



## 2022-2024 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.

### **Goal 1: Provide funding opportunities to support credit union employees, members and communities**

- A. Invest in supporting small credit unions (Under \$100M in asset size)
  - a. Professional Development Scholarships
  - b. Emergency Grants
  
- B. Invest in furthering the impact of credit unions of all sizes
  - a. Community Development Grants
  - b. Financial Wellness Grants
  - c. Disaster Relief Grants
  - d. Pilot Program Grants

### **Goal 2: Lead initiatives that meet the needs of HCUA member credit unions**

- A. Provide programs that address financial equity
  
- B. Leverage system partnerships to bring resources to the region

### **Goal 3: Improve financial sustainability of the foundation**

- A. Deepen relationships with corporate sponsors
  
- B. Increase individual giving programs and recurring giving programs
  
- C. Develop a financial sustainability plan and build reserves