

California Community Economic Development Association

Strategic Plan Overview – January 2022

Mission

CCEDA empowers organizations serving people of color, and others, to create economic opportunity and social equity in low to moderate income communities.

Vision

A socially just and economically equitable California.

Values

Social Justice – CCEDA promotes racial, economic, and environmental justice.

Stewardship – CCEDA is trustworthy, transparent, and acts with the highest integrity in finance, governance, and grant management.

Empowerment – CCEDA seeks to advance members and communities through education, training, technical assistance, and leadership development.

Engagement – CCEDA responds to changing needs by visibly advocating for effective public policy and actively collaborating with member organizations, government, and funders.

Strategic Objectives

Technical Training – Improve the operation of community development organizations through technical training.

- Expand real estate, social enterprise, and fund development training and technical assistance.
- Develop and implement CDFI technical assistance.
- Develop and implement climate adaption training and technical assistance.

Leadership Development – Improve the leadership abilities of CDC directors and aspiring directors and create an interconnected professional network.

- Develop and implement training for first-time chief executive officers
- Develop and implement training for senior leaders aspiring to be chief executive officers.
- Support chief executive officers in strategic implementation.

Fund Development – Be the premiere source of fundraising assistance for community development organizations and provide direct assistance in grant and proposal development.

- Expand fund development assistance to members, assisting in raising \$2,000,000 in 2022.
- Diversify CCEDA funding sources to foundations increasing annual funding 25%.

- Effectively function as a clearing house for funding opportunities and fundraising best practices.

Policy Advocacy – Lead legislative and administrative policy advocacy for the community economic development sector.

- Lead approval and implementation of a California Community Development Tax Credit.
- Secure budget approval for California Community Economic Development Grant Program in an amount not less than \$50 million.
- Advocate for member access to small business tax credit.
- Advocate for federal inclusion of Community Development Corporations in the Community Revitalization Act.

Lending – Create and launch a new lending organization specifically to provide access to capital to community economic development organizations.

- Establish lending infrastructure at CCEDA.
- Obtain \$5,000,000 in loan capital.
- Implement non-profit lending program with deployment of \$1,000,000 in the first year.
- Successfully apply for CDFI certification.