

Adapting to Survive, Building to Thrive:

A Case Study of a Housing Nonprofit in Rural Kentucky

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SOCIAL WORK

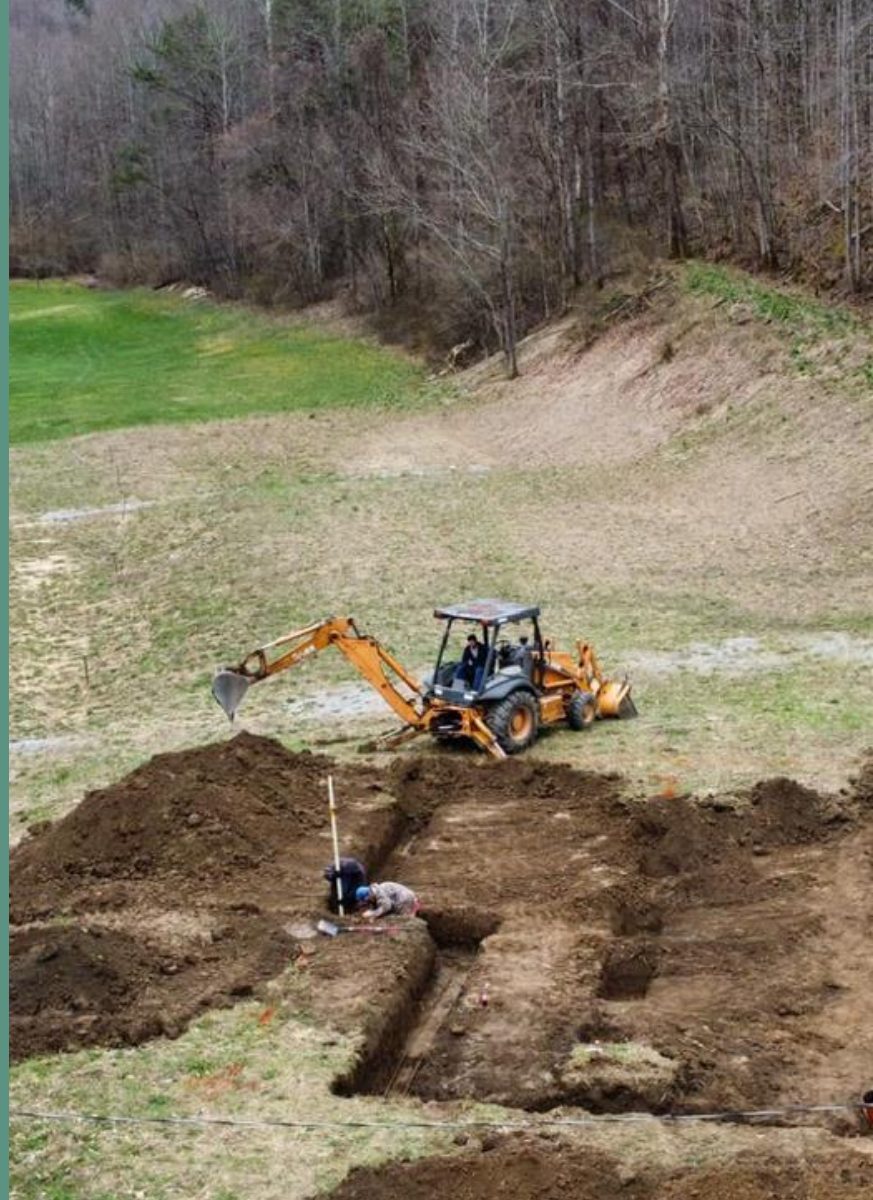


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BACKGROUND

Rural communities face:

- Higher rates of persistent poverty
- Inadequate housing
- Socio-economic underdevelopment





CASE

- Housing Oriented Ministries Established for Service (HOMES)
- Located in rural Appalachia
- Affordable housing solutions
- Holistic model of community development and social problem-solving

QUALITATIVE CASE STUDY PURPOSE

- Rural nonprofits are underfunded and under-researched
- Show the impact that a rural nonprofit can have
- Change the narrative around rural nonprofits
- Builds on Dr. Walters' research with rural nonprofits and their organizational capacity

METHODS

1

Single case study included data from

- An interview with executive director
- Facebook posts
- News stories
- HOMES website and community websites
- Tax information
- Minimal org. archival data

2

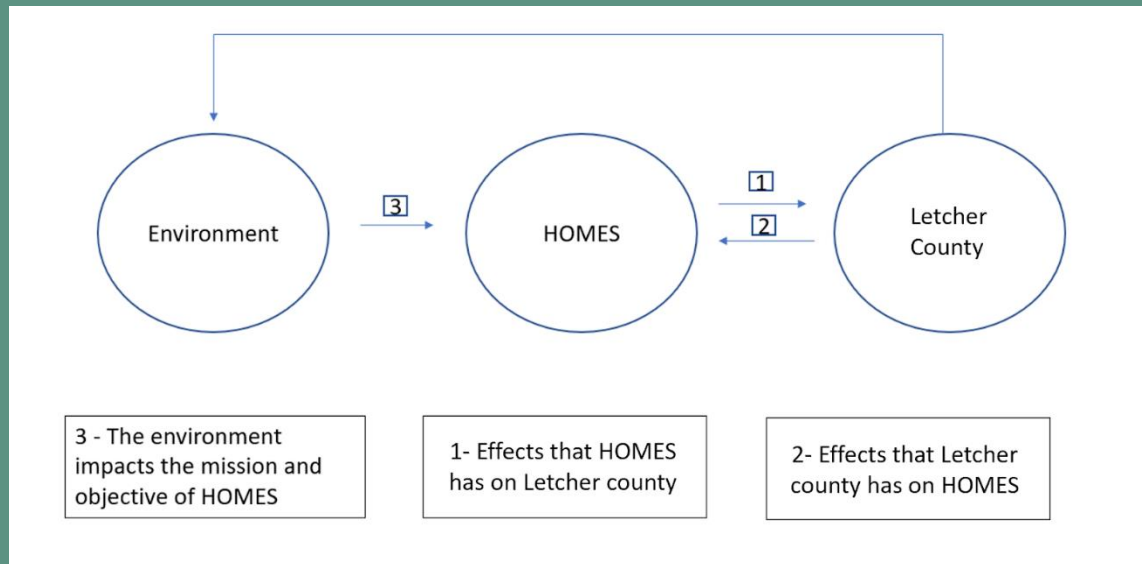
In depth understanding of the case

3

Inductive approach guided by Bjonness (1987) with a two-cycle coding strategy

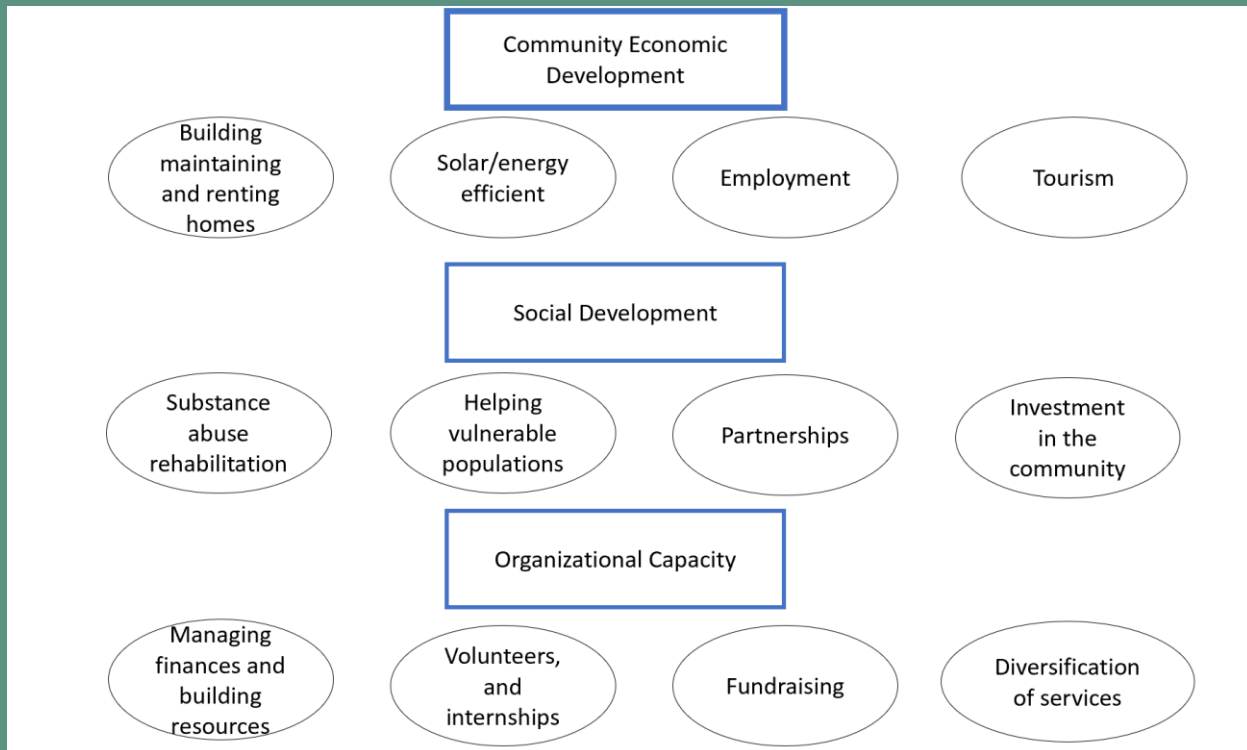
Framework and Coding

- Bjonness framework (1987)
 - Analyzes the area's culture, economy, policies, and environmental impacts as well as the organization of interest's impact on community development
- Two-cycle coding:
 - First round: Descriptive codes for main ideas
 - Second round: Pattern coding for themes



Themes

- Community Economic Development
- Social Development
- Organizational Capacity



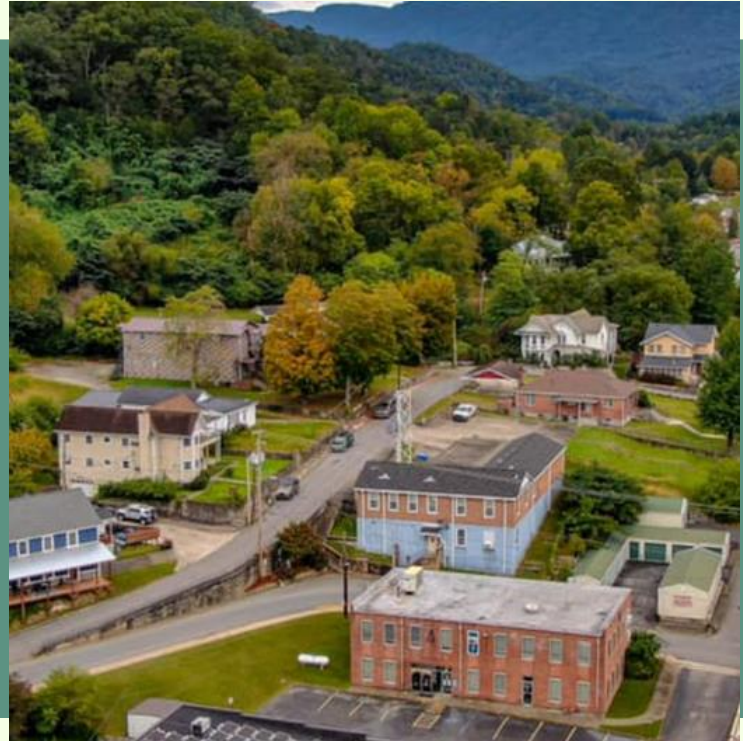


COMMUNITY ECONOMIC DEVELOPMENT

- Provides Jobs
- Internships
- Support Local Businesses
- Scenic Overlooks
- Housing
- Energy Efficient Rentals and Homes

COMMUNITY SOCIAL DEVELOPMENT

- Partnerships
- Helping vulnerable populations
 - Elderly
 - Individuals living in poverty
 - Individuals recovering from substance use disorder



ORGANIZATIONAL CAPACITY

- Diversification of services and revenue
 - Solar Power
 - Rentals
- Volunteers, collaborations, and partnerships
- Building trust
- Evaluation



CONCLUSIONS

- May provide a useful model for other rural nonprofits
- Expanding services has proved beneficial for HOMES and the community
- Resources and training regarding evaluation are needed
- Sheds light on the positive impact that small nonprofits are making in rural, persistently poor communities that may not fit the “model” that funders are looking for





THANK YOU!

References

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