

# CASH Strategy Map

**MISSION: CASH enriches Cleveland residents and their neighborhoods by collaborating with local lenders to provide financing incentives for home improvements.**

## MISSION



### Growth and External Relationship Strategy

**Goal: CASH creates new and innovative program opportunities in the housing finance and rehabilitation market.**

1. Complete and implement marketing plan
2. Facilitate the creation of a City-wide, universal website that markets all housing loan programs

**Goal: CASH cultivates a leadership role in housing rehabilitation financing in Cleveland.**

1. Working with CNDC, the City and other partners, participate in the implementation of a vacant property/foreclosure strategy.
2. Create strategy for small investors that will address acquisition and rehab of vacant and foreclosed properties.

**Goal: CASH is a collaborative organization that helps the City of Cleveland, CDCs, banks, investors and homeowners meet their goals.**

1. Maintain and build existing relationships with banks, CDCs and homeowners.
2. Build relationships with small investors
3. Seek objective feedback from clients on a regular basis
4. Investigate leveraging of resources with NHS of Greater Cleveland, CRS and other organizations involved in housing rehabilitation.

## Operating & Fiscal Strategy

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### Fiscal Strategy

**Goal: CASH is fiscally responsible and continues to strive along the path of unrestricted revenue growth and self sufficiency**

1. Maintain adequate financial systems and reporting processes.
2. Create a resource development committee to look at leveraging existing capital and identify possible new sources of funding.
3. Create Finance Committee that oversees audits, operating budget and other financial management issues
4. Maximize fee-for-services revenue growth
5. Secure at least one source of new revenue that CASH has not had in the past

**Goal: CASH board and staff are proactive and committed to continued improvement and professional development.**

1. Provide the best customer service on a continuous basis; determine and correct obstacles in providing service
2. Continue the enhancement and improvement of technology used to do our work.
3. Participate in industry specific training to enhance skills to perform job.
4. Develop a board with membership that represents CASH's constituency
5. Ensure appropriate board and staff orientation and understanding of CASH's operations

## Learning & Maturing as an Organization

