



justine PETERSEN
BUILDING ASSETS. CHANGING LIVES.



STRATEGIC PLAN 2019 – 2021

Board Approved 12/6/18

STRATEGIC PLAN OVERVIEW - JUSTINE PETERSEN

OUR MISSION

Connect institutional resources with the needs of low- to moderate-income families and individuals in order to build assets and create enduring change.

OUR VISION

People-centered financing breaks barriers and economic divides by building equity, wealth and financial freedom for diverse families and neighborhoods.

OUR VALUES

- We are people and community focused.
- We are outcome-oriented.
- We are proactive and responsive to the needs of the community and the people we serve.
- We have high expectations of ourselves, our partners, and the people we serve.
- We are innovative and willing to take risks to improve the quality of life for the people we serve and the community.
- We believe that our staff and the people we serve are trustworthy and will take personal responsibility for their actions.
- We strive to develop and maintain strong partnerships to maximize impact and propel our mission.
- We are trustworthy stewards of the financial resources entrusted to our mission.

OUR STRATEGIC DIRECTION AND GOALS 2019-2021

We are committed to making a major investment in our organizational infrastructure to align our internal leadership capacity with the demand we have created for our national leadership and the visible impact we want to make within our local community.

