

COMMUNITY ROOTS TO COLLECTIVE IMPACT





THE FUTURE

The future of CPC is one of bold transformation—from a trusted service provider to a powerful platform for community-led change. Grounded in its legacy, CPC is evolving into a systems-change leader that amplifies community voice, drives equitable policy, and builds internal and financial strength to shape a more just, inclusive New York City.



INTRODUCTION

The Process

The strategic planning process was a highly collaborative, nine-month effort designed to chart a clear and impactful future for CPC. It actively engaged both board members and staff at every stage—from assessing current capacity, to co-creating a vision for the next phase of growth. External peers and thought leaders were consulted for their perspective on CPC’s role in the field and its unique strengths as an organization. Through a combination of retreats, workshops, interviews, and feedback sessions, the process ensured that those closest to the work had meaningful input and ownership of the plan, fostering alignment, buy-in, and shared commitment to the organization’s long-term goals.

The Need

The Chinese-American Planning Council (CPC) is uniquely positioned to lead communities into a more equitable and vibrant future. As the Asian American and low-income population in New York City continues to grow and diversify, CPC’s work has never been more meaningful—or more full of possibility. What began as a grassroots effort during the Civil Rights Movement has blossomed into a dynamic, multi-service organization that uplifts thousands through programs shaped by the lived experiences of immigrants, older adults, working families, and those navigating language and cultural barriers. In the face of ongoing challenges, CPC has consistently stepped forward with strength, compassion, and vision. Today, as a trusted leader in direct service, advocacy, and community-building, CPC is ready to chart its next chapter.



OUR VISION

All communities will have the knowledge, resources and opportunities to live with dignity, thrive in their neighborhood, and shape their futures.



MISSION

Founded in 1965, CPC is a social services organization that creates social change.

Building on our historic legacy and ongoing dedication to the Chinese American community, CPC advances the social and economic progress of immigrant and low-income communities of New York through services, resources, and advocacy.



VALUES



We are our community.

We are committed, inclusive and responsive to our diverse community members.



We embrace our community.

We promote integrity, trust, and accountability to the highest quality standards.



We empower our community.

We inspire leadership, equity, and progress among staff and community members.

ADVANCING OUR COMMUNITY FOR 60 YEARS AND BEYOND



1965

The Chinatown Planning Council was founded in Manhattan's Chinatown to remove barriers and foster opportunities for future generations.



1979

As both an organization and a community, we expanded to Flushing, Queens, and Sunset Park, Brooklyn.



1988

The Chinatown Planning Council changed its name to the Chinese-American Planning Council. From recent immigrants to older adults, CPC empowers the experiences of all community members that call New York City their home.



1998

Adult English literacy classes significantly expanded, and services for families with special needs and people living with HIV/AIDS were established.



2001

After 9/11, and two decades later, with the twin pandemics of COVID-19 and anti-Asian hate in 2020, we were on the frontlines providing essential, life-saving support, services, and recovery.



2024

CPC opened its first permanent Manhattan location. Named CPC One, this building is a historic milestone in our story, celebrating the legacies that have made impossible dreams a reality.

GOAL 1: MEET EVOLVING COMMUNITY NEEDS IN NEW YORK THROUGH PROGRAM INNOVATION AND EXPANSION

Proactively innovate, scale, and integrate CPC services to remain relevant and set the standard for holistic, community-based care.



GOAL 2: AMPLIFY POLICY ADVOCACY AND STRENGTHEN GOVERNMENT RELATIONS AND COMMUNITY ALLIANCES

Position CPC as a go-to policy and program partner on community-driven solutions.



GOAL 3: ENHANCE AND SUSTAIN LONG-TERM COMMUNITY IMPACT BY STRENGTHENING ORGANIZATIONAL INFRASTRUCTURE

Ensure CPC remains an employer of choice with a skilled, diverse workforce and a strong leadership pipeline.



GOAL 4: STRENGTHEN FINANCIAL STABILITY THROUGH GROWTH AND DIVERSIFICATION OF REVENUE STREAMS





**ADVANCING OUR
COMMUNITY**

CHINESE-AMERICAN PLANNING COUNCIL

cpc-nyc.org

