



## **IBAT BEST OF COMMUNITY BANKING (BOCB) – COMMUNITY SERVICE AWARD APPLICATION**

### **CEDAR CREST COMMUNITY CENTER'S STORY**

In 2019, local news outlets ([NBC](#), [CBS](#), [Advocate Magazine](#)) covered a story about a community center closing in south Dallas. Members of the neighborhood, Cedar Crest, began to make a case why they needed this community center to stay open and expressed their desire to have a say in what happens in their neighborhood. Residents voiced their personal stories of how the community center impacted their life and their hopes to have the same life-changing programs available for the children in the neighborhood.

As the future of Cedar Crest's community center sat in limbo, Behind Every Door, an organization dedicated to transforming communities through enriched relationship-building programs and providing resources for students, parents, and senior members of the community, stepped up to answer the call of Cedar Crest neighbors. [Its announcement to resume and improve](#) the efforts of the community center piqued the interest of Veritex Community Bank.

Since 2017, Veritex Community Bank has been a fan of Behind Every Door's hands-on approach to supporting the community. As an ally, Veritex Community Bank has donated more than \$50,000 to its after-school programs, volunteered at various events, and committed to being an on-going partner. When Veritex was approached by Behind Every Door to support the revitalization of Cedar Crest, the decision was made with a definitive "yes," as the project aligned with the culture of Veritex Bank. Veritex Bank is dedicated to being the catalyst for communities as they strive for success.

### **HOW VERITEX COMMUNITY BANK RESPONDED TO A COMMUNITY IN NEED**

Veritex Community Bank has committed \$250,000 each year to Cedar Crest Community Center. Three phases of construction to the 20,000-square-foot property will take place over the next year including,

- Phase 1: Chapel – cosmetic improvements and audio/visual equipment upgrades.
- Phase 2: Community Center – Renovate gymnasium, build out three to four rooms for arts and crafts, tutoring, counseling spaces, living room, fitness room, and kitchen.



- Phase 3: Sports field and playground – football field renovation and build-out of a little league field.

Anticipation for the December 2022 groundbreaking ceremony is building among the community and Veritex Bank. Everyone is excited for the future of Cedar Crest Community Center.

### **VERITEX COMMUNITY BANK'S VISION FOR CEDAR CREST**

In addition to the bank's monetary donation, Veritex is looking for more ways to support Cedar Crest. Much of south Dallas lacks access to non-predatory financial institutions and is typically preyed upon as a low-to-moderate income neighborhood. Veritex Bank has committed to providing ongoing financial literacy classes to the community, empowering them to make educated decisions about their finances and prevent being victimized by predatory payday loan businesses. Veritex Community Bank hopes to restore lost banking relationships with the community and become the institution community members turn to for truth, transparency, and integrity.

### **VERITEX COMMUNITY BANK'S IMMEDIATE IMPACT**

A more immediate response includes Veritex's employees who volunteer at the center, teaching financial literacy classes including budgeting, how to build credit, and the necessity of savings. To date, employees have volunteered more than 252 hours collectively at the center and continue to show up for the community.