

PROJECT COMMUNITY CAPITAL®: A SOCIAL CAPITAL PLATFORM

What is a social capital platform? And why does PCC use social capital?

WHAT IS SOCIAL CAPITAL?

Social capital is capital based on relationships that provide useful support when needed and those relationships are built on trust.



WHY SOCIAL CAPITAL?

The significance of the intervention is that PCC can help build social capital for low-income individuals. By leveraging social capital under a collective impact model, PCC can be a stepping-stone to long-term job opportunities, a bridge to building social capital for its members, and a means to reduce extreme economic inequality. If PCC can accomplish this, it will change employment practices in general and could help increase the income of more than 15 million people.



A SOCIAL CAPITAL PLATFORM

Fifty-six percent of jobs are found using social capital, and seventy percent of jobs are not publicly marketed. PCC's goal is to get low-income residents employed through the most effective employment tool: social capital. Affluent and connected people often have extensive networks and get employed easily. Underserved people rarely have that opportunity. PCC tips the scale.



CREATING SOCIAL CAPITAL

A lack of social capital has impacted generations of families who have been unable to access employment opportunities. Once underserved and underestimated ready-to-work residents get started on a more stable employment journey, their social capital networks will grow as well, sustaining the power of social capital and boosting employment.