**FOR IMMEDIATE RELEASE**

**Contact:**
Sabrina Parker
Jackson, TN Chapter, National Action Network
**Email:** 731jacksonnan@gmail.com

**Jackson NAN Announces Prosperity Pathways: Transforming Communities in West Tennessee—Launching January 2026**

**Jackson, Tennessee — September 29, 2025**

The Jackson, Tennessee Chapter of the National Action Network (NAN) is thrilled to announce the upcoming launch of **Prosperity Pathways**, a transformative initiative designed to empower individuals, families, and small businesses across 21 counties in West Tennessee. Set to officially begin in **January 2026**, this groundbreaking program will address critical challenges in **housing instability, financial insecurity, and barriers to entrepreneurial success.**

Prosperity Pathways is rooted in the belief that **access to housing, financial literacy, and entrepreneurial resources is vital to breaking cycles of poverty and building resilient communities.** By providing a comprehensive range of services—including **housing counseling, financial literacy workshops, and small business support**—this program will create opportunities for economic stability, generational wealth, and community transformation.

**A Program Designed for Impact**

**"Housing is the cornerstone of economic mobility and community stability,"** said Sabrina Parker, a spokesperson for the Jackson NAN Chapter. **"Prosperity Pathways will serve as a catalyst for change, helping families secure stable housing, improve their financial health, and grow successful businesses that strengthen West Tennessee communities."**

**Key components of Prosperity Pathways include:**

1. **Housing Counseling Services:**
	* Helping renters avoid eviction and achieve housing stability.
	* Supporting first-time homebuyers with education and mortgage readiness.
	* Preventing foreclosures and providing reverse mortgage counseling to seniors.
2. **Financial Literacy and Coaching:**
	* Offering workshops on budgeting, credit repair, and financial goal-setting.
	* Providing one-on-one financial coaching to help participants reduce debt, increase savings, and improve credit scores.
3. **Small Business Development Support:**
	* Conducting workshops on business planning, marketing, and funding access.
	* Providing mentorship and resources for minority- and women-owned businesses.

**Why Prosperity Pathways Matters**

West Tennessee communities face significant challenges:

* **44% of renters in Madison County are cost-burdened, spending more than 30% of their income on housing.** In Haywood County, this number is **43%**, with many facing severe housing instability (U.S. Census Bureau, ACS 2021).
* According to the **National Low Income Housing Coalition**, families with stable housing are more likely to invest in education, healthcare, and savings—key components of economic mobility.

Research also shows that:

* **Stable housing reduces crime rates, including gun violence.** Communities with higher homeownership rates see a marked decrease in crime, according to a 2019 study by the University of California, Berkeley.
* **Housing stability reduces recidivism by 40%,** helping formerly incarcerated individuals reintegrate successfully (Tennessee Department of Correction, 2020).
* **Stable housing increases high school graduation rates by 19%,** creating brighter futures for children (Urban Institute, 2020).

Prosperity Pathways is uniquely designed to address these challenges, creating a ripple effect of stability, opportunity, and growth in underserved communities.

**Get Involved and Stay Connected**

While the official launch of Prosperity Pathways is still a few months away, the Jackson NAN Chapter is already building momentum by reaching out to potential partners, volunteers, and stakeholders.

**Here’s how you can get involved:**

* **Community Partners:** We are actively seeking partnerships with community organizations, local governments, financial institutions, and businesses to maximize the program’s reach and impact.
* **Volunteers:** Join our **Neighborhood Association Network (NAN)** to help us bring Prosperity Pathways to all 21 counties in West Tennessee.
* **Spread the Word:** Follow us on social media, share our updates, and help us inform the community about this exciting initiative.

For more information or to express interest in volunteering or partnership opportunities, please contact:

**Sabrina Parker**
**Email:** 731jacksonnan@gmail.com

**About the Jackson Chapter of the National Action Network**

The Jackson, Tennessee Chapter of NAN is a nationally recognized 501(c)(3) organization dedicated to social justice, equity, and community empowerment. Prosperity Pathways is the latest initiative in a long-standing commitment to addressing systemic barriers and uplifting underserved communities.

Together, let’s create a brighter, more prosperous future for West Tennessee.