

# Building Bonds and Bridges and Leveraging Links: A Place-Based Mobility Strategy Based on Social Capital Creation



# Agenda



Definitions: Social Capital, CDOs, and CDCs



The Important Role CDOs & CDCs Play in Advancing Economic Mobility



How CDOs & CDCs Use Social Capital to Do Their Work



What We Learned from Our Research with NC's CDO's and CDC's



Some Important Remaining Questions



# Types of Social Capital



**Bonding**



**Bridging**

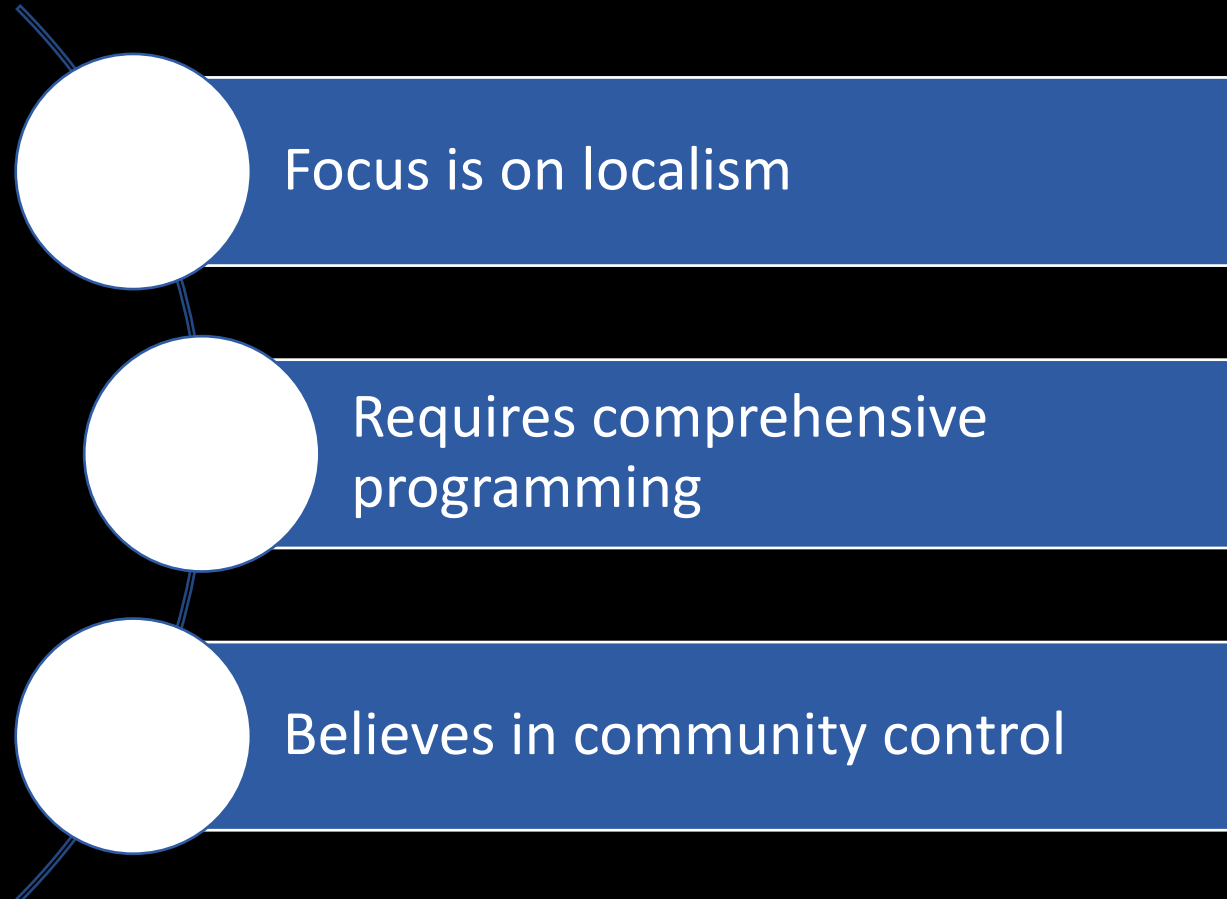


**Linking**

# What distinguishes CDCs?

## What are CDOs?

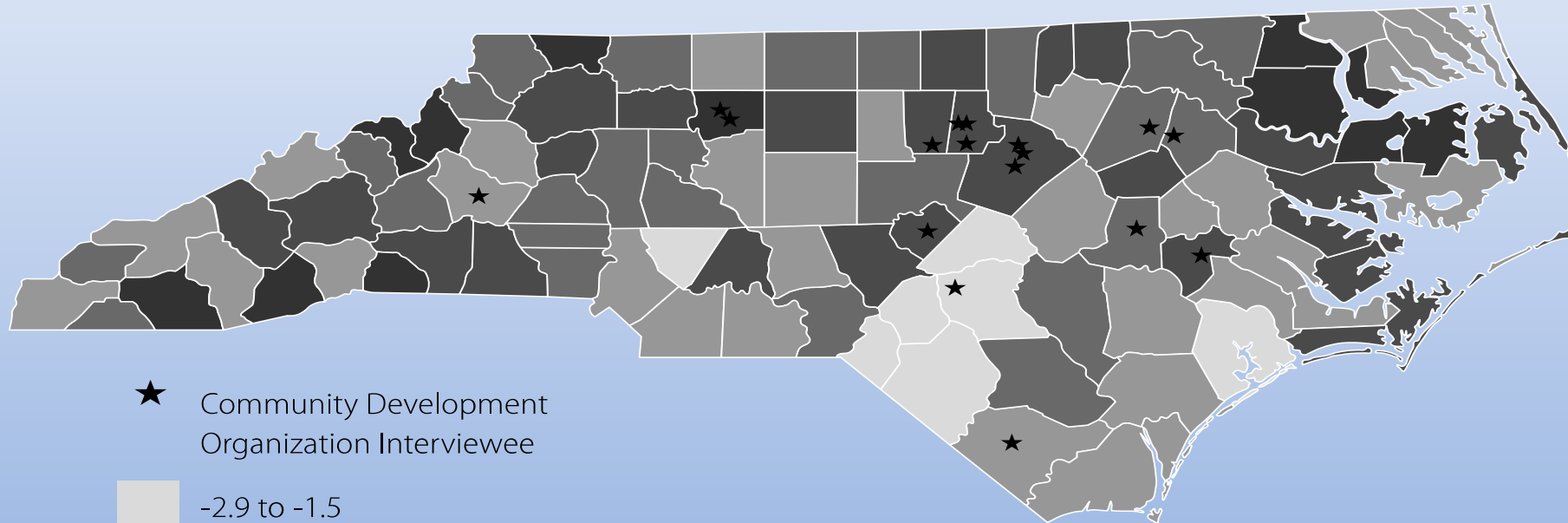
501(c)(3) organizations that work to develop the social, economic and physical dimensions of geographic communities



# Social Capital in North Carolina

## Social Capital Index

Normalized Values



★ Community Development Organization Interviewee

-2.9 to -1.5

-1.5 to -0.4

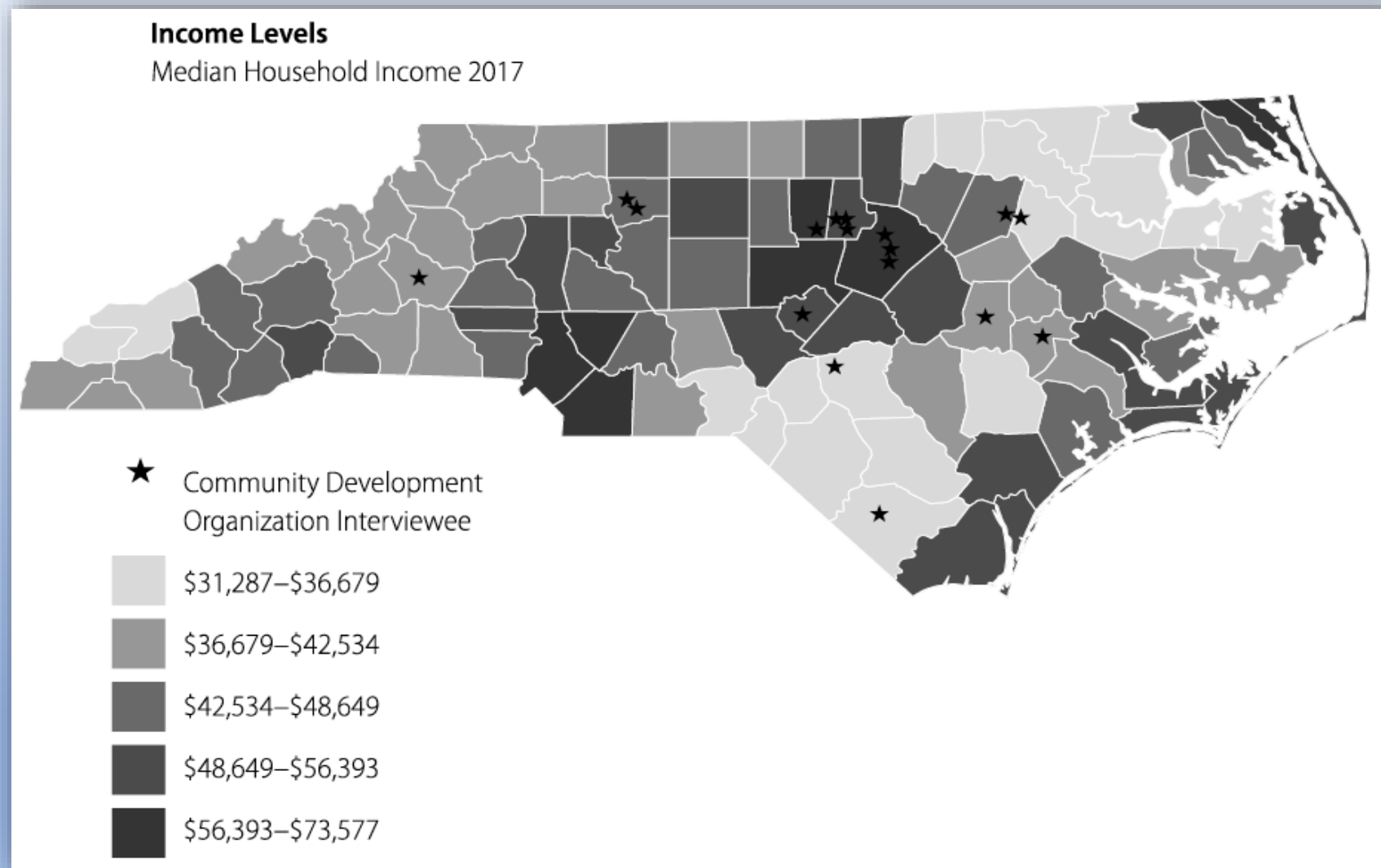
-0.4 to 0.2

0.2 to 1.1

1.16 to 2.9

The higher the number, the darker the color, the greater the social capital.

# Income in North Carolina



# Providing Pathways to the Middle Class for Residents of Low-Income Communities



Respondent



Messenger



Trust Beacon



Distributor



# OUR FINDINGS

Social Capital is intertwined in program delivery

Linking capital is vital to financial and political support

Social capital is placed-based

CDOs focus on bridging capital

# Remaining Questions for Further Research

- Are CDC's missing an opportunity to fully leverage bonding capital?
- How sustainable is linking capital that is based on relationships?
- Do rural and urban places need differing CDC social capital approaches?
- Would formalizing and evaluating their social capital strategies lead to better CDC outcomes?

# Presenter: Anita Brown-Graham



[brgraham@sog.unc.edu](mailto:brgraham@sog.unc.edu)



[@Anita4nc](https://twitter.com/Anita4nc)  
[@ncIMPACTsog](https://twitter.com/ncIMPACTsog)

## Co-Authors:

Maureen Berner, Jamie McCall, Jonathan Morgan, Tyler Mulligan,  
Nathalie Floyd, Christopher Hatton, Alice Mahood