



Community Congregational Development Corporation Strategic Plan (Approved February 10, 2021)

Vision:

CCDC envisions a community that fully supports the physical, social, psychological, and spiritual health and well-being of older adults.

Mission:

Provide financing for housing, related facilities, and programs and services to support the physical, social, psychological, and spiritual health and well-being of older adults with economic challenges.

Values:

- Empathy and Care for Older Adults
- Responsiveness to Community Needs
- Stewardship of Financial Resources
- Practical in Approaching Community Challenges
- Focused on Meaningful Impact

Strategic Priorities:

CCDC is committed to enhancing the quality of life of older adults experiencing economic challenges through investments and grantmaking in the following areas:

1. AFFORDABLE HOUSING AND ACCOMMODATIONS TO SUPPORT AGING IN PLACE

CCDC seeks to support the development of affordable senior housing, and to enable older adults to repair or modify their homes to support aging in place. CCDC may consider

proposals to provide emergency rental assistance to reduce housing instability and homelessness.

When funding affordable housing, CCDC considers the following criteria:

- CCDC prefers to receive a return on investment when providing funding for affordable housing.
- CCDC prefers to support affordable housing projects where the developer has already secured land to use for the project.
- CCDC seeks to add to the inventory of affordable housing but may consider using funds to preserve existing affordable housing.

2. AFFORDABLE TRANSPORTATION

CCDC seeks to enhance mobility options and provide “last mile” connections to public transit so that older adults who no longer drive can conveniently access grocery stores, medical and personal appointments, and social activities. Examples of transportation services include fixed route and on-demand shuttles, door-to-door volunteer drive programs, medical transit, or the expansion of existing programs and services.

3. PROGRAMS TO SUPPORT SOCIAL ENGAGEMENT

CCDC seeks to provide older adults with access to meaningful social and recreational activities that allow them to form and maintain connections with friends and other community members. To support these critical interpersonal connections, CCDC may fund improvements to existing senior center space, as well as low- or no-cost classes, social activities, and technology and training programs so that seniors can participate regardless of income.

4. GENERAL

In addition to the above-mentioned priorities, CCDC may choose to fund other projects that allow older adults with limited incomes to fully participate in the life of the community.

Funding Criteria:

CCDC prioritizes projects that serve older adults in Chula Vista and more broadly the South Bay region, but may approve applications for projects in other geographic areas in the County of San Diego. Other funding criteria include the number of persons served and completion of the project within five (5) years of receipt of the grant. When funding

long-term projects, CCDC prefers to partner with other funders but may cover the full cost of the project on a case-by-case basis. CCDC will also consider proposals that offer a holistic response by addressing multiple areas of need.