

BRAZOS VALLEY CDC

STRATEGIC PLAN

VISION STATEMENT

Our nonprofit agency strives to break barriers, uplift underserved populations, and create pathways to prosperity for generations to come."

MISSION STATEMENT

"The Mission of the BV CDC is to provide access to financial products, services, and education to the residents and businesses of our community in such a way as to maximize the affordability of safe and decent housing, especially for low-income individuals and families; and to serve as a vehicle assisting in any way possible, through networking and/or the forming of partnerships with other non-profits, for-profits, and governmental agencies, for the purpose of encouraging community development, economic growth, and general improvement to the standard of living for all the residents of the areas we serve."



CORE VALUES

Integrity, Service & Impact Commitment to serving communities and advancing the mission. Equity & Inclusion Respect for diversity and ensuring fair treatment for all. Collaboration & Partnership



STRATEGIC OBJECTIVES

Expand Access to Capital for Startup Loans, Micro Loans, Consumer Lending, Small Equipment Loans, Minority and Women Owned Business



KEY STRATEGIES

Provide Financial Literacy, Offer Mentorship, Access to Capital



ACTION PLANS

Program Development with our Financial Coaching Program . Monitor and Evaluate Prospective Client



KEY PERFORMANCE

Mission Impact tracking the number of clients and outcome achieved. Community Reached Financial Health



FINANCIAL PROJECTIONS

Training Fees, Consulting Services and Interest Income from Microloans, Startup Loans, Auto Loans, Consumer Loans, Minority-Women Owned Business Loans and Small Business Loans



TARGET MARKETS

Investment Area, Low Income Targeted Population, OTP African American and OTP Hispanic



COMPETITIVE ADVANTAGE

Mission Driven Focus, Community Trust & Relationships, Collaboration by forming an alliances with other organizations to amplify reach and resources. Partnerships with other nonprofits to strengthen our position


Paul Turney, BV CDC President