## Theory of Change 2014

**Chhaya’s mission is to work with New Yorkers of South Asian origin to advocate for and build economically stable, sustainable, and thriving communities.**

### Outcome-Producing Programs

#### Advocacy and Community Organizing:
- Civic Engagement, Membership, Tenant Rights and Organizing

#### Economic Development:
- Workforce Development, Financial Education

#### Housing Preservation:
- Pre-Purchase, Post-Purchase/Foreclosure, Post-Purchase/Energy Efficiency

#### Neighborhood Planning and Development:
- Community Center, Public Space

### Short-Term Outcomes

#### Advocacy and Community Organizing:
- Increased South Asian civic participation and engagement
- Tenants engaged and invested in building-level organizing

#### Economic Development:
- Achievement of employment readiness
- Increased knowledge, skills, and confidence about finances
- Building assets

#### Housing Preservation:
- Increased knowledge and decision-making skills in the home buying process
- Increased foreclosure knowledge and prevention
- Increased awareness about energy efficiency and completed retrofits

#### Neighborhood Planning and Development:
- Increased capacity for organizing and service delivery
- Increased number of intergenerational and multi-ethnic community use of public space

### Intermediate Outcomes

#### Advocacy and Community Organizing:
- Active South Asian Civic Leaders

#### Economic Development:
- Economic Independence and Asset Building

#### Housing Preservation:
- Safe, Stable, and Affordable Housing

#### Neighborhood Planning and Development:
- Community Ownership of Social Space

### Long-Term Impact: Chhaya’s Mission

Self-advocating, economically independent South Asian adults in sustainable and thriving communities

### Target Population

Low- and moderate-income adults, 18 years and older, of South Asian origin who live in New York City. Priority risk factors include mixed immigration status, feeling of isolation from institutional resources, women experiencing financial barriers, linguistic challenges, unemployment or underemployment, lack of financial management know-how, and lack of stable housing.