

About Urban Edge

Urban Edge is a minority-controlled and minority-led nonprofit community development organization with a mission to help develop and sustain stable, healthy and diverse communities in Jamaica Plain, Roxbury, and surrounding neighborhoods of Boston. Located at the crossroads of Jamaica Plain and Roxbury in Jackson Square, our goal is to foster diverse urban neighborhoods of choice populated by resilient families and sustained by dynamic webs of community relationships. To achieve this goal: **we build** quality affordable housing for low and moderate income households; **we advise** hardworking families on homeowner services, financial education, tax assistance, and student loan counseling; and **we organize** our neighbors to become leaders of community change. To date, we have developed and preserved nearly 1,500 units of affordable rental and ownership housing.

Strategic Plan 2015-2020

For forty years, Urban Edge has developed and preserved high quality affordable housing and commercial space in Roxbury, Jamaica Plain, and other neighborhoods of Boston. To chart our course for the next five years, we have developed this strategic plan to take us to the year 2020. We are excited about this bold, ambitious vision that is grounded in on our experience as a community-builder.

Our vision for 2020 is that Urban Edge is a national leader in the community development field, known for innovation and excellence. With our heart in Egleston and Jackson Squares, a vibrant, inclusive and culturally and economically diverse area of Boston, we work with others across the City of Boston and region to promote high quality, sustainable and affordable communities. Public, private and non-profit entities turn to Urban Edge for our advice and expertise, and as a partner in undertaking complex and transformative urban projects.

To reach this vision, we have set forth five intended outcomes:

- Outcome #1: Egleston and Jackson Squares are destination neighborhoods in the City of Boston.
- Outcome #2: Urban Edge's integrated programs in economic resiliency, education, and public health/wellness strengthen families and youth, who are the bedrock of our community.
- Outcome #3: Neighborhood real estate markets meet the housing demands of all families.
- Outcome #4: A strong partnership between a committed Board of Directors and high performing professional staff drives an aggressive community development agenda.
- Outcome #5: Urban Edge's high quality performance and innovation is widely recognized, resulting in increased resources to serve our community.

Our strategic direction features several shifts we intend to make to reach these outcomes:

- A push for more civic engagement such as helping residents register to vote, to learn how decisions get made and how to influence them, and to increase the role of community residents in local stakeholder groups, committees, and boards.
- A more integrated approach to community development illustrated by holistic programs that supplement our housing work with new initiatives in early education, financial resiliency, youth engagement, and public health/ wellness.
- An expressed interest in pursuing more moderate-income housing development and increasing homeownership opportunities.
- Increased intentionality in pursuing partnerships in real estate development across Greater Boston.
- An intentional investment in the professional and volunteer leadership development that we need to succeed in all of our endeavors.