

## Maybelle Center's Blueprint for Belonging

With your support, we're building a Portland where everyone belongs—guided by the science of belonging.

**At Maybelle Center, belonging isn't left to chance—it's built into everything we do.**

Our evidence-based model focuses our **Neighborhood Programs** where it will have the greatest impact, ensuring neighbors facing financial hardship or mental health stigma find welcoming spaces where they feel seen, heard, and valued.

### 8 Plumbing & Power Bringing belonging to life

Behind the scenes, proven practices keep belonging flowing:

- 1 Targeted Universalism—one goal, tailored approaches
- 2 Bridging across difference
- 3 Lifting Member Voices to reshape who belongs
- 4 Arts and Culture to foster identity and meaning
- 5 Always Practicing trauma-informed care

### 9 "Proving" our Programs make a difference

We measure impact using the *Belonging Barometer* assessment, which helps us understand how Members experience belonging

Early results show 65% of Members now feel true belonging at Maybelle Center—compared to new Members who begin in the "ambiguity" range when describing belonging in their local community.



### 1 Prospective Members Portlanders who:

- Seek greater belonging
- Are low-income
- Live in downtown affordable housing (or can access the Center)
- Often face exclusion from social spaces due to stigmas around mental health, substance use, chronic illness, or trauma

### 7 Situation-Crafting for belonging

Experiences that activate the blocks

Every class, group, and event is designed to activate at least two building blocks—*tailored to neighbors living with mental illness or financial hardship*. Together, our Neighborhood Programs engage all nine, nurturing every aspect of belonging.



### 6 Building Blocks of belonging

Belonging is built brick by brick

Each support column is made up of three building blocks—essential elements people need to truly belong.

### 5 Columns | Core belonging supports

Belonging takes more than good intentions  
Three core columns provide structure and stability for environments where belonging can grow.

### 4 A Proven Framework for belonging

Built on the *Belonging Barometer*, the most comprehensive study of belonging to date  
Maybelle Center was the first in Portland, and among the first nationally, to put this research into action—earning recognition as "ahead of the curve."

### 3 Our Foundation The science of belonging

Belonging isn't just a feeling—it's as vital to health as food and shelter  
It's the foundation of social health, fueling both mental and physical health, and strengthening our communities.

### 2 The Groundwork Our history

For 30+ years, Maybelle Center has been a leader in *social health*, developing proven ways to reduce isolation  
What began in 1991 with one-to-one visits has grown into a nationally recognized model of assisted living and affordable housing outreach—ensuring people feel seen, heard, and valued.



Maybelle  
Center