

# STRATEGIC PLAN 2014-2018

## ADD VALUE

to community development projects through financing, expertise, and advocacy.

## INCREASE FINANCING

in our existing lines of business including affordable housing, community facilities, and NMTC investments.

## DIVERSIFY

our market sectors, products, and services as we respond to new opportunities.

## BUILD ORGANIZATIONAL STRENGTH

and capacity through additional staff, improved technology, marketing strategy, social impact analysis, and by maintaining financial health.

### OUR VISION

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

### OUR MISSION

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

