



Cherry Hill Strong

REVEALING THE STRENGTH OF CHERRY HILL

606 Cherry Hill Road | 2nd Floor | Baltimore, MD 21225

Cherry Hill and Civic Leaders Celebrate Admission to the National Purpose Built Communities Network, Setting an Example for the Governor’s Holistic, Place-based Antipoverty Strategy

The moment: a confluence of strategies and strides toward realizing Cherry Hill’s vision	The May 22 event on the lawn of Arundel Elementary School in Cherry Hill is a celebration of the culmination of years of community transformation planning and progress. Last month in Birmingham, AL, Cherry Hill Strong was welcomed into the national Purpose Built Communities network, just as Governor Moore signed the ENOUGH Act (May 9, 2024), a first-in-the-nation commitment to place-based, holistic, community-led strategies to address chronic poverty—a strategy strongly aligned with Cherry Hill’s pioneering efforts centered on the Purpose Built model.
A Cherry Hill-style “festival” event	Well over 100 residents, children, elders, and leaders along with news media representatives are expected to attend the event that will feature remarks as well as “stations” featuring the four pillars of the community redevelopment work as well as food and entertainment. Governor Moore has proclaimed May 22, 2024 as Cherry Hill Strong Day in Maryland.
Joining Purpose Built Communities national network	Membership in the Purpose Built Communities network and Governor’s new ENOUGH Act, are expected to bring fresh focus, expertise, resources, recognition, and access to state and national funders to Cherry Hill’s efforts to implement its 2020 Transformation Plan. Founded in 2009, Atlanta-based Purpose Built Communities is a nonprofit organization serving as conveners and catalysts for social change at the neighborhood level. Purpose Built Communities works with dynamic local leaders to cultivate and nourish an ecosystem of high-capacity, collaborative partners who invest directly in community-led projects that uplift the legacy and support the vision of the people who have long called that neighborhood home.
Leaders join residents in a public commitment	Carmel Martin, Special Secretary, Governor's Office for Children, Maryland Senate President Bill Ferguson, and Baltimore City Councilmember Phylicia Porter, and Baltimore City Mayor’s Office of Children and Family Success Executive Director Dr. Debra Y. Brooks, Ed.D. Dr. Brooks, will be joined by Cherry Hill Community Coalition representative Cathy McClain; Cherry Hill Strong Board Chair Joshua Michael; Cherry Hill Strong Founding Executive Director Zeevelle (“Z”) Nottingham-Lemon, and Purpose Built Communities CEO Carol Naughton. These voices represent a fraction of the constellation of funders, program providers, thought partners, and allies joining with residents to realize their vision.
Place-based, holistic, and community-led models pioneered in Maryland by Cherry Hill	Both the Purpose Built Communities and ENOUGH Act transformation models are “place-based”—a collaborative, long-term approach to improving the quality of life in a specific geographic location. Both models are “holistic, meaning they strive to understand the people, relationships, systems, and issues in a place, and then coordinate action and investment to address all of them simultaneously, rather than sequentially or in silos. The Purpose Built Communities model, currently being developed in Cherry Hill, is centered on four pillars: <ol style="list-style-type: none"> 1. High quality, affordable housing; 2. A cradle-to-college-and-careers “pipeline” to ensure opportunity for every child; 3. Community wellness, starting with a focus on healthy babies; 4. Economic vitality, and the means and opportunity to build generational wealth. Both models are “community-led” meaning that residents, elders, and community leaders set the trajectory and frame the vision for the future. Communication is constant and community engagement is a centerpiece of the work.