



LOCAL INITIATIVES SUPPORT CORPORATION

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# 2018-2020 Strategic Plan

**LISC**  
*Virginia*  
*Helping neighbors  
build strong communities*

## OUR VISION

*We believe that all residents deserve to live in and shape thriving neighborhoods of choice and opportunity.*

As a regional leader, Virginia LISC fosters successful neighborhood transformations and influences public policy that supports community development.



LISC works with community organizations to help revitalize under-served neighborhoods in Richmond. For more than 28 years, their work has led to physical improvements, safer streets, increased property values, and highly engaged residents. They support community development organizations with grants, loans, and expertise to help them construct businesses, community centers, and affordable homes in low and moderate-income neighborhoods.

**Since 1990, Virginia LISC has invested \$29 million locally, leveraging investments of \$564 million for Virginia neighborhoods.**



# GOALS & STRATEGIES

## OUR MISSION

To work with residents and partners to forge resilient and inclusive communities – great places to live, work, visit, do business and raise families.



### DEVELOP A BLUEPRINT FOR MEASURED EXPANSION

- Assess potential expansion targets to drive intentional growth
- Increase staffing capacity for growth
- Develop funding and leadership capacity in new communities

### PROMOTE THE GOALS & IMPACTS OF HOLISTIC COMMUNITY REVITALIZATION THROUGH ADVOCACY, PARTNERSHIPS, AND CONVENING

- Advance public policy initiatives that support comprehensive community development
- Mobilize community partners around community revitalization
- Equip local partners to engage in advocacy around healthy community revitalization
- Catalyze opportunities for economic development with local and national partners



### INCREASE COMMUNITY AWARENESS OF LISC'S CAPACITY, CAPABILITIES, AND IMPACT

- Craft an identity/message that helps funders, partners and the community know what we do
- Tell the stories of LISC through the ways it helped the community succeed
- Leverage new messaging/brand to connect with existing and new funders
- Embed economic development impacts into LISC messaging



### FORTIFY ORGANIZATIONAL STRENGTH THROUGH NON-PROFIT BEST PRACTICES

- Embed community engagement best practices across all programs
- Develop a succession plan for senior staff and board leadership
- Continue to implement board best practices

