, and achievements.

Purpose Built Communities already fills these gaps, and we are making strides to do so more deeply and at a broader scale.

¹Orminski, E. (2021, June 30). Your zip code is more important than your genetic code. National Community Reinvestment Coalition. <https://ncrc.org/your-zip-code-is-more-important-than-your-genetic-code/>

²Hendren, N., & Finkelstein, A. (2020). The impacts of neighborhoods on intergenerational mobility I: Childhood exposure effects. Harvard University. https://scholar.harvard.edu/files/hendren/files/nbhds_paper.pdf

³Chetty, R., & Hendren, N. (2015). The impacts of neighborhoods on intergenerational mobility II: County-level estimates. Equality of Opportunity Project. http://www.equality-of-opportunity.org/assets/documents/mobility_geo.pdf

Why Now? The Opportunity

We must pave pathways to prosperity so that every neighborhood can thrive.

Recent research shows that investing in community-level factors, like raising local employment rates, can boost economic mobility, life expectancy, and educational attainment within one generation.

By using the Purpose Built Communities model, we can collapse disparities and promote economic and racial equity for all – and we can see the impact in just one generation.

By investing in Paving Pathways to Prosperity, you will:



Drive neighborhood success through deepened support of our community-based Network Members and innovative strategies for neighborhood revitalization.



Strengthen and grow the Purpose Built Communities Network of organizations generating local change.



Influence policy across local, state, and national governments that can create new pathways to prosperity.



Position Purpose Built Communities to lead sustainably for years to come.

Purpose Built Communities' work will directly impact 40 neighborhoods within 5 years through these initiatives.

Paving Pathways to Prosperity will benefit hundreds, if not thousands, of communities indirectly by collecting and sharing best practices and building an energized field dedicated to neighborhood-based revitalization.



Purpose Built Communities Paving Pathways to Prosperity

Who is Purpose Built

Purpose Built Communities is the national leader in holistic neighborhood revitalization, creating pathways to prosperity in cities across America. We form long-term partnerships with local organizations that are fully invested in the hard work of transformation in their neighborhoods. Through expert pro-bono services and support, we help these local organizations center the voices of residents and advance their strategy through our proven model. Together as a Network, we are leading a movement to strengthen neighborhoods so everyone can thrive in the places they call home.

VISION: An America where every neighborhood offers a pathway to opportunity and prosperity for the people who call it home.

MISSION: Purpose Built Communities combines the best practice, policy, and research in housing, education, community wellness, and economic vitality to help neighbors and local leaders deliver transformation, creating pathways to prosperity for all residents. This approach makes it possible for residents to experience greater racial equity, improved health outcomes, and increased upward mobility in their neighborhoods.

Our Commitments



Neighborhood Focus. Neighborhoods are the primary unit of social change, and each one is different. We partner with organizations solely focused on transforming their neighborhoods for the better and assist them in centering the voices of residents, setting forth a strategy, and applying our expertise to support the vibrant future they envision for themselves.



Holistic Model. Our holistic model pulls together the drivers that have the most significant influence on an individual's success and well-being. Implemented by our strategic partners and guided by our pro-bono expertise, it combines mixed-income housing, cradle-to-college education, community health and wellness, and economic vitality to open pathways to prosperity for long-time and new residents.



Racial Equity. We are deeply committed to reversing the effects of unjust policies that have forced generations of Black people and other people of color into neighborhoods impacted by poverty across the U.S. Our work is firmly rooted in building equity and opportunity so that every person can flourish in the places they call home.



Demonstrated Impact. We are the proven model for neighborhood-focused revitalization because we constantly listen, learn, and adapt our efforts to make a measurable impact for residents for decades to come. Our flexible model, close collaboration with partners in our Network, and rigorous data collection help us drive positive progress and see where we can do more.

Our Model

Purpose Built Communities directly paves pathways to prosperity for more than 153,000 people. We are a national nonprofit that coaches, connects, resources, and convenes local member organizations to strengthen neighborhoods where we are invited to work. Purpose Built Communities supports 25+ local leaders – Network Member Organizations – by providing pro-bono guidance and coaching for processes such as attracting funding and designing neighborhood plans. Network Members apply our holistic neighborhood revitalization model in their neighborhoods to achieve greater racial equity, improve health and wellness, and increase upward mobility for residents.



The 4 Pillars of Neighborhood Revitalization



Mixed-Income Housing: Promoting safe, high-quality housing for all income levels that prioritizes keeping legacy residents in place and focuses on long-term affordability. Includes creating rental and ownership opportunities for a broad range of life stages, family compositions, and price points.



Cradle-to-College Education: Ensuring every child has a strong start to their education and a pathway to academic success through high school graduation and beyond. Includes establishing high-quality early learning centers and supporting local schools in providing excellent education.



Community Health & Wellness: Nurturing residents' physical and mental health while fostering a sense of belonging through tailored facilities, programs, and services. This includes efforts to expand healthcare services, provide access to green space, and provide opportunities for recreation and physical activity.



Economic Vitality: Building a robust commercial core to provide opportunities in neighborhoods for meaningful work, wealth-building, and upward mobility. Includes incubating local businesses, investing in workforce development, and attracting investment to ensure neighbors have access to amenities that fit their culture, needs, and budget.

Our Network Members, called “Community Quarterback Organizations,” tie it all together. These Members maintain long-term, on-the-ground relationships of trust with neighbors and implement all aspects of the model to achieve neighbors’ goals.

Purpose Built Communities A Track Record of Success

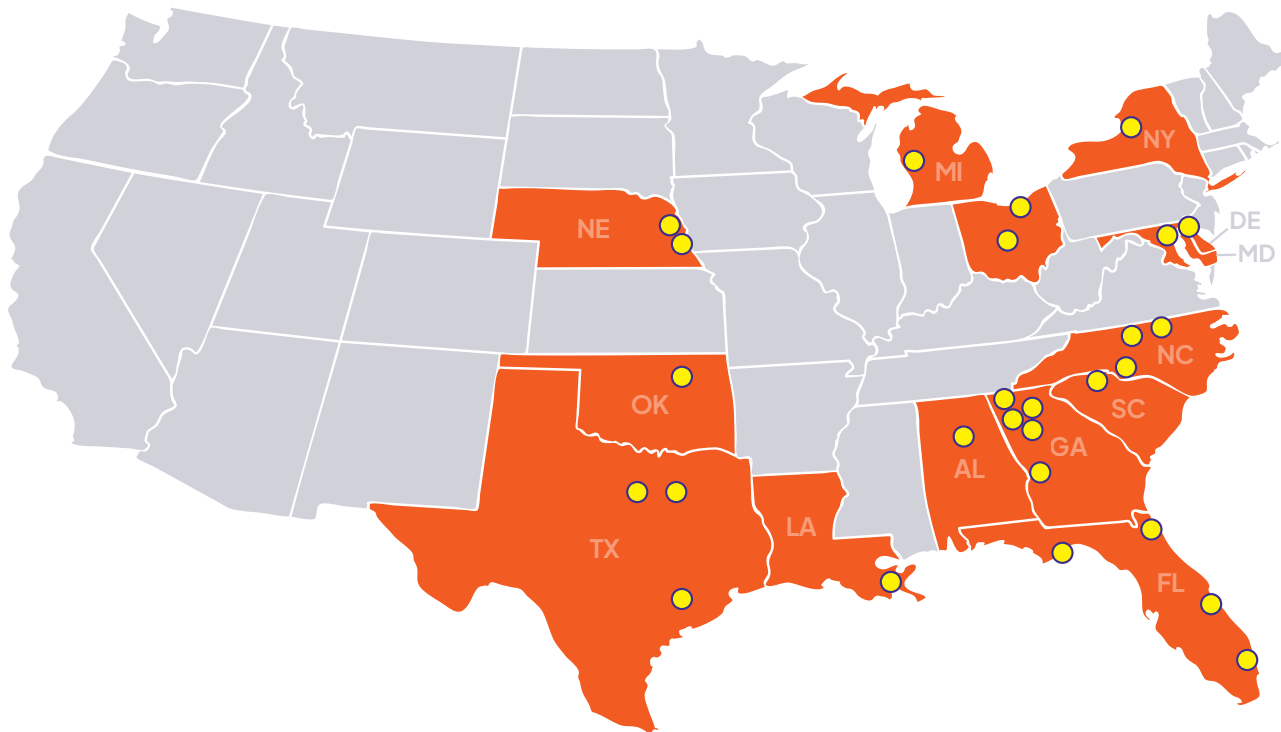
Purpose Built was established in Atlanta and has expanded our reach nationally through our proven model of neighborhood revitalization.

The Origin of Purpose Built Communities

Purpose Built Communities was created in 2009 in response to national interest in a proven, holistic way to revitalize neighborhoods. After seeing the success of Atlanta’s East Lake neighborhood—where mixed-income housing, quality cradle-to-college education, and wellness programs led to lasting change—leaders from across the country wanted to bring the model to their own neighborhoods.

Philanthropists Tom Cousins, Warren Buffett, and Julian Robertson helped to establish Purpose Built to share this proven approach. Their goal was clear: to help communities achieve long-term revitalization.

Today, 25+ Network Members are implementing the holistic model in their neighborhoods, and more than 40 other communities are exploring it. Purpose Built only works where we are invited. Our team responds to interested leaders across the country, bringing expertise and resources to help build the foundation for future model implementation.



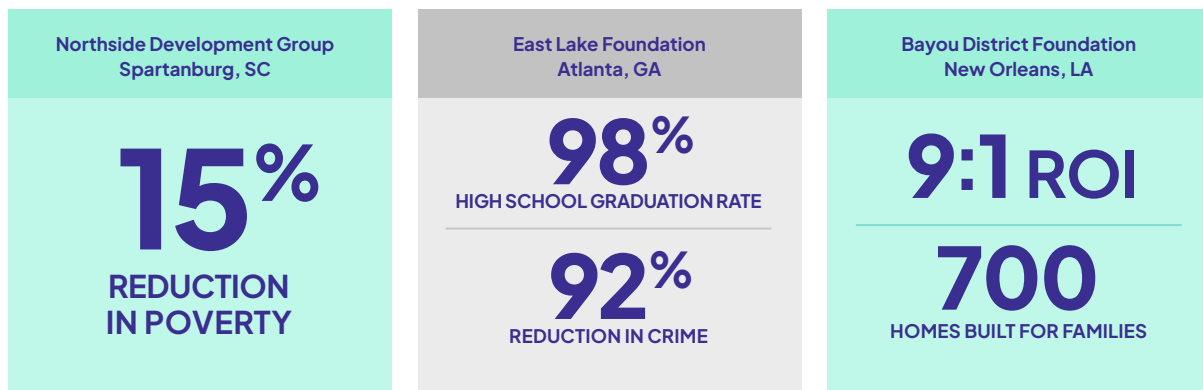
Discover the strength and diversity of the Purpose Built Network, a dynamic tapestry of organizations and individuals united in their commitment to revitalizing neighborhoods. Our network is more than a collection of members; it's a shared space of innovation, support, and collective wisdom, driving impactful change across communities.

Our Impact

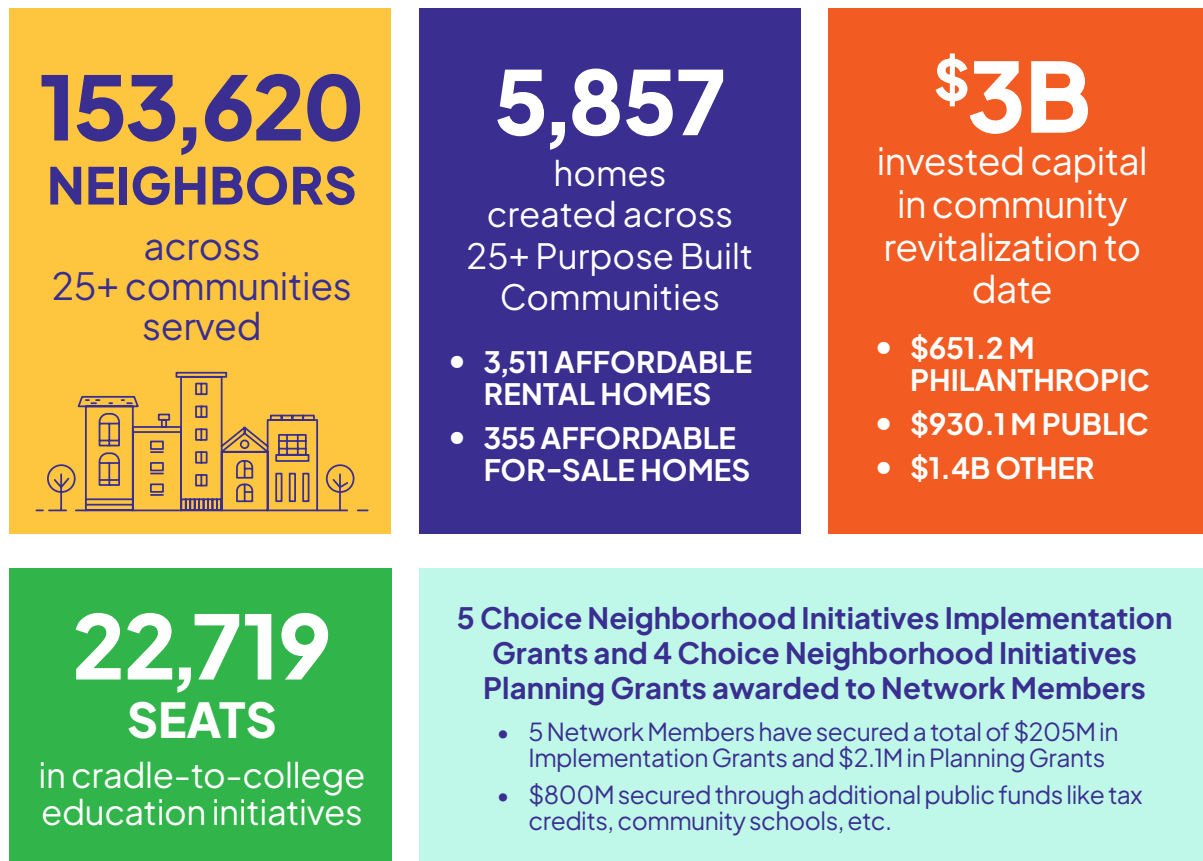
Purpose Built Communities has seen considerable improvements in resident-level outcomes by harnessing the power of neighborhoods alongside our Network Members. Partnering with Northside Development Group in Spartanburg, South Carolina, Purpose Built has contributed to a 15-percentage point reduction in poverty and a 72% reduction in crime – meaning that residents enjoy safer, more prosperous lives. Supporting the East Lake Foundation in Atlanta has led to a 98% high school graduation rate, with every graduating Senior having an acceptance letter to at least one college or university.

As our work continues to unfold, we are tracking improvements in overall life expectancy, infant mortality, mental health, baseline salary in career-track roles, and other quality-of-life indicators to ensure neighbors enjoy healthy, choice-filled lives.

Neighborhood-based Examples



Overall Impact





Purpose Built Communities Key Milestones

2009

2009: Founded Purpose Built Communities with East Lake Foundation (Atlanta, GA) & Bayou District Foundation (New Orleans, LA) joining as inaugural Network Members.



2010



2010: Hosted our first National Conference in New Orleans, welcoming attendees from seven cities to demonstrate the importance of neighborhood revitalization and generate energy and enthusiasm around this work.

2013

2013: Network grows to 7 member organizations. Executives from Network Member Organizations brought together for the first Executive Director Convening to build a sense of community and allow leaders to share ideas about increasing and refining revitalization efforts.

2019



2019: Focused Community Strategies joins, bringing Network to 20 Network Members.



2019: National Conference expanded to include 500 attendees representing over 40 cities and featured speakers, including ESPN analyst and author Jay Bilas.

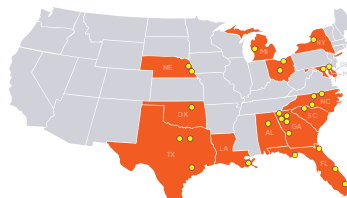


2019: Community of Practice founded.

2024

2024: Supported Blueprint 15 (Syracuse, NY) in partnering with the City of Syracuse and Syracuse Housing Authority to receive \$50M Choice Neighborhoods Implementation (CNI) Grant from the U.S. Department of Housing and Urban Development (HUD).

2024: Cherry Hill Strong and Lift JAX join, bringing the Network to 27 total members.



2024: Attended the White House Summit on Capital Support for Place-Based Economic Development where Biden Administration officials met with nonprofit and philanthropic organizations to discuss the federal government's investments in community economic development.

Purpose Built Communities has been transforming neighborhoods since 2009. Explore this timeline to see how our collaborative efforts have built pathways to prosperity, strengthened communities, and shaped a brighter future. Each milestone reflects our commitment to lasting, holistic neighborhood revitalization.

2015



2015: Launched our Racial Equity Community of Practice. Purpose Built Communities started an intentional journey to center racial equity in our work within the organization, and through education and training for our Network Members and funders.



2015: Lift Orlando joins, bringing the Network to 10 members.



2015: Initiated data collection efforts with our Progression Matrix, a data-driven scorecard generated to measure the impact of Network Members and Purpose Built Communities.

2022

2022: Launched Network-wide communications resource, *Where We Thrive*, with FrameWorks Institute to offer a framing strategy for practitioners to communicate effectively about neighborhood revitalization work.

2023

2023: Supported REACH Riverside (Wilmington, DE) as first Network Member, along with its partners in the WRK Group collective and Wilmington, to **receive \$50M Choice Neighborhoods Implementation (CNI) Grant** from the U.S. Department of Housing and Urban Development (HUD).



2024 TO 2028

2024–28: Continuing to build more pathways to prosperity by improving how we serve our Network Members, inviting more organizations into our Network, implementing a comprehensive framework to measure impact, and expanding the field of neighborhood revitalization to grow policy support for this work.





Paving Pathways to Prosperity An Opportunity for Transformation

Total Investment Opportunity: \$125 Million

Paving Pathways to Prosperity is a campaign based on the belief that every person deserves to live in a place that offers a pathway to prosperity – financial, physical, and socio-emotional.

Your investment will make this vision real for hundreds of thousands of people by advancing equitable, community-led transformation over the next 5 years.





For more information, please contact:

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**LEARN
MORE!**



We envision an America where every neighborhood is a pathway to opportunity and prosperity for the people who call it home.

Purpose Built Communities is a nonprofit organization dedicated to implementing resident-centered, holistic neighborhood revitalization. We ground our work in the foundational beliefs that race and place matter. By cultivating connected, mutually contributing communities, we take action and build bridges to create lasting impact.



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