

CELEBRATING 20 YEARS ... LOOKING FORWARD TO THE FUTURE



VISION:

Opportunity and dignity exist for every person and community in Florida.

MISSION:

Our expertise and capital make projects successful and help organizations improve lives and communities.

The Florida Community Loan Fund (FCLF) was founded in 1994, made its first loan in 1995, and achieved CDFI certification in 1996. In 2015-16 we celebrate 20 years of community development financing in Florida. As part of this celebration, we introduced a new logo representing what we have achieved in our first 20 years and looking forward to our continued growth.

Through a strategic planning process in 2013, we discovered the value placed in FCLF by our borrowers, investors, board & committee members, and community leaders. These discovery sessions culminated in our 5-year strategic plan, which includes our current vision and mission statement. We took the concepts and values revealed during strategic planning and incorporated them into the 2015 FCLF logo.

The colors, the text, and the graphic mark included in the FCLF logo work together to convey the organization's strength, geographic reach, focus on building communities, and staff expertise... all made possible by our investors, supporters, and the borrowing organizations who allow us to be a part of their success.

www.fclf.org

THE LOGO ELEMENTS REPRESENT FCLF VALUES AND GOALS

THE TEXT...

FLORIDA
COMMUNITY
LOAN FUND

STATEWIDE
throughout Florida

EMPHASIS
on communities

A LOAN FUND
providing needed capital

THE MARK...



BUILDING BLOCKS IN
low-income communities

ENCIRCLED BY
staff expertise

SUSTAINED BY
our diverse investors
and supporters

THE LOGO...

CELEBRATES
20 Years of Success

ANTICIPATES continued
Growth and Strength



EXPERTISE AND CAPITAL TO HELP YOUR PROJECT SUCCEED.



FLORIDA COMMUNITY LOAN FUND provides expertise and capital to make projects successful and help organizations improve lives and communities. We help build strong communities by providing financing and technical expertise for high-impact projects in low-income communities throughout Florida.

Read more success stories on our website, www.fclf.org.

HOUSING
AFFORDABLE ▪ SUPPORTIVE ▪
MULTIFAMILY PRESERVATION

COMMUNITY FACILITIES
HOMELESS & SPECIAL NEEDS ▪ EDUCATION AND YOUTH ▪
COMMUNITY HEALTH SERVICES

ECONOMIC DEVELOPMENT
COMMERCIAL & RETAIL ▪
NEW MARKETS TAX CREDIT ▪ FOOD ACCESS