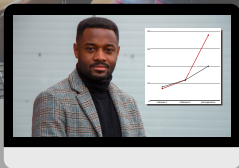


WHAT IS PROJECT COMMUNITY CAPITAL® ?

Project Community Capital® (PCC) is a social capital platform that connects people in underserved communities with jobs. PCC bridges the social capital of employment decision-makers of companies with individuals in low-income communities. PCC ensures that subcontractors who have socio-economic goals can meet their requirements by connecting them with individuals who are “Ready-To-Work”.



Perform community outreach & conduct our interview process

Outreach starts with leveraging the existing social capital within a given community. We reach out to trusted community leaders as a bridge to connect with residents. Outreach meetings and pre-screening interviews are then held at a local community venue where residents have easy access.

We're here to help. What we do:



Help subcontractors meet their goals

Employers utilize PCC to fulfill their employment needs. Subcontractors serve a core function as a user. Often, they suffer financial and reputational penalties by not meeting their socio-economic goals. PCC can help alleviate this impact, making it easier to deliver their construction projects at a lower cost and without significant employee turnover.



Get ready-to-work residents employed

By connecting ready workers to job opportunities, individuals can increase their earnings and provide a more stable life for themselves and their families. Low-income individuals can obtain stable employment, earn more income, and develop their social capital.



PCC Vetting: We look for RTA

In many instances, contractors claim they cannot find anyone reliable to work on their construction project, and they are given a pass. Meanwhile, individuals who are reliable, trustworthy, and ambitious, who can actually hold a job, don't even know the job exists.

Reliability
Trustworthiness
Ambition



SOCIAL CAPITAL – THE MOST VALUABLE CAPITAL THERE IS

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Principal of Northern Real Estate Urban Ventures

Founder of Project Community Capital

It's common knowledge that the people with the highest levels of social capital control the job market. People from low-income communities struggle to find employment, even when they have years of stable employment experience on their resumes or they successfully complete numerous workforce development programs. With little social capital, job opportunities remain elusive for people from historically disadvantaged populations.

As the principal of a private organization that has been in business for more than 20 years, and a black woman with a professional degree, I have rare access to the owners of professional service firms, construction companies, technology companies, and financial institutions, just to name a few. My life experience as both a woman and a minority has allowed me to identify with these social issues and driven me to invest my time in working with low-income communities. My level of social capital is rare for women of color, but it allows me to be a bridge to social capital for these communities.

When you really invest yourself and your time in low-income communities, you will discover what I have known for a very long time: people from low-income communities are quite capable of working for an extended period of time. These folks aren't lazy or unreliable, they just lack access to opportunity – they have very little social capital to help them ascend the economic ladder. Project Community Capital and critical thinking on topics of employment in low-income communities, our closed social capital networks, and our preconceived notions about people in less privileged, and farther removed social circles.

Social capital has become an increasingly important factor in access to opportunities for all communities from the academic to the affluent. Eighty percent of all jobs are found utilizing social capital, and only seventy percent of them are shared in the public realm. Social capital, indeed, is the most valuable capital there is. Already, I have leveraged my social capital to assist over 100 low-income people, including public housing residents and formerly incarcerated individuals, in obtaining employment with people I know. The challenge for low-income communities is that the traditional model of social capital as a means to access employment doesn't apply to them– they can't cross the redline.

The reality is that individuals from low-income communities still have challenges accessing job opportunities regardless of their skills, training, or past employment status. If they had meaningful social capital, then perhaps the most vulnerable citizens in our society wouldn't have to rely so heavily on social programs. Perhaps those same funds could be reinvested in platforms that provide social capital to low-income communities. We, as a society, need to come together and lend our social capital to those who lack it. By being a bridge to social capital, all of our communities will benefit. This is the mission of [Project Community Capital®](#).

A SOCIAL CAPITAL PLATFORM: IT WORKS



At PCC, we leverage our social capital to ensure low-income people, including public housing residents and formerly incarcerated individuals, can more easily obtain employment on projects in and around their communities. With PCC, residents, general contractors, and the community economy benefits.

PCC uses a three-pronged approach to job placement. We perform outreach, pre-employment screening interviews, and provide connections to jobs for “Ready-To-Work” individuals through a web-based application utilized by employers. These individuals are exported into the Workforce Leverage™ database. Employers register with Workforce Leverage to obtain access to “Ready-To-Work” candidates and can easily hire candidates with RTA.

our retention rate



permanent employment

almost half of the candidates employed gained permanent jobs after the construction job was finished



NOW, WE'RE ONLINE

visit our website & join our network



attend our employment workshops & virtual community meetings



follow us on social platforms

