

THE NEED

PROBLEM:

Black Americans are economically disadvantaged. A median Black family has 1/10th the wealth of a median White family, with a higher rate of downward mobility. Black-owned businesses are fewer in number & smaller in size, resulting in a \$1.6 trillion loss of economic value for all Americans. Exclusionary policies & practices start at birth. Black children face an educational opportunity gap, which is connected to unemployment & low-paying jobs. The economic inequality experienced by the Black community challenges the aims of SDGs 8 & 10, and has a negative impact on all American communities missing out on talent, creativity & production.⁶

PEOPLE:

Historically underestimated Nashvillians experiencing an economic opportunity gap.

REASON:

Love your neighbor as yourself through joyful action.

THE WORK

PARTNERS:

- 1 - Incubators & accelerators
- 2 - City & state economic development offices
- 3 - Pipeline partners
- 4 - Schools & after-school programs
- 5 - Nashville businesses
- 6 - Churches
- 7 - Monitoring & evaluation partners

BEHAVIORS:

- 1 - Learn (attend classes)
- 2 - Create (products & services or movies)
- 3 - Share (market & sell)

BIG IDEA:

Transforming the joy of creation into economic flourishing.

INTERVENTIONS:

Corner to Corner equips neighbors through:

- 1 - Knowledge
- 2 - Tools
- 3 - Networks

MISSION:

Corner to Corner is a community-led nonprofit co-creating meaningful economic growth with historically underestimated Nashvillians through knowledge, tools, and networks.

INPUTS:

- 1 - Donations & grants
- 2 - Staff & volunteers
- 3 - Curriculum
- 4 - Recruitment marketing

THE RESULTS

SHORT-TERM OUTCOME:

Increase in Nashville neighborhood GDP.

OUTPUTS:

- 1 - # of instructional hours
- 2 - # of program graduates (Script to Screen & The Academy)
- 3 - # of active alumni
- 4 - # of businesses started
- 5 - \$ revenue generated by graduates

LONG-TERM OUTCOMES:

- 1 - Increased economic mobility (movement between income brackets)
- 2 - Decreased income inequality (Gini coefficient)⁷
- 3 - Increased financial stability & resiliency (lower debt, higher savings, increased household wealth)

10-YEAR TARGET:

Throw a block party to celebrate Nashville being ranked the best city in America for Black people to thrive on their own terms.

VISION:

A Nashville where all neighbors flourish.

Our Theory of Change

⁶ The economic inequality experienced by the Black community is a driving force behind The United Nation's Sustainable Development Goals, specifically goals 8 "Decent Work and Economic Growth" and 10 "Reduced Inequalities".

Learn more here: sdgs.un.org/goal_section8

⁷ The Gini coefficient is a measure of statistical dispersion intended to represent income inequality or wealth inequality within a nation or a social group.