



## The Fax's Mission Visual Guide

### CHALLENGES

**Gentrification**  
Community members are vulnerable to gentrification

**Displacement**  
The Bus Rapid Transit project is slated to break ground in the late 2020s which will encourage development that begets displacement

**Pandemic**  
COVID-19 has had significant negative impacts on employment, housing, and health outcomes

### FOCUS AREAS

- Center our work in community voice
- Develop systemic change strategies that attack the root causes of the problems
- Provide tailored services to meet the most pressing community needs



## STRATEGIES



### Support for Residents

- Provide support and wraparound services to meet residents' basic needs (e.g., food, clothing, vaccines)
- Provide job skill training, wealth-building training, and financial literacy education
- Build strong referral networks to provide housing navigation assistance to renters and homeowners

### Support for Local Businesses

- Provide technical assistance, training and safety improvements to stabilize businesses
- Assist businesses with accessing capital



### Systemic Change

- Engage in policy advocacy at the local and state level
- Preserve and acquire affordable residential and commercial real estate
- Invest in community leadership development and activation





## OUTCOMES

### Short-term

### Long-term

#### Thriving Residents

- Residents have basic needs met and have increased overall stability
- Improved feeling of trust and safety
- Increased access to relevant, well coordinated services
- Increased participation in shaping the future of East Colfax
- Increased job and financial knowledge and skills

#### Well-Equipped Business Owners

- Increased knowledge and skills that support them in running their business
- Increased access to capital to support business development

#### Affordable Housing & Commercial Space

- Increased number of affordable housing and commercial spaces
- Improved tenant protections and policies to protect community members against involuntary displacement
- Increased amount and deployment of equitable resources (grants, loans, etc.)

- Reduced systemic barriers to access for residents and business owners
- Residents have new career options that increase their income
- New equitable, affordable residential developments are built throughout the corridor
- Residents live in housing they can afford long-term
- Business owners work in commercial buildings they can afford long-term
- Business owners and residents experience improved long-term financial sustainability



## North Star Outcome

*The East Colfax Corridor is a thriving and affordable community of BIPOC business owners and residents that defied the pressures of gentrification*

Where residents have

- Stable housing
- Good jobs that allow them to meet their needs
- Autonomy and wealth
- Opportunities to lead and develop personally and professionally

And business owners have

- Healthy, stable income
- Low/no debt or are using debt effectively
- Autonomy and wealth
- Ways and means to conduct their business in a safe environment

