



## **PURPOSE**

- Community Futures Central Island's purpose is to make a difference in our local economy by supporting and developing a strong vibrant business sector. This will be achieved by providing access to capital, knowledge and resources that stimulate business retention, expansion, acquisition and start-up fostering the sustainability of the region.

## **MANDATE**

- To manage our not for profit development corporation from a position of growth and profitability while becoming the most locally positioned lender in the community.

## **VISION**

- To be the most respected/recognized provider of knowledge and resources for small and medium size enterprise on Central Vancouver Island.

## **OUR MISSION:**

We believe that in order to create a positive difference in the region, our mission will be the compass that guides us to achieving our vision:

*Position:* Align with and support the economic ambitions, priorities and directional thrusts of local communities, the BC Government and the Government of Canada

*Partners:* Nurture a winning network of customers and communities, together we create mutual, enduring value

*Community:* Leverage through collaboration our collective genius to create island solutions to create economic prosperity and sustainability

*Portfolio:* Manage from a position of growth and profitability through strategic, responsive and responsible lending

*Stewardship:* Create a culture of growth and collaboration that supports a regional plan for success where business and community support each other and achieve collective benefits through leveraged and shared resources

*Enterprise:* Committed to the creation, retention and growth of small and medium enterprises we supply knowledge and resources that create vibrant, local economies anchored by strong, growing local businesses

## **OUR BRAND**

Community Futures "growing communities one idea at a time".

We inspire innovation, entrepreneurship and optimism.