

Paving Pathways to Prosperity

NATIONAL FUNDRAISING CAMPAIGN



**PURPOSE BUILT
COMMUNITIES®**

Contents

PAVING PATHWAYS TO PROSPERITY	1
AN OPPORTUNITY TO LIVE OUT THE PROMISE AND POTENTIAL OF AMERICA	3
STRONG NEIGHBORHOODS ARE THE SOLUTION	4
THE PURPOSE BUILT MODEL	7
THE UNIQUE ROLE OF PURPOSE BUILT COMMUNITIES	8
THE EVIDENCE IS CLEAR	10
FUELING A BOLD VISION	12
INVESTING IN A BOLD FUTURE	14



Paving Pathways to Prosperity

Purpose Built Communities® exists to put more people on a pathway to a prosperous and choice-filled life.

Despite the steadfast resilience of people in neighborhoods across the country, declining opportunities for economic mobility limit the pursuit of the American Dream and create neighborhoods fraught with isolation, division and frustration. There is an urgent call to create access to opportunities and resources that allow people to pursue their dreams, build meaningful connections, and live their fullest life. Purpose Built is answering this call.

Neighborhoods are where we build our lives. When the right conditions are in place, individuals and families thrive. Purpose Built works in the most challenging neighborhoods, where systemic barriers have blocked those conditions from becoming a reality and where long-term disinvestment has intentionally left people behind. Rather than focusing on what is broken, Purpose Built leans into the strength and resilience of the people in these neighborhoods, knowing that their communities can transform into vibrant places of promise where futures are full of hope and possibility for generations to come.

Since 2009, Purpose Built has provided expert pro-bono coaching, funding, and other customized support to help local leaders implement a comprehensive model that centers neighbors' voices and combines strategic leadership, mixed-income housing, excellent schools, economic vitality, and community wellness. Neighbors are experiencing improved housing and family stability, academic achievement, income growth, and a sense of connection. These are more than indicators. They are signs of transformational change, and evidence that the Purpose Built model is the most effective and impactful way to leverage resources to put more people on a pathway to prosperity.



Today Purpose Built is poised to expand its reach and deepen its impact by bringing its proven model for neighborhood transformation to more communities across the country. The Paving Pathways to Prosperity campaign seeks to raise \$125 million to fund the organization’s strategic operations and position it for long-term sustainability.

With this investment, Purpose Built will:



ACCELERATE NEIGHBORHOOD TRANSFORMATION BY PROVIDING HANDS-ON, TAILORED SUPPORT TO LOCAL LEADERS AND ORGANIZATIONS ADOPTING OR EXPLORING THE PURPOSE BUILT MODEL.



SCALE WHAT WORKS AND EMPOWER MORE COMMUNITIES TO DRIVE MEASURABLE IMPACT BY SHARING BEST PRACTICES, TOOLS, AND INNOVATIONS.



INVEST IN ORGANIZATIONAL STRENGTH BY ENHANCING INTERNAL CAPACITY TO MEET GROWING DEMAND AND ENSURE EXCELLENCE ACROSS A NATIONAL NETWORK.

With your partnership, Purpose Built Communities will continue to lead with clarity, courage, and conviction, thereby advancing a future where every neighborhood is a place of promise, and every person has the opportunity to thrive. Together, we can build communities that reflect the hopes, talents, and aspirations of the people who call them home.



Pictured: Residents of the Grand Rapids, MI neighborhood Boston Square provide input on a new community development.



An Opportunity to Live Out the Promise and Potential of America

Prosperity starts with place.™ Neighborhoods shape daily life, including the homes we live in, schools our children attend, opportunities we can access, and relationships that support us. Every person deserves to grow up and grow older in a neighborhood where safety, good health, joyful and engaging connections, and economic mobility are possible, and expected.

Across the country, many neighborhoods are rich in history, culture, and leadership. Yet, due to a long legacy of exclusionary policies and disinvestment, those assets are not always matched by access to the resources needed for people to thrive fully. The result is visible in persistent disparities in health, income, education, and even life expectancy. But what is also visible, and increasingly undeniable, is the strength, resilience, and ingenuity of the people in these neighborhoods who have persevered, organized, and imagined something better for themselves and their children.

Funders like you have long recognized the importance of addressing these disparities. While many organizations do meaningful work, decades of well-intentioned siloed approaches have not delivered lasting, scalable results. Sustainable transformation requires integrated, neighborhood solutions that reflect the complexity of the challenge and the capacity of the people directly affected.

Groundbreaking research from renowned economist Dr. Raj Chetty at Opportunity Insights confirms that children from low-income families who move to neighborhoods with lower poverty rates and better schools are more likely to experience upward mobility. However, not everyone can, or even wants to, uproot their lives to move to a neighborhood where better conditions exist. The goal can't simply be to help people move away. Instead, the goal must be to bring the ingredients of opportunity and prosperity to every neighborhood.

This is where Purpose Built Communities comes in. It partners with local leaders to amplify the strengths of their neighborhoods, dismantle systemic barriers, and create the conditions for generational success—right where people already live, lead, and belong.



Pictured: A mother and son thriving in the Boston-Thurmond community in Winston-Salem, NC.



Strong Neighborhoods Are the Solution

The seed of Purpose Built’s solution to our country’s complex challenge was planted thirty years ago. Atlanta’s East Lake Meadows public housing community had weathered immense challenges due to policies and practices that perpetuated unemployment, low incomes, crime, and high school graduation rates well below the city and national average. A creative and resourceful group of neighbors and public and private sector leaders convened to address these issues. Three visionaries—Tom Cousins, a philanthropist; Eva Davis, a resident leader; and Renee Lewis Glover, a public servant—brought the community, city, and philanthropists together and set out to improve all aspects of the neighborhood so that everyone could thrive.

Their approach worked. The results for neighbors were so impressive that leaders across the country reached out to learn how to achieve similar outcomes. A small group of leaders associated with the revitalization of East Lake founded Purpose Built Communities in 2009 to respond to that demand. Since then, Purpose Built has been working in deep partnership with local leaders to eliminate systemic obstacles and transform neighborhoods into pathways to prosperity and opportunity. The positive impact has been profound.

At the same time, a compelling body of research has been steadily growing that tells us that Purpose Built’s holistic and integrated neighborhood-based approach is hitting all the right notes. Dr. Jack Shonkoff’s work at Harvard University with the Center for the Developing Child and the Connecting Science + Community initiative has demonstrated how neighborhood environments directly shape the lifelong physical and mental well-being of young children. Dr. Raj Chetty’s work with Opportunity Insights echoes the same theme that the neighborhood where you grow up is a strong predictor of your likely outcomes around income, educational achievement, and life expectancy. This and other research underscores what Purpose Built Communities has long understood: strong neighborhoods transform lives, often within a single generation.

East Lake Community: Before



\$4,500
AVERAGE
INCOME

13%
EMPLOYMENT
RATE

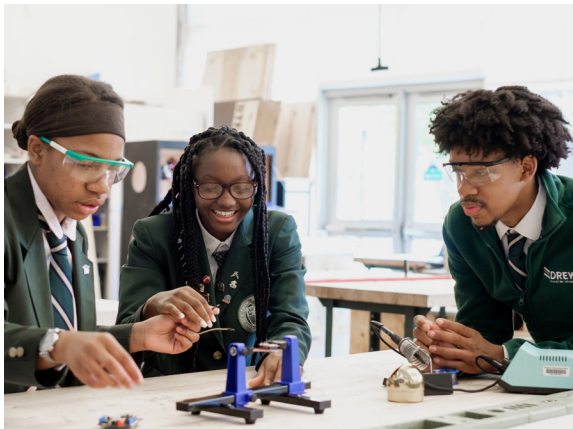


30%
HIGH SCHOOL
GRADUATION
RATE

18x
THE NATIONAL
AVERAGE CRIME
RATE

Pictured Top Left: Resident leader Eva Davis in East Lake Meadows community; Pictured Bottom Left: The East Lake Meadows in the 1990's.

East Lake Community: After



Pictured Clockwise from Top Left: Villages of East Lake residents in the community garden; The Start:ME East Lake entrepreneurial program; First Tee — Metro Atlanta youth golf programming; The Villages of East Lake offers a variety mixed-income housing units; Drew Charter School serves students from Pre-K through 12th grade, centered around a STEAM curriculum.

\$14M+
IN EARNED COLLEGE SCHOLARSHIPS
Class of 2024 Graduates,
Drew Charter School

650
UNITS OF
NEW HOUSING

3x
INCREASE IN
INCOME FOR RESIDENTS
IN PUBLIC HOUSING

98%
HIGH SCHOOL
GRADUATION RATE
IN 2024

99%
COLLEGE
PERSISTENCE
RATE

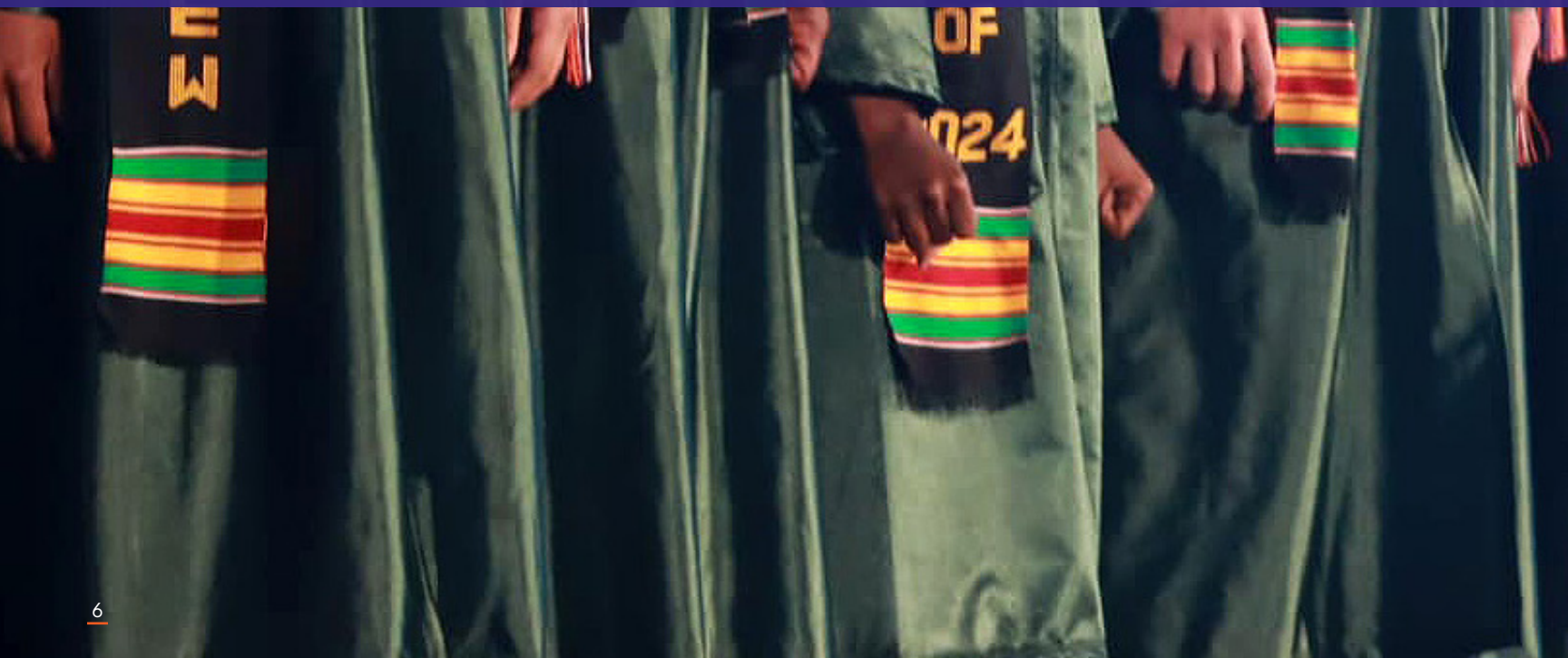
99%
REDUCTION
IN VIOLENT
CRIME



“ Purpose Built Communities is combining rigorous, scientific research with on-the-ground expertise to drive strategies that promote healthy outcomes for children. That’s why Purpose Built’s work matters and that’s why my colleagues and I are energized by the opportunity to be partners on a shared mission.”

DR. JACK SHONKOFF

PROFESSOR OF CHILD HEALTH AND DEVELOPMENT; FOUNDING DIRECTOR OF THE CENTER ON THE DEVELOPING CHILD; AND DIRECTOR OF CONNECTING SCIENCE + COMMUNITY, HARVARD UNIVERSITY





The Purpose Built Model

Purpose Built Communities has pioneered and evolved an innovative, holistic model that improves conditions in the places where people already live so that everyone can thrive.

Core components



Centering Neighbors: Neighbors are at the front and center of all that Purpose Built does. Purpose Built works only where invited, leading with the voice of neighbors, and applying expertise and resources to support the vibrant future they envision for themselves.



Mixed-Income Housing: Offering a range of high-quality rental and home ownership opportunities at various price points allows neighbors to find a home that fits their current budget size and life stage, and to stay in their community even as their life changes, economic situation improves, or new people are attracted to the area.



Cradle-to-College Education: Building a strong, neighborhood-serving education pipeline that starts in infancy and continues to high school graduation, college, and beyond anchors a thriving community. Great schools uplift culture and community and serve as a launchpad for children's success.



Community Wellbeing: Neighbors thrive when they can breathe clean air, enjoy green spaces, and feel a sense of connection and belonging, when food deserts are filled, and when facilities and programming reflect community needs, interests, and history.



Economic Vitality: Thriving neighborhoods include robust commercial activity and investments that directly benefit neighbors. Ensuring that neighbors have access to high-quality goods and services and are tapped into employment and entrepreneurship opportunities increases their capacity to unlock their full potential.



Community Quarterback Organizations: These are the innovative “secret sauce” organizations that bring the Purpose Built model to life. These hyper-local nonprofits commit to a specific neighborhood, nurture long-term relationships of trust, help neighbors refine their vision, craft a holistic strategy, and drive its execution. Rather than focusing solely on a single issue or only providing direct services themselves, Community Quarterback Organizations gather and coordinate a team of public, private, and nonprofit partners that work with neighbors to weave all components of the Purpose Built model into a cohesive strategy to drive lasting change. They hold the big picture in order to break down silos and deliver greater impact than any single partner could achieve alone.

Pictured Left: In Atlanta, GA's East Lake community, Drew Charter School achieved a remarkable high school graduation rate of 98% in 2024, up from 30% in 1995.



The Unique Role of Purpose Built Communities

Purpose Built Communities supports local leaders as they explore whether the Purpose Built model is the right fit for their neighborhood and helps them establish or strengthen a Community Quarterback Organization to move the work forward. Purpose Built's support deepens as these organizations demonstrate excellence and equity in implementing the model, and they are invited to formally join the Purpose Built Network when they meet defined benchmarks. Today, Purpose Built works with approximately 60 neighborhoods in 24 states, about half of whom have reached Network Member status. Purpose Built also shares best practices and supports advocacy and field building efforts with other place-based practitioners who are not directly implementing the Purpose Built model but who share a commitment to changing systems to put more people on a pathway to opportunity.

Purpose Built equips its Network Members and other local leaders and organizations to go farther and faster than they could on their own by providing one-on-one coaching, a robust community of practice, and access to curated resources. Whether Community Quarterback Organizations or Network Members are just beginning or highly experienced, Purpose Built provides tailored support that is customized based on each community's goals and stage of progress. Thanks to generous philanthropic support from funders like you, Purpose Built offers these services at no cost.

Coaching

Purpose Built Communities has assembled a dedicated team of best-in-class subject matter experts who provide one-on-one coaching on critical topics such as:

- Best practices and innovative methods for implementing all aspects of the Purpose Built model, with a broad and deep range of interdisciplinary expertise in real estate, education, health, economic vitality and more all under one roof
- Capacity building skills such as nonprofit management, governance, recruiting, onboarding, and partnership building
- Local, state, and federal policies and advocacy strategies
- Data and evaluation system design and implementation
- Creating compelling organizational and neighborhood narratives

Community of Practice

Purpose Built Communities started with one-on-one coaching to its model as its primary role. As the Network grew, harnessing the collective wisdom, experience, and curiosity of Network Members themselves through a structured community of practice created a powerful way to accelerate collective learning and implementation. Guided by Network Member interests, Purpose Built Communities facilitates intentional opportunities for peer engagement and experiential learning where participants can inspire and educate one another, share victories and challenges, and incubate innovative new ideas through activities such as:

- National Conference and CEO Leadership Convening
- Peer Exchange site visits and cohort meetings for staff who share similar roles
- Case studies that examine successful initiatives and tool kits that support all aspects of model implementation
- Interactive Network Member-only online platform

Access to Resources:

Purpose Built Communities leverages its national presence and trusted relationships to provide resources to Network Members that they may not reach on their own, including:

- Financial resources such as grants and low-cost loans
- Exposure to policymakers and field leaders
- Opportunities to showcase outcomes to broader audiences
- Connections to national partners who offer innovative financing, technical assistance, and high-quality programs

The services Purpose Built provides, and all that Network Members do to implement the model, are grounded in core values that guide the work:

Centered in Equity: Purpose Built Communities recognizes that race has played, and continues to play, a central role in shaping neighborhoods. It works to replace the harmful myth that “poverty is a choice” with the truth that “prosperity starts with place.”

Mixed-Income: This work is not about gentrification. It’s about creating neighborhoods that work for legacy residents and newcomers alike across income levels. The relationships that bloom among people with different economic means, life experiences, and perspectives create a more vibrant and connected neighborhood and are proven to be important levers of economic mobility.

Long-Term: The challenges Purpose Built is working to solve were generations in the making. This approach is not about quick fixes. It requires building deep relationships, trust, and sustainable outcomes over time.

Strengthens Community Bonds: This work draws together people of goodwill from across public, private, and philanthropic sectors with diverse ideologies who bridge differences and build relationships while working towards a common goal.

Collaborative: No one organization can do this alone. Best in class partners across all sectors work together to solve local challenges and nurture thriving communities.

Data- and Research-Based: Backed by 16 years of experience and a growing body of evidence, Purpose Built adapts as it learns, staying flexible, responsive, and rooted in its commitment to create the conditions where everyone can thrive.

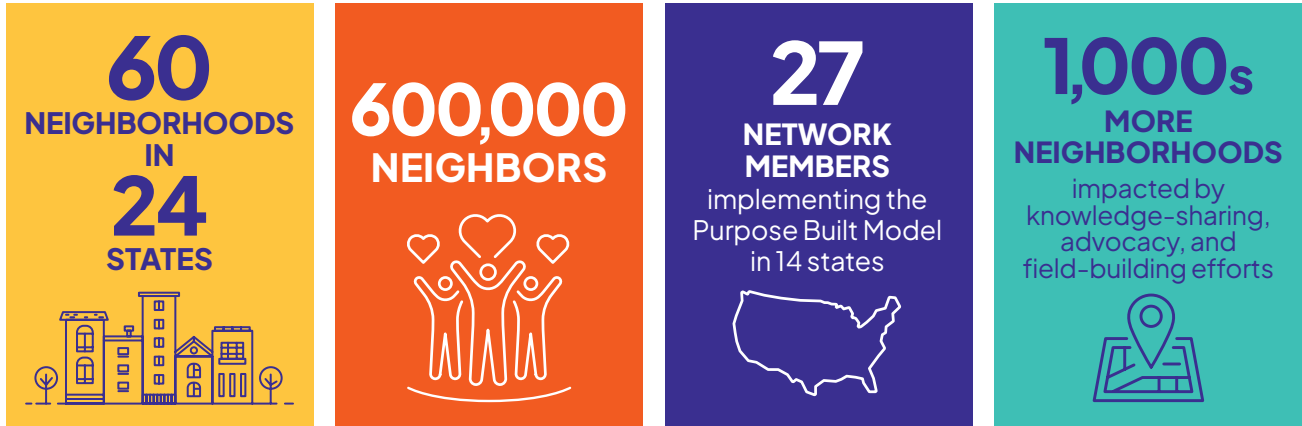


Pictured: Purpose Built Communities’ Peer Exchange Program and the Northside Voyagers in front of the Northside Voyagers Monument.

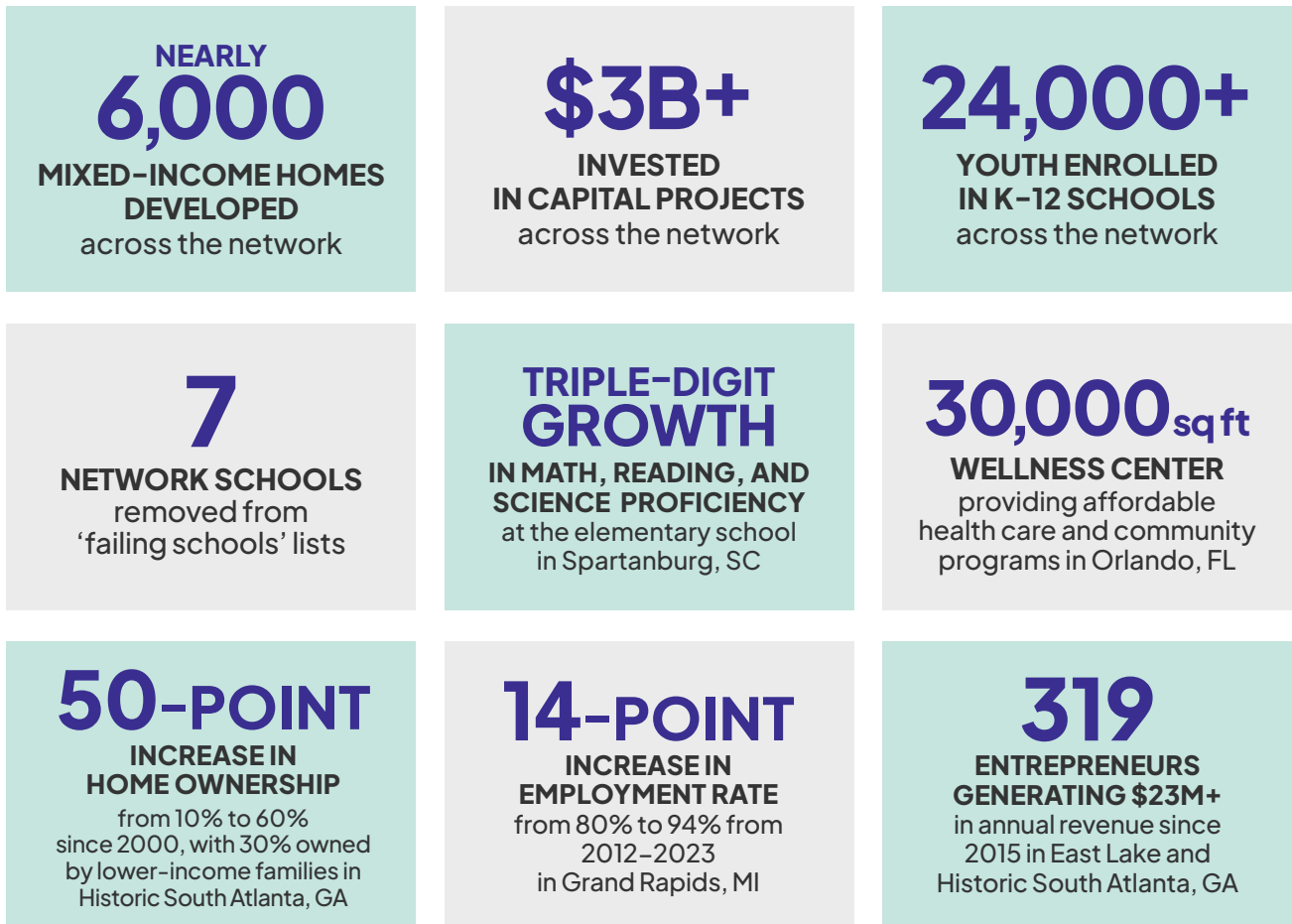


The Evidence is Clear

Purpose Built Communities is making a clear difference in the lives of people who live in the neighborhoods where it is invited to work.



Everywhere one looks across the network, there is remarkable, measurable progress that reinforces the conviction that Purpose Built Communities and its Network Members are on the right track.



Numbers like these are just an example of the impacts that Purpose Built Communities sees every day, and they are powerful.

The real story emerges more clearly, however, when you connect the numbers to the real lives of the people who call these neighborhoods home.

Supporting the development of 6,000 mixed-income homes means more families are putting down roots and creating a life built on the secure foundation of a safe, stable, high-quality, affordable place to call home.

Billions of dollars invested in capital projects means the neighbors in those homes can:

- access schools and early childhood learning centers
- access healthy food through local grocery stores, markets, and gardens
- enjoy new parks, green spaces, and playgrounds
- connect with vibrant community centers
- find jobs and resources in neighborhood-based small business hubs

Stable housing combined with a healthy neighborhood ecosystem means that the 24,000+ youth enrolled in neighborhood schools are coming to class ready to learn so they can experience greater academic achievement and build a brighter future.

Each aspect of Purpose Built's holistic model comes together with the others in a virtuous cycle that escalates impact. Year after year, neighbors in Purpose Built-supported communities are experiencing a rising quality of life and young people are growing up in conditions that lead to happier, healthier, more economically mobile futures. Purpose Built Communities and its Network Members are shaping neighborhoods into resilient platforms for transformational change that will reverberate through generations.



Pictured: Residents and volunteers work in the community garden at the Villages of East Lake in Atlanta, GA.



Fueling a Bold Vision

Purpose Built Communities is proud of the impact that we and our Network Members have made. However, according to the Brookings Institution, between 4,000 and 5,000 neighborhoods in the U.S. have more than 30% of families living below the poverty line. The need is immense. Purpose Built Communities has a proven solution, but is reaching only 1% of those neighborhoods today. Every week, Purpose Built receives new inquiries from local leaders curious about its approach and how they can become a part of this growing national network. With your support, we will boldly scale our efforts.



GOING DEEPER IN CORE WORK GOAL: \$93,750,000 (70%)

Purpose Built will accelerate the work of current Network Members, guide prospective communities who aspire to become Network Members, and grow the Network. Funds will support expanding Purpose Built's team of expert coaches who work directly with current and prospective Network Members and will provide pass-through funding to Network Members themselves. As this core work deepens, the Network will serve as a Center of Excellence to demonstrate impact and pioneer new strategies such as:

- An innovative funding tool offering low-cost loans so Network Members can acquire land for housing and community-aligned development.
- A partnership with Harvard University's Connecting Science + Community, embedding early childhood development science throughout the model to improve lifelong outcomes.
- A collaboration with Ballmer Group to build integrated data systems and boost network-wide capacity to track progress and prove impact.



EXPANDING REACH GOAL: \$18,750,000 (15%)

Building on lessons from a growing Center of Excellence, Purpose Built Communities will expand its reach to more of the 4,000 to 5,000 neighborhoods in need. By sharing proven strategies nationally with cities, states, philanthropists, developers, and business leaders, Purpose Built Communities helps others accelerate change. Some current initiatives include:

- Advising Governor Wes Moore on Maryland's ENOUGH Act and supporting grantees implementing projects to eradicate intergenerational poverty by strengthening neighborhoods across the state.
- Working with the City of Atlanta and the Atlanta Committee for Progress to create a transformation strategy for multiple neighborhoods to put more people on a pathway to economic mobility.
- Partnering with aligned place-based organizations such as StriveTogether, Partners for Rural Impact, and William Julius Wilson Institute to learn from one another, craft a comprehensive policy agenda, and attract more resources to the work.

“ We’re proud to support Purpose Built Communities as they help neighborhoods build stronger futures. Their model brings together schools, small businesses, housing, and essential services in a way that’s led by the community and built to last. It’s a powerful approach—and it’s making a real difference.”

TERRI LUDWIG
CEO, BALLMER GROUP



STRENGTHENING CAPACITY
GOAL: \$18,750,000 (15%)

To deepen core work and expand reach, Purpose Built must also grow its infrastructure. Strengthening its internal capacity will ensure the organization remains agile, strategic, and sustainable as it scales to create a greater national impact. This includes:

- Increasing its behind-the-scenes infrastructure in fund development, operations, and human resources so that its forward-facing team has the support they need to serve with excellence.
- Investing in office space, upgraded technology, and staff training to accommodate a growing, high-performing team.



Pictured: A student at Uplift Mighty, a free, public, college-preparatory charter school serving approximately 1,300 students in grades K-12 in southeast Fort Worth, TX.



Investing in a Bold Future

Create Lasting Change When it Matters Most

Purpose Built unlocks the potential of neighborhoods so all neighbors can access the American Dream. In 2009, Purpose Built Communities was established to build on lessons learned in Atlanta’s East Lake neighborhood. Since then, it has proven that place matters—and that when neighbors, local leaders, and partners come together around a shared vision, neighborhoods can be radically and sustainably transformed so that the people who live there can thrive for generations to come.

The Purpose Built model works. The demand is growing. This campaign will allow Purpose Built to rise to meet that demand by supporting its operating budget over five years of strategic growth. This is more than an investment in an organization. It is a powerful investment in the most effective way to create sustainable change for people in neighborhoods across the country.

With your support, Purpose Built Communities will scale a proven holistic model, empower local leaders, and reach more neighborhoods to create lasting pathways to prosperity. Let’s take this bold next step, together.



Pictured: Class of 2024 graduates from Drew Charter School in Atlanta, GA. Drew Charter School’s Senior, Junior, and Elementary Academies each consistently rank in the Top 10 in all of Atlanta Public Schools.

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

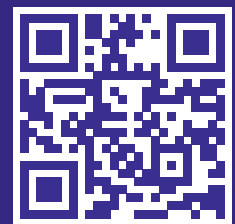


For more information, please contact:

Nikki Palmer, *Campaign Director*
Purpose Built Communities

npalmer@purposebuiltcommunities.org

LEARN MORE!



**PURPOSE BUILT
COMMUNITIES®**

