

# Meet Your Neighbors: Understanding the People of Raceland

The Raceland community is composed of several key demographic groups. These two profiles represent the two largest segments: the established, traditional residents who form the community's bedrock, and the younger working families who represent its future but face significant modern pressures.

## Profile 1: "The Bedrock" - Traditional & Faithful




**Bill & Susan, Ages 63 & 62**

Retired mechanic and school administrator, lifetime residents on a fixed income of around \$45,000.

**VALUES:** Tradition, Community, & Self-Sufficiency

 Regular church-goers who value buying American.


 Value a firm handshake.

 Value practical skills.


### CHALLENGE: Facing the Challenges of Aging

 Manage a fixed income.

 Navigate health concerns.

 Desire to stay socially connected.

### OPPORTUNITY: How to Connect: Honor Their Experience

 Engage them through personal outreach (phone calls).

 Engage them through practical service projects using their skills.


## Profile 2: "The Hope & The Hustle" - Working & Striving



**Jessica, Age 34**


A single mother working as a nursing assistant, juggling work and raising her child.

**VALUES:** Family Stability Above All

 Grew up in church and believes in God.

 Her demanding schedule creates an "Engagement Paradox."


### CHALLENGE: Overwhelmed by Practical Pressures

 Struggles with a tight budget.

 High healthcare costs.

 Finding reliable, affordable childcare.

### OPPORTUNITY: How to Connect: Meet Tangible Needs First

 Offer practical support like after-school care.

 Kids' clothing closets.

 Single-parent groups.