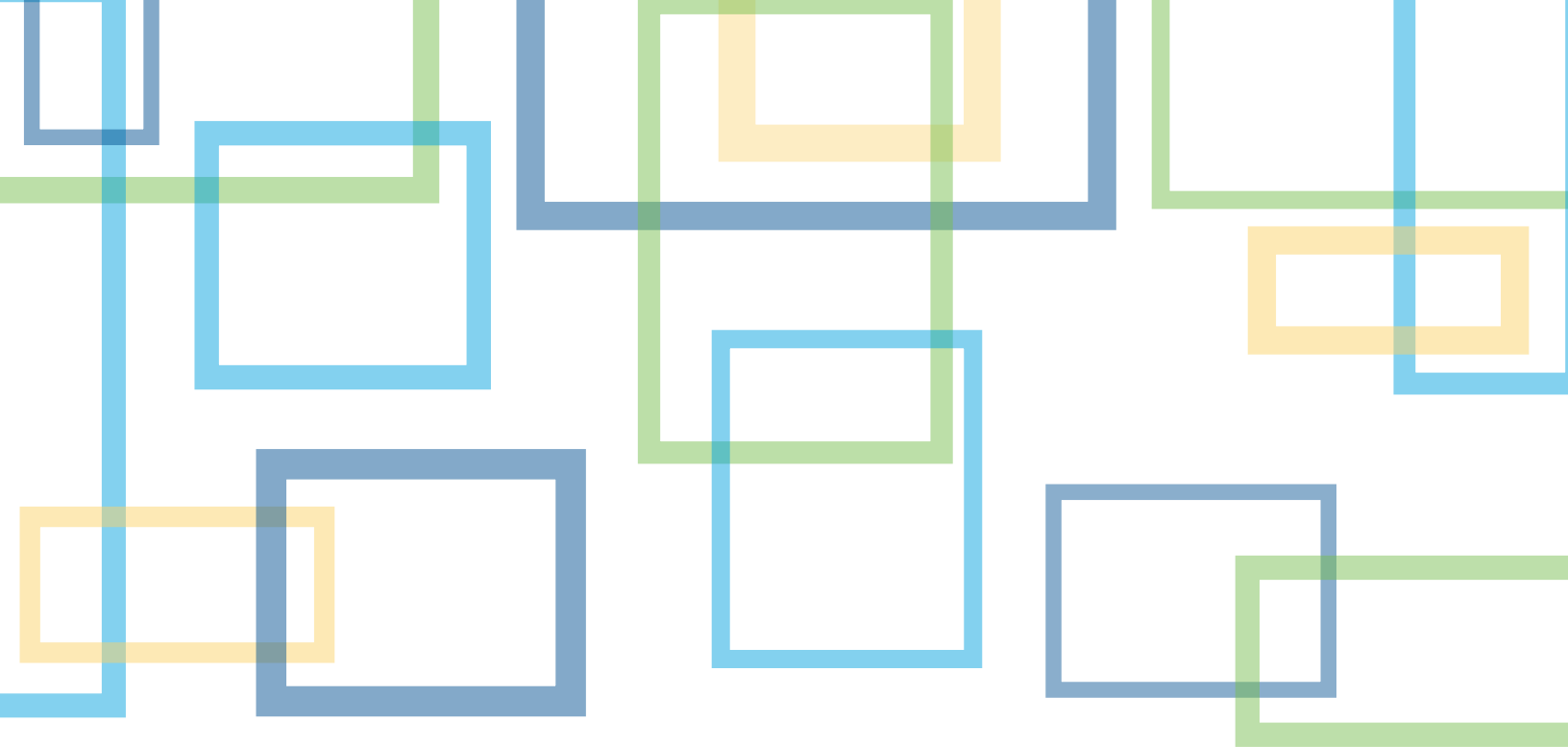




**INTEND  
INDIANA**

**2022 - 2024  
STRATEGIC PLAN**





## 2022-2024 STRATEGIC PLAN

The Strategic Plan outlines many of the priorities and activities that **Intend Indiana** will pursue over the next three years. While a strategic plan is designed as a framework to both codify and focus our efforts, it is also a **commitment to the community** about how we plan to pursue our mission. That commitment starts with transparency, which is why we refined our Vision, Mission, and Values to more concisely articulate who we are, what we do, and how we do it.

Our Strategic Plan also reflects our belief that effective community development is the result of **collaboration, common purpose, and shared responsibility**. These principles are enriched by a commitment to **diversity, equity, and inclusion** – internally and externally. Over the next several years, we are committed to continually and intentionally examining our governance, staffing, programs, and partnerships and make **meaningful change** where needed. We will also continue to refine and define our DEI position as we learn and grow.

We look forward to facing the challenges and opportunities over the next several years.

## OUR VISION

Intend Indiana envisions communities where quality of life, access to housing, and economic opportunities are not determined by race, socioeconomic background, or zip code. The communities support impactful partnerships that increase access to opportunities in ways that are equitable and inclusive.

## OUR MISSION

Intend Indiana advances comprehensive community development through innovative financing and development solutions that create and preserve affordable housing, support neighborhood revitalization efforts, and foster small business development.

## OUR VALUES

### **Transparency**

openness, communication,  
and accountability

### **Integrity**

honesty and strong  
adherence to our  
stated core values

### **Empathy**

recognizing and  
acknowledging the  
experiences and  
viewpoints of others

### **Innovation**

developing creative  
approaches to how  
we address existing  
challenges

### **Inclusion**

expanding access, especially  
for those who might otherwise  
be excluded or marginalized



# STRATEGIC PRIORITIES

## **Strategic Priority Number One**

In coordination with other community-based organizations and partners, develop and refine strategies for attracting and layering resources and programs to meaningfully advance innovative finance and development solutions.

## **Strategic Priority Number Two**

Develop and implement strategies to sustainably expand program services to underserved areas within and outside of Indianapolis.

## **Strategic Priority Number Three**

Continue to incorporate and refine strategies for integrating the organization's core values and Diversity, Equity, and Inclusion position into all aspects of the organization and to strengthen the organizational culture.

## **Strategic Priority Number Four**

Develop and implement a comprehensive communications strategy to clearly communicate with stakeholders while acknowledging the valuable contributions of partners, funders, and supporter.

**This plan incorporates valuable input from a broad cross-section of stakeholders, including residents, community groups, colleagues, partners, funders, staff, committee members, and the Board of Directors.**