

MISSION

Lawrence CommunityWorks (LCW) is a community development corporation that weaves together community planning, organizing, and asset-building efforts with high-quality affordable housing and commercial development to create vibrant neighborhoods and empowered residents. By facilitating conversations and action on community priorities, LCW engages partners and a network of youth and adult residents in opportunities to move themselves and the city of Lawrence forward.

LCW is widely recognized as a highly effective CDC that is solidly grounded in the community of Lawrence. With a membership of over 5,000 residents and other stakeholders, and robust community participation in the Board of Directors, project and program committees, community campaigns, and planning processes, LCW has a well-deserved reputation for genuine resident investment and ownership. Our 2014-2016 and 2017-2019 CIPs were both deeply informed by strategic planning and neighborhood planning processes that together involved over 450 residents and other stakeholders. At the same time, LCW has continued its intensive member engagement through NeighborCircles, Community Education Circles, Marketplaces, Design Teams, and other engagement tools. LCW is now embarking on a new Strategic Plan process that will formulate our goals and objectives from 2020 through 2025. While our external goals of Strong People, Strong Place, and Strong Systems will remain the same, we are evaluating and discerning what internal goals will be our top priorities over the next five years.

Our investment goals over the next three years are:

- 1) **INVEST IN PEOPLE** and ensure that Lawrence has strong residents who are skilled and knowledgeable, civically engaged, and connected to each other and common life.
- 2) **INVEST IN PLACE** so Lawrence's physical landscape promotes an environment of opportunity and a high quality of life.
- 3) **INVEST IN SYSTEMS CHANGE** so that our systems and institutions effectively support resident aspirations and meet resident challenges.

Our strategies include:

The Network: We will continue to strengthen our resident Network by deepening connections among members, increasing the depth of member activity within the Network, and increasing the level of leadership among members. This includes implementing Community Education and Neighbor Circles that engages at least 300 families annually, expanding local and regional leadership development efforts to graduate 50 participants from PODER & Mill Cities Leadership Institute each year, and connecting 100% of LCW property tenants to the Network through membership, volunteer opportunities, or program participation. We will also continue leading strategic partnerships with other key organizations to strengthen the institutional fabric of the City.

Asset Building: We will increase educational attainment and financial resilience for the people of Lawrence, through financial education and coaching for 450 individuals, ESOL classes for 200 individuals, workforce development training and coaching for 100 individuals, matched savings and credit building services for 75 people, homeownership services (including foreclosure prevention) for 1,000 people, and youth development opportunities for 150 young people in The Clubhouse @ Movement City.

Physical Revitalization: We will create a vibrant mixed use community in the heart of the city, linking the revitalization of the North Common neighborhood and the Mill District. This includes production of nearly 300 new units of affordable rental housing, 100,000 square feet of mixed-use commercial space, and vibrant green spaces for healthy living. In-fill and scattered site development of the Newbury Street Corridor will also continue.

Economic Development: We will work with multiple strategic partners, and our membership network, to advocate for a comprehensive, city-wide economic development strategy through our collaborative leadership in the Lawrence Working Families Initiative, the North Canal Coalition, and the Lawrence Partnership (as well as other regional forums).

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