



2013 **NONPROFIT SUMMIT** **From Ideas to Action**

Game-Changing Community Strategies

11:30am – 12:45pm

Facilitator: Karris Jackson, POISE Foundation

Speakers: Christina Perry, Purpose Built Communities

Evan Smith, Purpose Built Communities

Michele Rone Cooper, McAuley Ministries

Eric Stoller, The Heinz Endowments



2013
NONPROFIT
SUMMIT
From Ideas to Action

Twitter Handles

GPNP - @GPNPpgh

Forbes Funds - @TheForbesFunds

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Purpose Built Communities - @PBcommunities

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Purpose Built Communities

Revitalizing Neighborhoods to Break the Cycle
of Poverty



PURPOSE
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COMMUNITIES

45 million Americans live in poverty

More than **1 in 5 children**
live in poverty



Children born into poverty are:

- **3x more likely to drop out of high school**
- **7x more likely to be in worse health**

than their higher-income peers

Concentrated poverty leads to even worse outcomes



~50% of poor children live in areas of concentrated poverty

In areas of concentrated poverty:

- 86% of 3rd graders read below grade level
- 2x as many adults lack a high school diploma
- Residents can experience ~ 12 times higher homicide rates



Concentrated poverty is defined as an area in which >30% of the population is living below the poverty line

Concentrated poverty affects everyone

It is estimated that childhood poverty :

- Reduces productivity and economic output by ~\$160B
- Raises the costs of crime by ~\$160B
- Raises health expenditures and reduces the value of health by ~\$150B



- The costs to the U.S. associated with childhood poverty total ~\$500B per year – nearly 4% of GDP

Our mission is to transform these neighborhoods

A holistic approach
using East Lake as a **basis**
for a model that has
proven results



**Neighborhood
Transformation**
that is both **physical**
and human

A path to break the cycle of poverty and build healthy neighborhoods

- **The East Lake Story**
- **A Model for Success**
- **Purpose Built Communities Network**

East Lake Meadows - 1995



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East Lake Meadows - 1995

Housing

- 100% public housing
- 1400 residents in 650 apartments
- 40% of units unlivable



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- 40% of units unlivable
- Private disinvestment in area

Safety

- 18x national crime rate
- 90% of families victims of a felony each year



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Sources: Selig Center for Economic Growth (2008); Thomas D. Boston (2005)

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Employment

- 13% employment
- 59% of adults on welfare
- Median income of ~\$4,500



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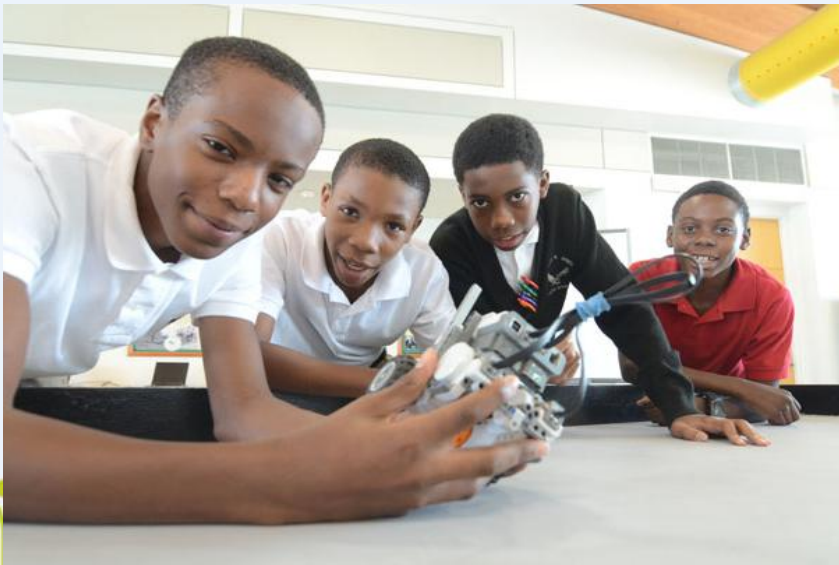
Employment

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- 59% of adults on welfare
- Median income of ~\$4,500

Education

- One of lowest performing schools in Georgia
- 5% of 5th graders meet state math standards
- 30% graduation rate

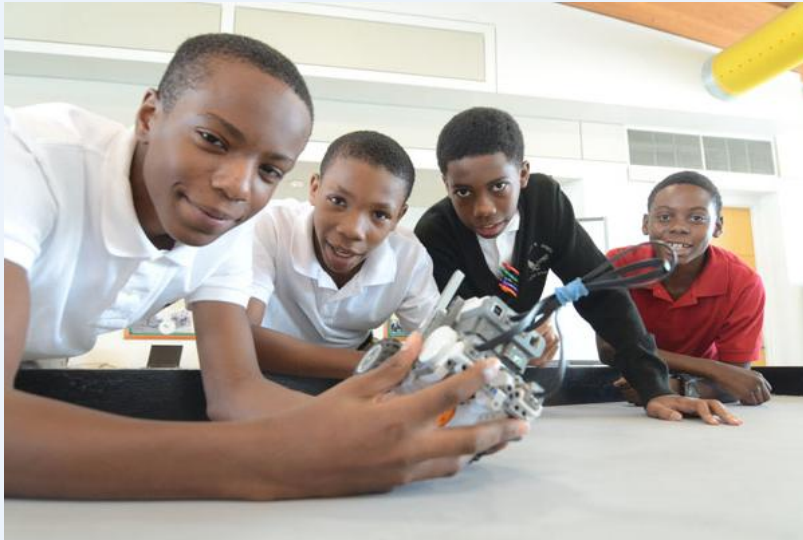
Villages of East Lake - Present



Villages of East Lake - Present

Housing

- High-quality, privately managed housing
- Mixed-income (50% public housing, 50% market rate)
- 1400 residents in 542 apartments



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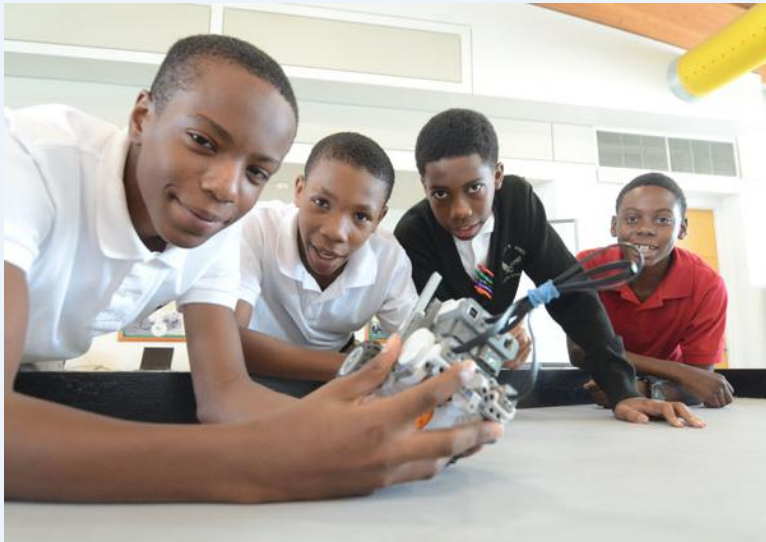
Villages of East Lake - Present

Housing

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Safety

- 73% reduction in crime
- 90% lower violent crime
- 50% lower crime than city



Villages of East Lake - Present

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Employment

- 70% employment in public housing, remainder in job training, elderly or disabled
- Median income of ~\$16k in public housing households



Villages of East Lake - Present

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Education

- ~1000 in Pre-K through 8th
- 97% meet or exceed state standards
- A top performing school in Atlanta and the state

The project becomes a model

- The East Lake Story
- A Model for Success
- Purpose Built Communities Network

The East Lake transformation gave rise to a replicable model

A Defined Neighborhood



Mixed Income
Housing



Cradle-to-College
Education Pipeline



Community
Wellness

A Strong Lead Organization



PURPOSE
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Replace concentrated low-income housing with mixed-income housing



Mixed-income housing:

- Ensures high standards in design, development and operation
- Attracts additional public and private investment to the neighborhood
- Destigmatizes the neighborhood

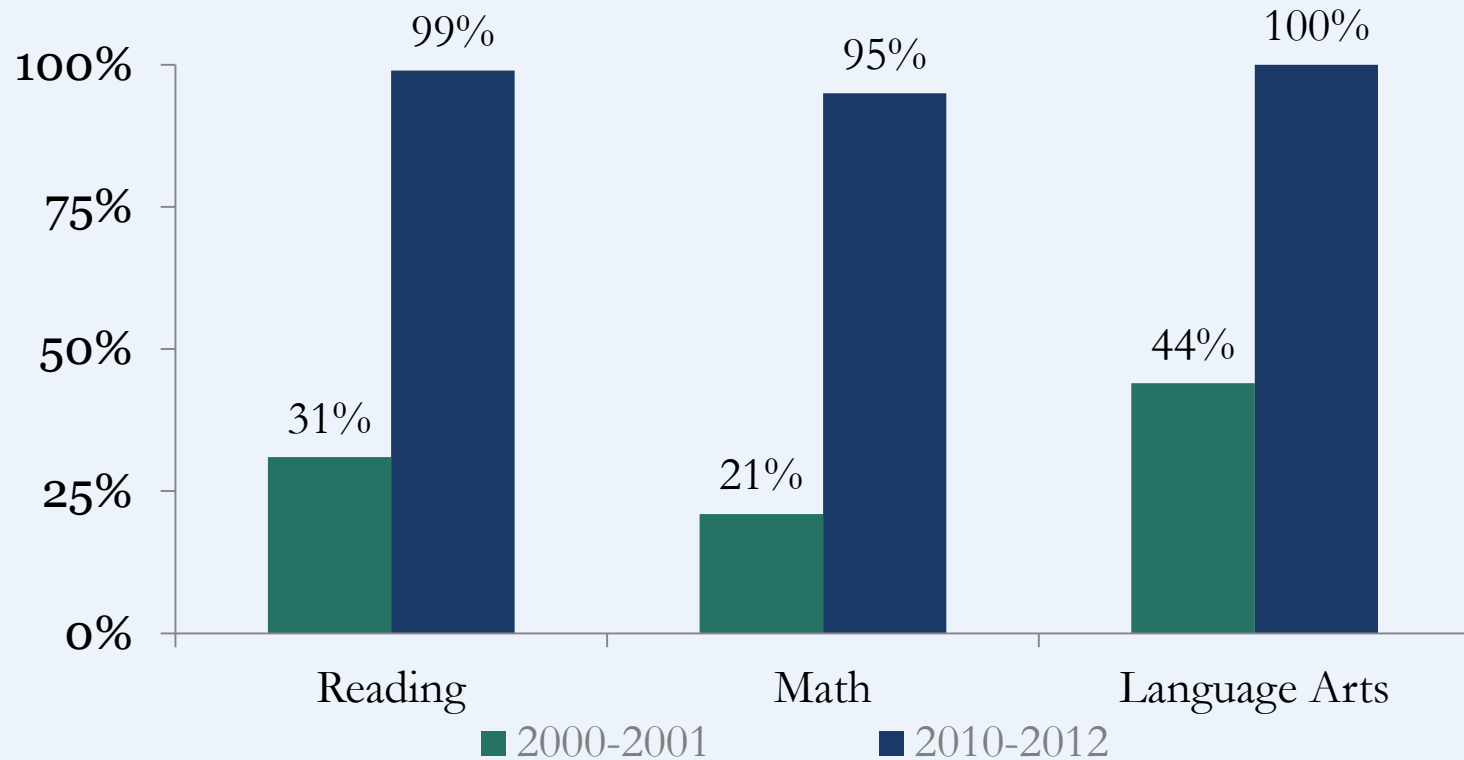
Implement a cradle-to-college education pipeline



- Direct control of school
- A neighborhood focus
- Emphasis on high-quality Early Childhood Education
- Seamless coordination between each aspect of the pipeline

Drew Case Study: Drew students have shown tremendous improvement

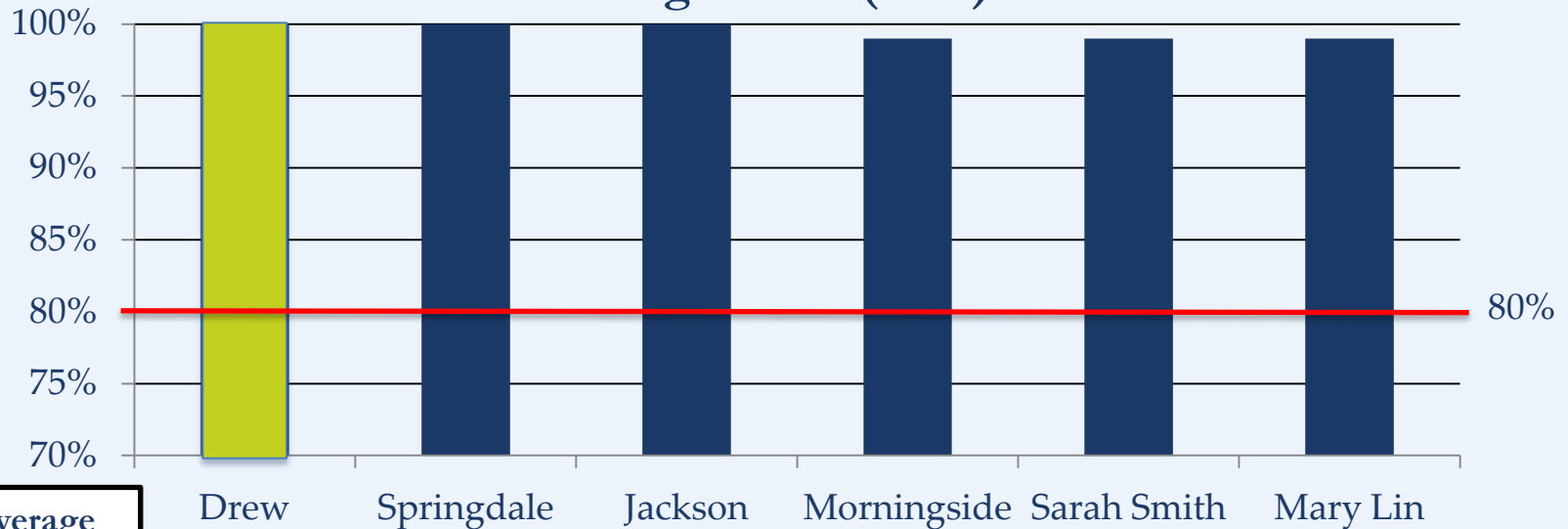
Percentage of Drew 4th graders who meet or exceed standards (2012)



Drew moved from being the **69th ranked** school (last place in 2000-01) in the APS system to the **4th ranked** elementary school and the **1st ranked** middle school

Drew Case Study: Drew is on par with the highest performing Atlanta schools

Percentage of Drew 3rd graders who meet or exceed standards on the Reading CRCT (2012)



%
eligible
for FRL

%
African
American

62%	15%	9%	9%	11%	13%
91%	21%	12%	14%	15%	20%

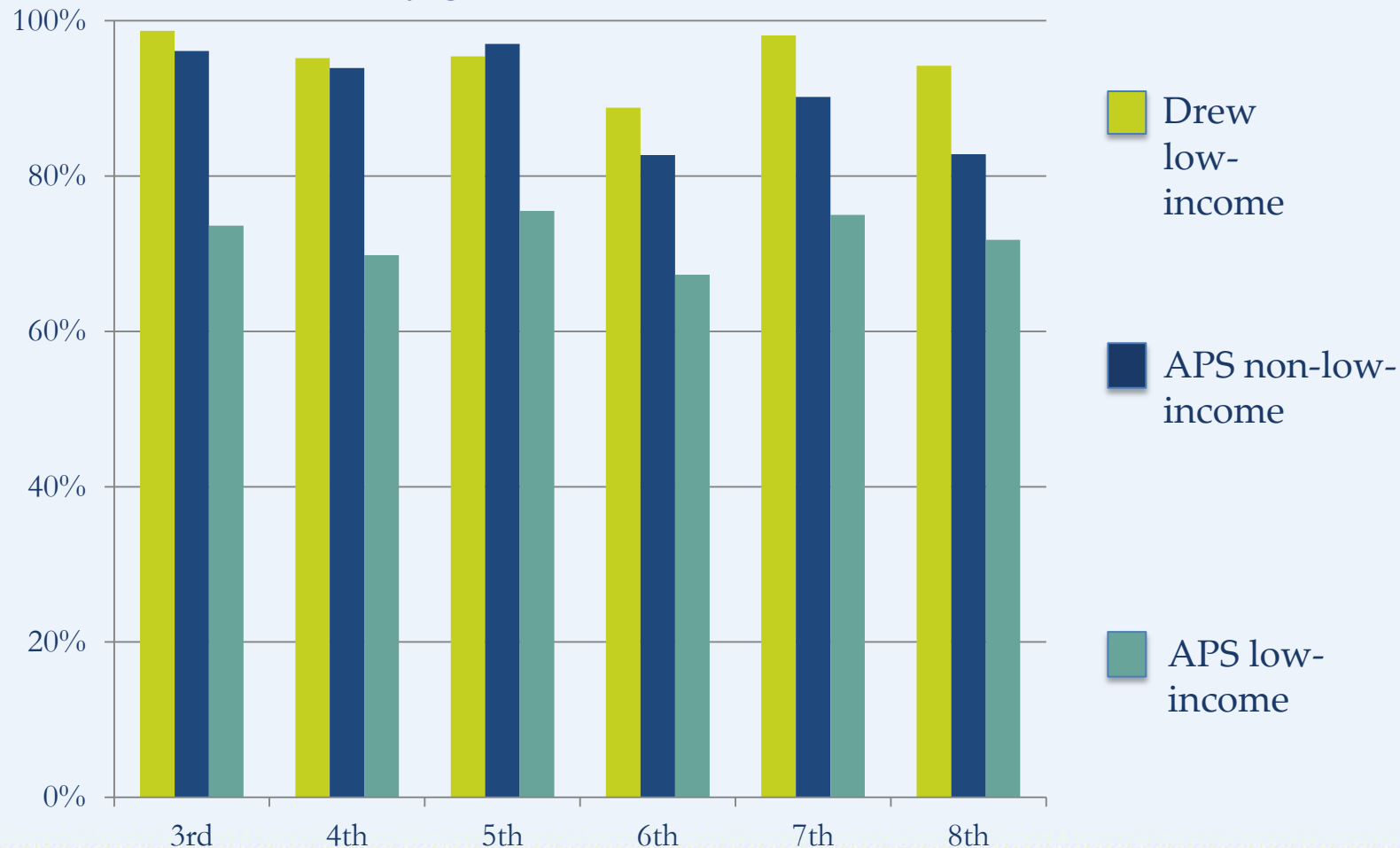
Drew is eliminating the achievement gap



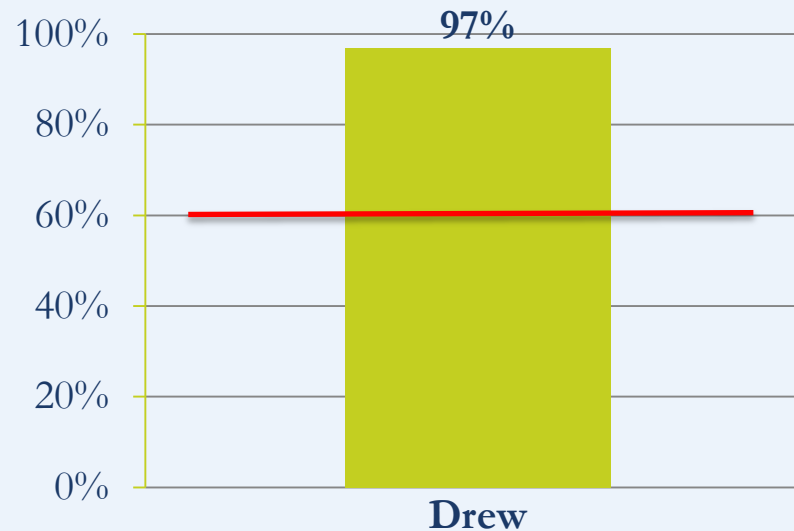
Source: GA Department of Education (CRCT scores – 2012); FRL: GA Department of Education Report Card 2011.

Drew Case Study: Drew's low-income students outperform APS's non-low-income students

% of Students that meet or exceed standard on CRCT by grade (2011)



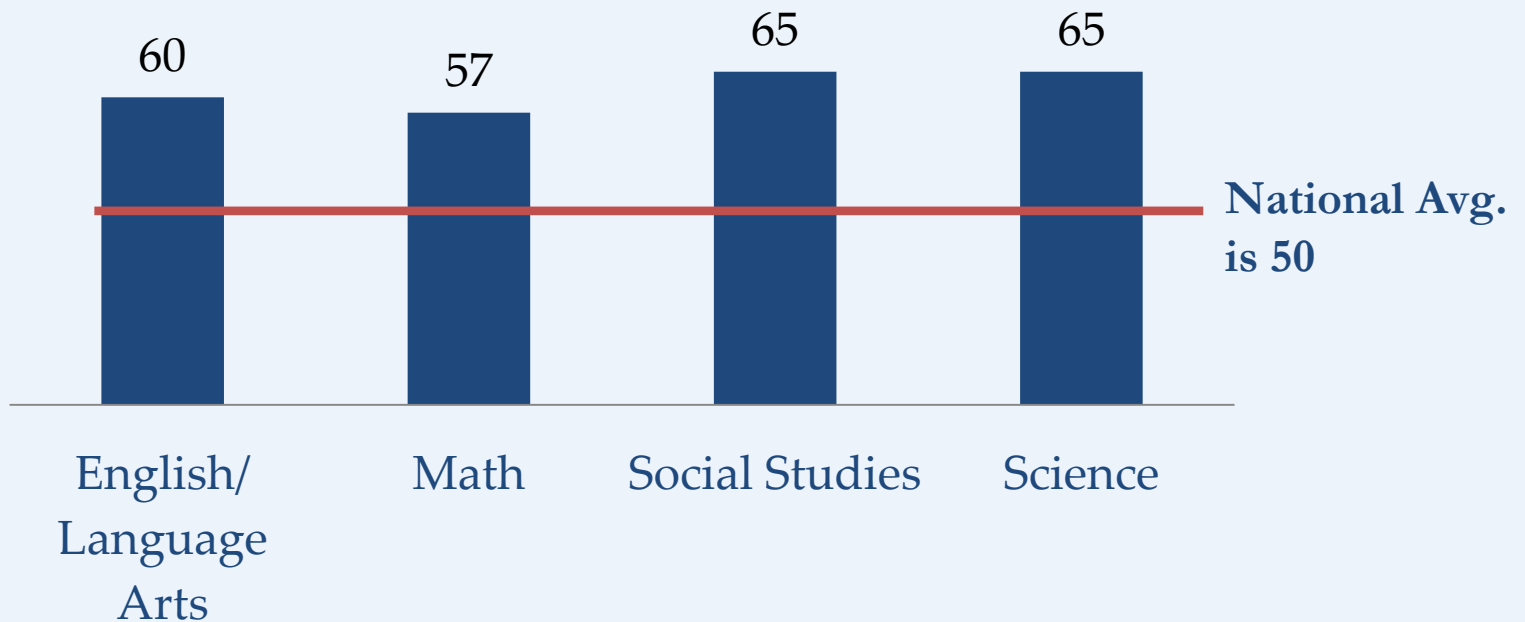
Drew Case Study: Drew is ranked #1 in the state for schools serving both low-income and minority students



Average for schools serving both >60% low-income and >60% African American students

Drew Case Study: Drew's success is not limited to Georgia standards

Average of Drew's percentile in grades 3 through 8 on the Iowa Test of Basic Skills (2012):



Infuse community wellness with top quality amenities and support services



- **Provide high-quality** community facilities and support services
- Design services that will both **support low-income families** and **attract middle-income families**

In East Lake, there are many effective, coordinated programs that meet neighborhood needs



- Job readiness
- Benefits screening
- After school programs
- Tutoring and mentoring
- Community garden



- YMCA recreation and health programs
- Golf programs
- Community social events
- Summer camps

In East Lake, there are also facilities to support the community

YMCA



Publix grocery



Develop a strong Lead Organization

- **Newly formed non-profit** with a single focus
- Ensures that all programs are **connected, coordinated and seamless**
- Ensures **high quality** programming
- Ensures people in the **target neighborhood** are **the ones served**
- Braids a **sustainable funding stream**
- Serves as a **single point of accountability**

This is the Purpose Built difference

Define a specific neighborhood

Atlanta, GA



East Lake



- The target area of investment (in orange) is less than 1 square mile

Target Area (Orange): Est. population of ~1,400
Area of Impact (Green): Est. population of ~16,000



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Note: Population estimated based on 2010 Landscan data from USAID
Source: Population estimate from "population explorer" (<http://www.populationexplorer.com/#>)

The impact will spread into the surrounding community

Increase in residential appraised value
\$131M

- ~350 townhouses
- ~ 175 single family homes
- ~ 100 duplex units

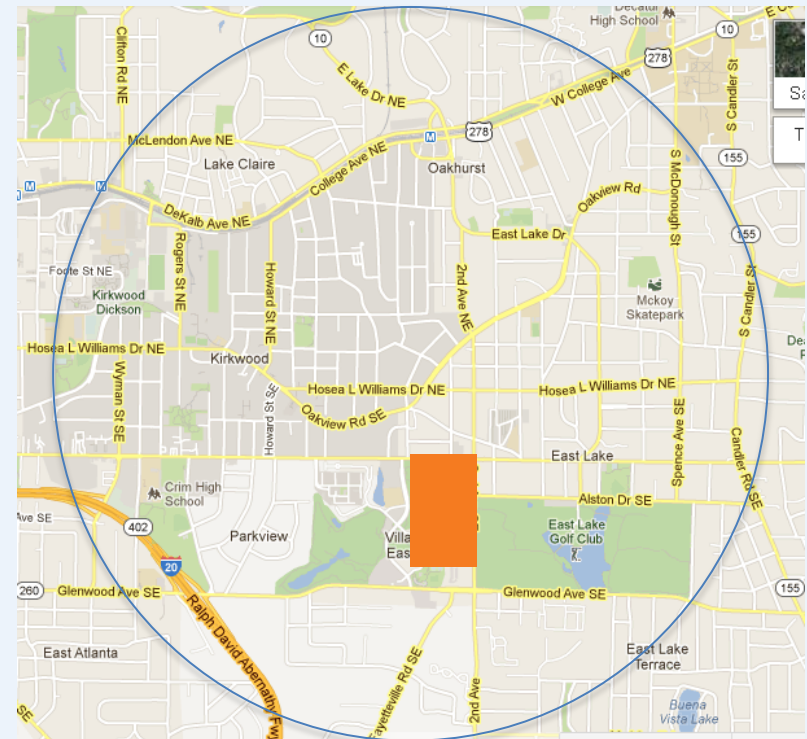
Commercial investment
~\$30M

- New grocery store (Publix)
- New bank branches (Wells Fargo, Sun Trust)
- Revitalized gas station (BP)

- New Wal-Mart

The % gain in existing home prices enjoyed by East Lake residents was 4x larger than that realized by the typical Atlanta home owner

East Lake



The Purpose Built Communities Model

A Defined Neighborhood



Mixed Income
Housing



Cradle-to-College
Education Pipeline



Community
Wellness

A Strong Lead Organization



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- **The East Lake Story**
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Success of the model requires the right building blocks



Leadership

- Strong civic/business/fait-based leadership that fully supports PBC's holistic development vision and approach



Housing

- Housing development with concentrated poverty
- Sufficient scale for neighborhood transformation
- Economically viable surrounding area (essential to attract market rate residents)
- Sufficient funding resources for affordable component



Education

- Potential for direct local control of schools
- Preference for neighborhood children to attend schools

Two early stage successes indicate the model is replicable: New Orleans

Before



After



- **Lead Organization:** Bayou District Foundation (<http://bayoudistrictfoundation.org/>)
- **Housing:** Master Plan includes 900 mixed-income units (300 public, 300 low-income, 300 market rate) with ~675 built to date
- **Education:** High quality early education center, Educare of New Orleans, K-8 charter school operating in temporary facilities, new building in pre-development
- **Community Wellness:** Plans include YMCA, grocery store, health clinic, and city park revitalization

Two early stage successes indicate the model is replicable: Indianapolis

Before



After



- **Lead Organization:** Meadows Community Foundation (<http://avondalemeadows.org/>)
- **Housing:** Master plan includes 600 high-quality mixed-income apartment homes and 250 townhomes and single-family homes
- **Education:** Two of Indianapolis' finest charter schools are in operation
- **Community Wellness:** Plans include a 70,000 sq. ft. multi-use health and wellness center, a full-service grocery store and commercial shops

Purpose Built is helping transform neighborhoods across the country



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Thank you



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Contact us

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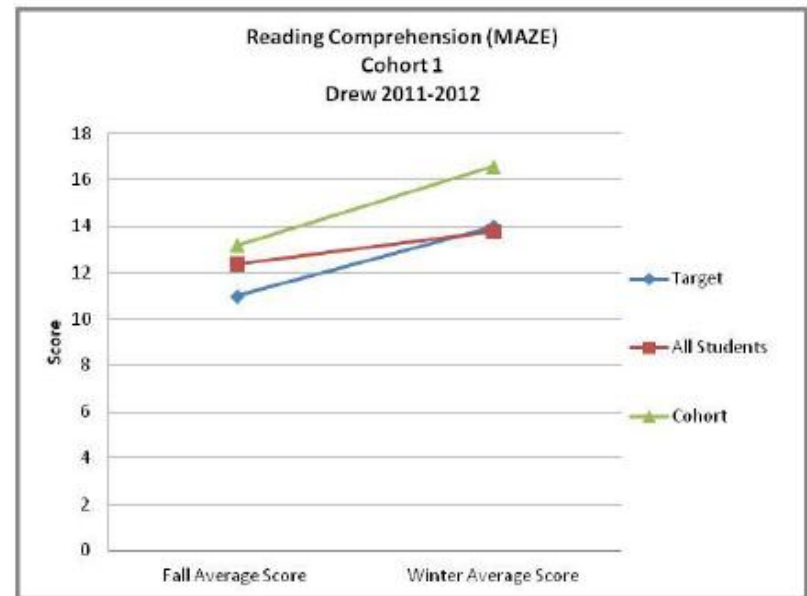
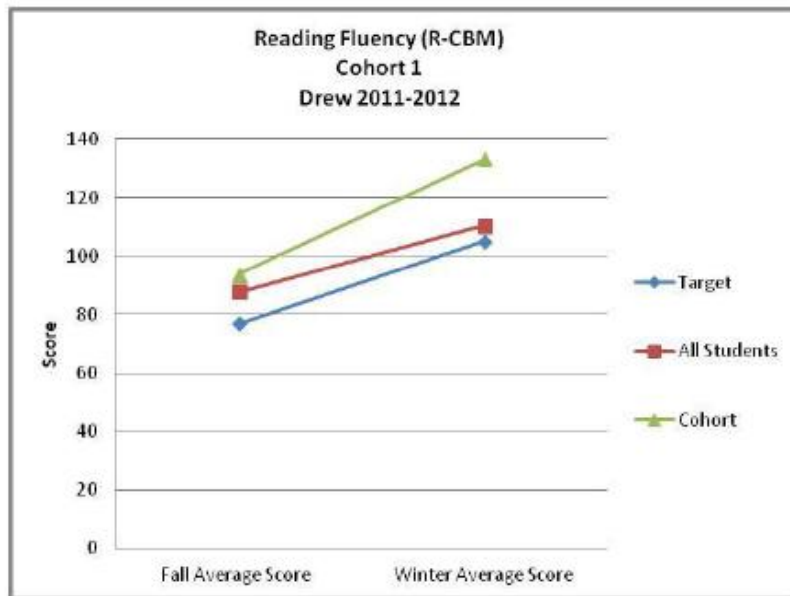
Residents were actively involved in the planning process



- Engaged in decision-making
- Held leadership roles throughout planning
- Given first choice for relocation
- Given priority for new units in housing development

Case Study: Early Learning pipeline prepares students for kindergarten

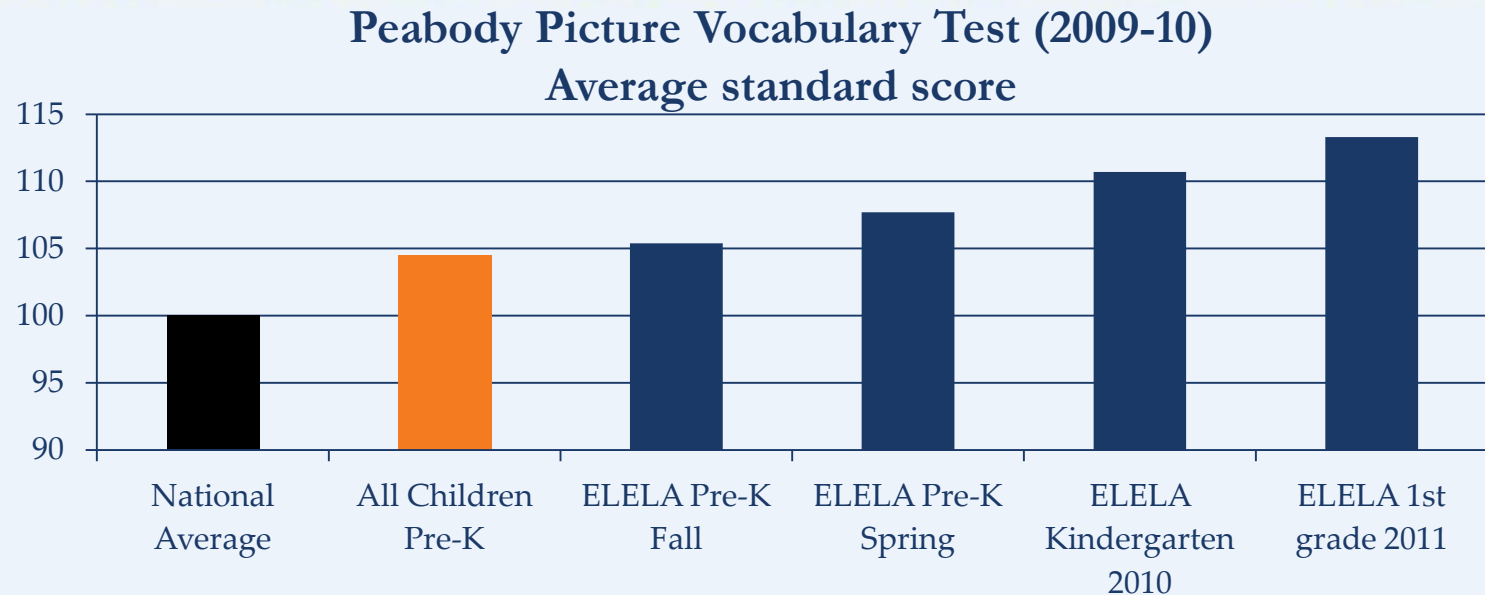
Children who attended Drew's Pre-K performed, not only **above targets** established by AIMS Web developers, but also **outperformed their peers** in both reading fluency and reading comprehension.



Pipeline leads to a more rigorous and successful K-8 experience

- Kids are better prepared when entering kindergarten and can handle a more rigorous, accelerated curriculum as they move through the school
- Allows for longitudinal tracking of students through the pipeline
- Children continue to improve over time through 8th grade

Case Study: Early Learning pipeline fosters a lasting impact



- On average, children attending East Lake Early Learning Academy scored above the national average on the PPVT-4.
- The children maintained above-average scores and scores have increased annually
- These data illustrate the lasting impact of a quality, language-rich preschool on language development

East Lake Early Learning – moving beyond East Lake

- Over **300 children on site** ages 6 weeks old through Pre-K (4 years old) annually
- The research and design site for the Rollins Center, impacting over **13,000 students** (birth – 5)



- Training site for all Teach For America Pre-K teachers in the Metro-Atlanta teaching corps
- Rollins Center/Drew online learning modules reach 173 Pre-K and Kindergarten Teach For America teachers in **13 regions** across the country