



Building Business in  
Marginalized Communities

## Clarity Map

Vision	Mission
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To be a reliable source to solve academic, psychological, or financial needs, through collaborative partnerships adaptive to changing environments, with a focus on people and test pilot programs/projects.

To enhance mental and financial well being through enrichment programs that stimulate the mind and create unique opportunities for academic and financial growth

Values
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**Respect:** We listen to and value others without judgment, and treat others with mutual dignity and fairness.

**Teamwork:** We work together to foster open communication and emphasize collaborating and sharing of ideas to achieve common goals.

**Results:** We hold ourselves accountable for delivering everyday excellence to our colleagues, customers and community.

**Inclusion:** We promote a creative environment where people fearlessly and enthusiastically search for new ways to improve their physical, mental and financial well being.

Goals
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- Integrate equity and social justice initiatives into our standard business practices
  - Developing community programs that cater to education, finance and business
  - Creating services for community cultures that are fair and equitable
  - Advocating for marginalized communities of color
- Provide exceptional customer service
  - Marketing the value of our and other community agencies
  - Providing customers easy access to information
  - Engaging and empowering our customers
- Provide financial literacy and investment strategies
  - Providing financial education and outreach classes/seminars
  - Providing opportunities to encourage work/life balance
  - Providing mentoring opportunities to the youth
- Create academic, financial and professional opportunities and incentive based programming
  - Free tutoring for K-12 students
  - Free mental health evaluations
  - Free incentive based programming