

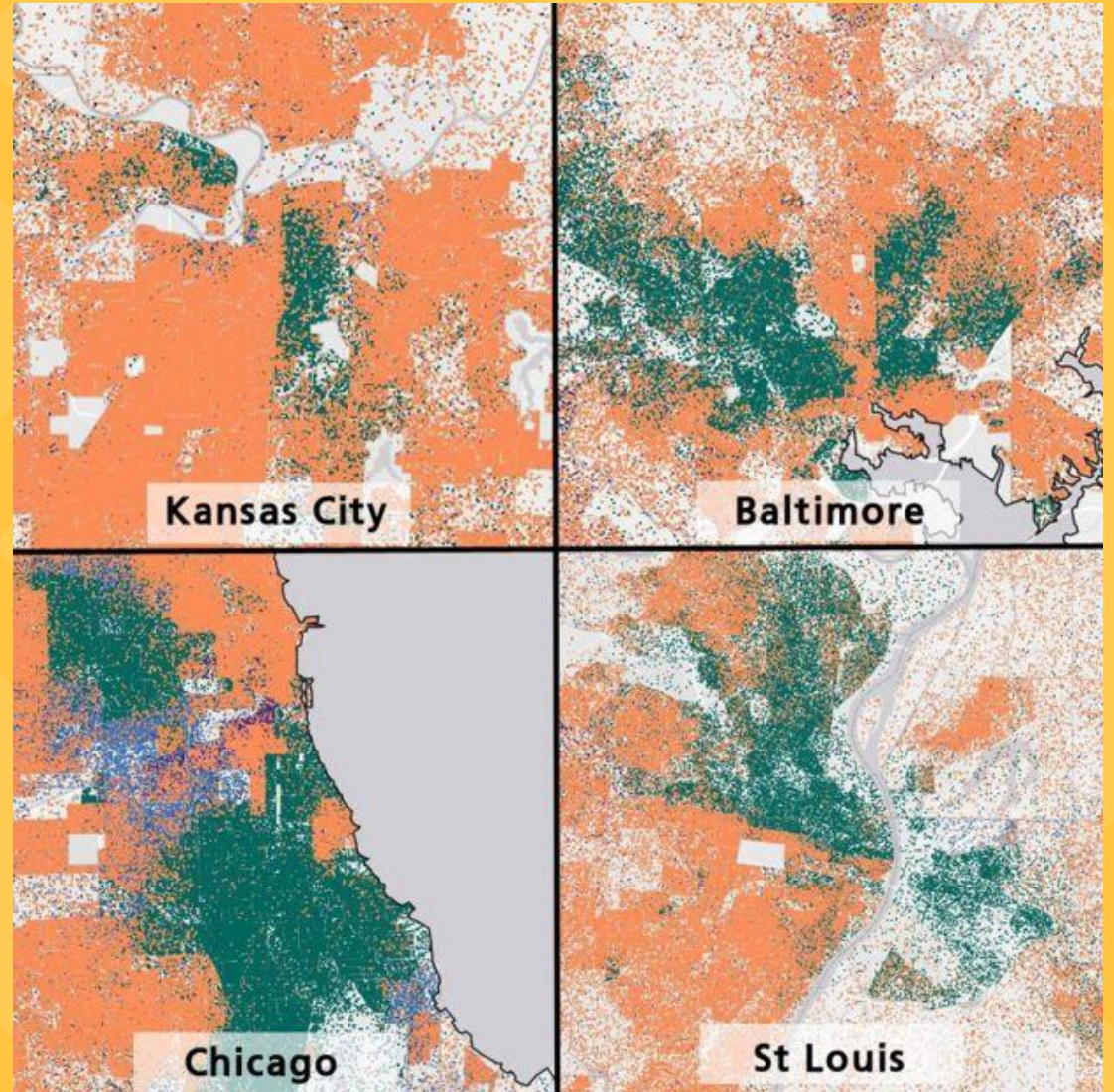


Prosperity Starts With Place™

Carol R. Naughton | President and Chief Executive Officer

Purpose Built Communities

Neighborhoods of concentrated poverty have been caused by centuries of systemic challenges.



Richard Rothstein, *The Color of Law*

neigh·bor·hood·ist™

/ˈnābər,(h)ood,əst/ noun

One who believes neighborhoods are a critical engine of change for creating prosperity and opportunity for all.

EAST LAKE COMMUNITY

Before

\$4,500

Average Annual
Income

13%

Employment
Rate

30%

Graduation
Rate

18x

National Avg.
Crime Rate



EAST LAKE COMMUNITY
After



93%

of individuals who
attended financial classes
and/or financial coaching
opened and maintained a
savings account

78.9%

2023 College
Enrollment Rate

Drew Charter School

98.4%

Class of 2023
Graduation Rate

Drew Charter School

99%

Reduction
In Violent Crime

“ We don't
make race
cars; we make
race cars
go **faster.** ”



CRADLE-TO-COLLEGE
EDUCATION

MIXED-INCOME
HOUSING



Mixed-income housing to give legacy residents more options for places to call home, while attracting new neighbors.

COMMUNITY
WELLBEING



NEIGHBORHOOD
RESIDENTS

COMMUNITY
QUARTERBACK
ORG

ECONOMIC
VITALITY



COMMUNITY
CENTER

BANK

CAFE

MIXED-INCOME HOUSING



An excellent education that starts early and prepares children for college and careers.

CRADLE-TO-COLLEGE EDUCATION



COMMUNITY WELLBEING



COMMUNITY QUARTERBACK ORG

ECONOMIC VITALITY



NEIGHBORHOOD RESIDENTS



COMMUNITY CENTER

BANK

CAFE

MOBILE HEALTH

MIXED-INCOME HOUSING



CRADLE-TO-COLLEGE EDUCATION



SCHOOL



ECONOMIC VITALITY



COMMUNITY QUARTERBACK ORG



COMMUNITY WELLBEING



Inclusive spaces that nurture residents, ensuring they are connected and cared for.

MIXED-INCOME HOUSING



CRADLE-TO-COLLEGE EDUCATION



Economic activity that meets the needs of residents and helps build wealth and upward mobility.

COMMUNITY WELLBEING



COMMUNITY QUARTERBACK ORGANIZATION



ECONOMIC VITALITY



RESIDENTS

COMMUNITY CENTER



BANK

CAFÉ

CRADLE-TO-COLLEGE EDUCATION

MIXED-INCOME
HOUSING



The Community Quarterback Organization is the secret sauce that ties all of this work together to deliver excellent outcomes with and for neighbors.

COMMUNITY
WELLBEING



community activity that meets the needs of all residents and helps build a path to upward mobility.

NEIGHBORHOOD
RESIDENTS



COMMUNITY
QUARTERBACK
ORG

ECONOMIC
VITALITY



COMMUNITY
CENTER

BANK

CAFÉ

Welcome to a Purpose Built Community.

MIXED-INCOME HOUSING



CRADLE-TO-COLLEGE EDUCATION



SCHOOL

ECONOMIC VITALITY



COMMUNITY QUARTERBACK ORG

COMMUNITY WELLBEING



NEIGHBORHOOD RESIDENTS



COMMUNITY CENTER



BANK

CAFÉ

NORTHSIDE DEVELOPMENT GROUP
Spartanburg, SC



MIXED-INCOME HOUSING

417

New mixed-income rental homes

47

New mixed-income for-sale homes

35

Homes repaired

COMMUNITY WELLBEING

Harvest Park

Hub City Farmers Market, urban farm, café, and event space

\$1.6M
Investment

Butterfly Creek

Walking and bike paths

\$1.9M
Investment

CRADLE-TO-COLLEGE EDUCATION

The Franklin School

96%

Of students are kindergarten-ready

Cleveland Academy of Leadership

Triple digit growth for Math, Reading, and Science Proficiency

ECONOMIC VITALITY

Dr. TK Gregg Community Center

Restaurants, bookstore, and entrepreneurial space

\$16M
Investment

Start:Me

14-week entrepreneurship accelerator program

Our Network Members' Impact to Date

BLACK HOMEOWNERSHIP

40%

vs. 21% in 2018

Atlanta, GA

PRESCHOOL ENROLLMENT

85%

vs. 65% citywide

Spartanburg, SC

EDUCATIONAL ACHIEVEMENT

7

Network schools **removed** from 'failing schools' lists

CRIME RATE

99%

Reduction

New Orleans, LA

COLLEGE GRADUATION

47%

Highest college graduation rate in the City of Atlanta

OVER

\$3B

Invested To Date

Our work is purposeful, and personal

REPRINTED FROM **THE WALL STREET JOURNAL.**
WEDNESDAY, APRIL 24, 1996

By DOUGLAS A. BLACKMON
And EMORY THOMAS JR.
Staff Reporters of THE WALL STREET JOURNAL

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ATLANTA — On a sticky evening last summer, in a packed apartment in one of the most violent public-housing projects in the city, a game of poker with a \$52.5 million pot was coming to a boil.

On one side of the room sat Greg Giornelli, executive director of the CF Foundation, a local charity. For months, the foundation had been pressing residents of the East Lake Meadows housing project to accept a donation to help demolish their battered neighborhood — and then rebuild it with, of all things, a golf course as a centerpiece. But in meeting after meeting, the tenants balked, fearing there was some hidden agenda.

Finally, Mr. Giornelli threw up his hands. Unless the residents embraced his plan, he said, the \$52.5 million redevelopment effort he represented would walk out the door. Eva Davis, a 60-year-old great-grandmother and head of the tenants association, listened quietly. Then she laughed. “Greg, What do you take us to be?” she recalls telling the neatly dressed attorney. “Do you think



Eva Davis

him. “In my experience, there has been nothing like this process,” he says.

As the CF Foundation discovered, those trying to rebuild the inner city underestimate the Eva Davises of the world at their peril. Often, amid the tattered lives and buildings of these troubled neighborhoods, there is a complex society-within-a-society, where the little power that exists is held in the hands of a single leader.

In Atlanta, Mr. Giornelli and his colleagues came to understand what many city officials — and her occasional rivals — already knew: Mrs. Davis alone speaks for East Lake Meadows.

Problem Solver

“I can be as sweet as any honey you ever tasted, until you rub me the wrong way,” Mrs. Davis says. “You push me in a corner and I’m coming after you just like a damn cat.”

Possessed of a preacher’s voice and a piercing stare, she has assumed the role of modern-day ward boss. Was a roof leaking? Was a family attempting, without success, to move into a bigger apartment? Was the city ignoring the drug peddlers on the corner? Mrs. Davis could find the bureaucrat, the politician, the work crew or the publicity to solve each problem.

“Nobody on the outside can know” how an East Lake Meadows operates, Mr. Giornelli says. “The only way you learn about the culture and the politics of a public-housing community is to get in there and be with everybody.”

Around the country, public authorities

ing barbecue. When he was on the road, she lived in the home of the county’s white sheriff, who was a family friend.

In the 1960s, as a young mother in Atlanta, she was swept up in the poverty protests of welfare-rights groups and the local civil-rights campaigns of the Rev. Dr. Martin Luther King Jr. Even then, she started neighbors and local officials with a streak of defiance rare in an African-American community only a few years removed from the Jim Crow South.

When Mrs. Davis and her six children moved to East Lake Meadows in 1971, she helped found, and was elected president of, a tenants association. A year later, she led residents on a rent strike, which resulted in officials installing sidewalks and lighting and rerouting a bus into the project.

Over the years, she worked as a bus monitor and an aide in local public schools. She now lives mostly on Social Security disability payments. But she has spent most of her time agitating for change at East Lake Meadows.

In 1990, four-year-old Monica Carr was killed in a hail of 41 bullets fired into her family’s apartment by teenage hoodlums, the only other power center at East Lake Meadows. Mrs. Davis called news conferences and criticized police for allegedly lax patrols. The next year — when an eight-year-old boy was killed by police during a drug raid — then-Mayor Maynard Jackson ordered police to set up a mobile Jackson ordered police to set up a mobile precinct in the community. Round-the-clock patrols continued for months. Even today, an Atlanta Housing Authority

