

Purpose Built Communities

Revitalizing Neighborhoods to
Break the Cycle of Poverty

Tuesday, August 19, 2014



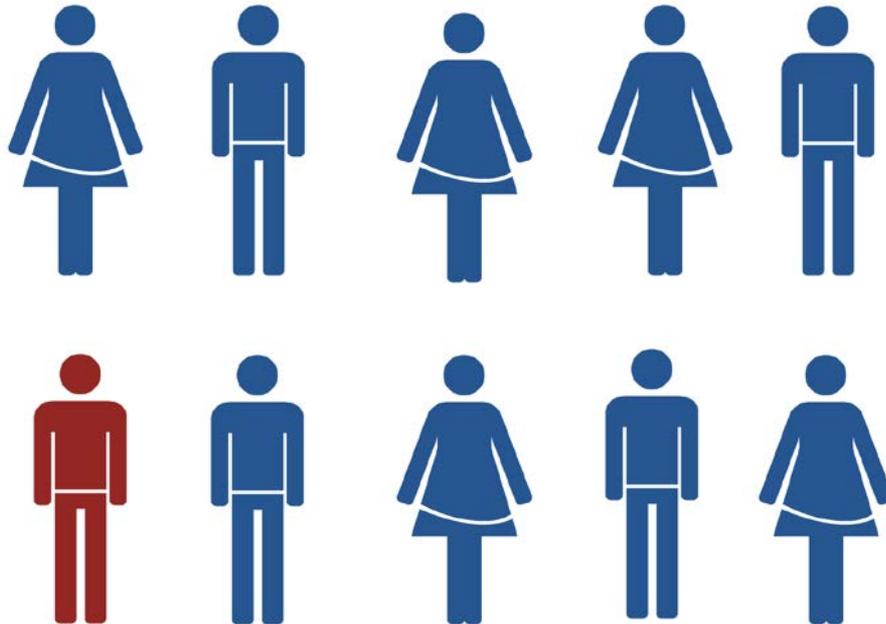
PURPOSE
BUILT
COMMUNITIES

Changing neighborhoods. Changing lives.

Poverty continues to undermine the American Dream

48.8 million Americans live in poverty¹

48.8 million > the entire populations of Canada, Denmark, and Ireland combined



42% of children born to parents in the bottom fifth of the economic distribution remain in the bottom as adults²

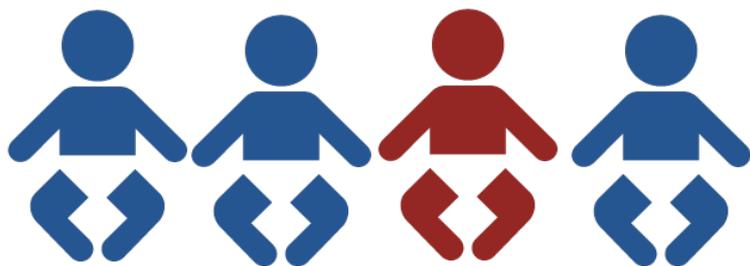
23% rise only to the second fifth²

That is more than **1 in 10 Americans**

¹ U.S. Census Bureau, American Community Survey Briefs: Household income – 2012, ² National Center for Children in Poverty “Child Poverty and Intergenerational Mobility”

Children experience poverty at even higher rates

16.1 million children live in poverty



That is **1 in 4** American children

50%

Of poor children live in concentrated poverty

Concentrated poverty: >30% lives below the poverty line

Living in concentrated poverty often has dire implications for children

88% of 3rd graders living in concentrated poverty read below grade level



That is more than **6 out of 7** children

- 2x as many adults living in areas of concentrated poverty lack a high school diploma
- Residents of areas of concentrated poverty can experience 12 times higher homicide rates.

The human and economic costs of childhood poverty affect everyone.

It is estimated that **childhood poverty...**

Raises health expenditures by

\$150 billion

Raises the cost of crime by

\$160 billion

Reduces productivity and economic output by

\$160 billion

The total costs to the United States associated with **childhood poverty** equals

\$500 billion per year

The economic imperative – Social Security Crisis

Year	Ratio of SSI Recipients To Workers
1940	159.4
1950	16.5
1960	5.1
1970	3.7
1980	3.2
1990	3.4
2000	3.4
2010	2.9

**We need everyone in America prepared to be
successful in a knowledge based economy**

Purpose Built Communities is working to break the cycle of poverty

Our holistic approach uses East Lake as a **basis for a model** that has **proven results**



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



East Lake Meadows - 1995



East Lake Meadows - 1995

Safety

- 18x national crime rate
- 90% of families victims of a felony each year
- \$35 million a year drug trade

Housing

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

Employment

- 13% employment
- 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

Safety

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

Housing

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

Employment

- 75% employment in public housing, remainder in job training, elderly or disabled
- Median income of ~ \$15k in public housing households

Education

- ~1500 in Pre-K through 10th
- 98% meet or exceed state standards
- A top performing school in Atlanta and the state

The East Lake transformation gave rise to a replicable model



Mixed Income
Housing



Cradle-to-College
Education Pipeline



Community
Wellness

Defined Neighborhood

Develop a strong lead organization to serve as the community quarterback

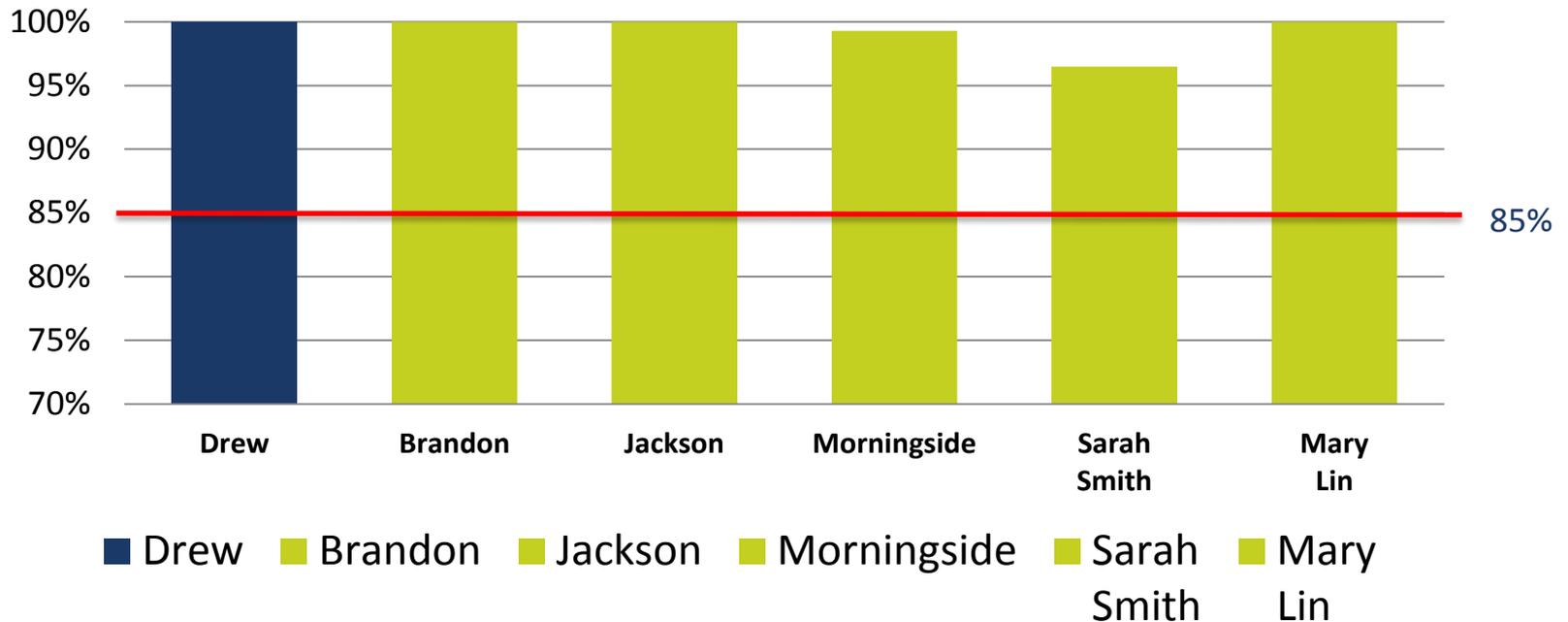
- Newly formed non-profit with a single focus
- Ensures that all programs are **high quality, coordinated and seamlessly connected**
- Ensures people in the **target neighborhood are the ones served**
- Braids a **sustainable funding stream**
- Serves as a **single point of accountability**

This is the Purpose Built difference



Students in the East Lake pipeline are performing on par with the highest performing Atlanta schools

Percentage of 3rd graders who met or exceeded standards on the 2013 Reading CRCT



Free or Reduced Lunch Population	Drew	Brandon	Jackson	Morningside	Sarah Smith	Mary Lin
	62%	14%	9%	9%	13%	11%

Source: GA Department of Education (CRCT scores – 2013); (FRL Data: 2013).

This is significant as the educational gap widens across America between the poor and the wealthy. (New York Times, February 9, 2012)

Thank you



Contact us

Purpose Built Communities, LLC

3445 Peachtree Road, NE

Suite 175

Atlanta, Georgia 30326

(404) 591-1400

(877) 205-7481 (toll free)

Carol Naughton

cnaughton@purposebuiltcommunities.org

www.purposebuiltcommunities.org

