**FOR IMMEDIATE RELEASE**

**Fenway CDC is Now Fenway Forward**

**New name. Same mission. Bold plan.**

**Boston, MA — September 24, 2025** — After a full year of strategic planning and input from community members, Fenway Community Development Corporation has changed their name and brand to [**Fenway Forward**](https://www.fenwayforward.org/). This change comes alongside the recent release of a dynamic 4-year strategic plan (2026-2029).

In October 2024, Fenway Forward launched a community-centered strategic planning process to guide the organization’s work through 2029. Led by a 12-member Strategic Planning Committee, the organization engaged more than 200 stakeholders, including neighborhood leaders, community and institutional partners, public officials, Fenway Forward residents, and board and staff members. Through a series of focus groups, interviews, and community listening sessions, we gathered a wide range of input and gained insights from neighborhood residents and partners on what Fenway CDC's future programming and role within the community should look like.

“Building on decades of advocacy, our strategic plan envisions a Fenway neighborhood where people from all walks of life can live, study, work—and most importantly—belong,” said Steve Farrell, Executive Director of Fenway Forward. “Together with our neighbors in the Fenway, we will turn these plans into real outcomes: more affordable housing, vibrant public spaces, stronger community programs, and greater equity.”

As a result of the strategic planning process, Fenway Forward has developed five strategic priorities that will shape their programs and initiatives over the next four years**, and ensure that we can continue to advance our mission and achieve our goals:**

● Expand local organizing and advocacy efforts to advance housing justice and guide development in the community;

● Significantly increase the supply of affordable and sustainable homes, while fostering stability, belonging, and quality of life for residents in Fenway CDC properties;

● Advance economic stability and opportunity for low-and moderate-income residents so that they are able to remain and thrive in the neighborhood;

● Foster deep community engagement, increased visibility, and broad-based community support for Fenway CDC’s mission and programs;

● Invest in the people, resources, and tools required to advance and sustain Fenway CDC’s strategic priorities.

“Building on more than five decades of dedication to our mission, 2026 will be about laying the groundwork, raising our visibility, strengthening our systems, and deepening our relationships with residents, partners, and supporters,” added Farrell.

For more information about this rebranding, please visit [**fenwayforward.org**](https://www.fenwayforward.org/)

**About Fenway Forward**: For 51 years, Fenway Forward (Formerly Fenway Community Development Corporation) has improved the lives of low-income and moderate-income residents through our affordable housing, resident services, and workforce development programs. Through community planning and organizing, we advocate for improvements in affordable housing policies that prevent displacement and homelessness and address racial disparities. Our civic engagement activities and community events enrich lives for all residents and enhance our vibrant, diverse community.

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