



2019-2021 Strategic Plan

Mission: To invest in and through credit unions to enhance their ability to serve their members and their community.

Vision: To be the standard of excellence in credit union philanthropy, empowering credit unions to improve people's lives.

Impact Area #1 – Credit Unions

Goal: Create capacity building programs for small credit unions.

Strategy 1A: Deliver outcomes-based funding opportunities.

Strategy 1B: Evaluate the impact of this financial support on credit unions.

Impact Area #2 – Community

Goal: Support community development initiatives for credit unions of all sizes.

Strategy 2A: Deliver high-quality community development grants program.

Strategy 2B: Evaluate the impact of these grants on communities.

Impact Area #3 – Industry

Goal: Lead programs which advance the credit union movement.

Strategy 3A: Support regional or national opportunities to support the industry.

Strategy 3B: Lead programs which provide value for HCUA members.

Impact Area #4 – Investor

Goal: Refine the value proposition of the Foundation to donors to drive increased revenue.

Strategy 4A: Develop investment opportunities for credit unions and corporate sponsors.

Strategy 4B: Create long-term giving opportunities for donors.

Strategy 4C: Develop and implement a financial sustainability plan to build assets.