INTRO TO
Rural Opportunity Institute (ROI)
Graham Palmer
Feb 26, 2024
Our Mission
ROI supports people, organizations, and communities to interrupt the cycle of generational trauma and design innovative solutions for healing and resilience.

Our North Star
Halve the transmission of intergenerational trauma in the 25 most economically distressed counties in North Carolina (which are all rural) every 20 years.
PART 1: The Challenge
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33% Child poverty rate in Edgecombe County, N.C.

<1% of children eligible for Medicaid in Eastern N.C. get it

4% of schools across the Black Belt are adequately funded
PART 2: Our Role

1. Parents need support to care for their children.
2. Mental illnesses can make it hard for parents to see their child's needs.
4. Parents can't access mental health services.
5. Generational cycles of trauma.
6. Bad housing conditions.
7. Lack of education and job skills.
8. Parent skill level and employment challenges.
9. Supply of jobs and parent skills.
10. Transportation and child care.

Misunderstood ADHD

(Handwritten notes and post-it notes on the wall, discussing various points related to mental health and family support.)
PART 2: Our Role
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30K PEOPLE REACHED

20+ PARTNER ORGANIZATIONS

5 ACTIVE COUNTIES IN N.C.
PART 2: Our Role

Community Accountability Board (CAB)

Kelly Andrews  
Johnathan Brunson  
Valerie Budd  
Felicia Cofield  
Kimberly Hickerson

ROI Team

Vichi  
Co-Founder

Seth  
Co-Founder

Naomi  
Director of Operations

Graham  
Director of Systems Innovation & Policy