



# momentum strategic direction

Tsima aitah popa  
“Where are we going?”

## Vision

Every person has a sustainable livelihood and contributes to their community.

## Mission

We work with people living on low incomes and partners in our community to create a thriving local economy for all.

## values

Integrity

Compassion & Social Justice

Equality & Respect

Sustainability

## Strategies

Build on our strengths

Engage the Community

Meet the Future

Build Sustainable Livelihoods

Cultivate Community Connections

Embrace Technology

Leverage Research and Evaluation

Engage Indigenous Communities

Pursue Innovation

Maximize Organizational Capacity

Deepen Participant Collaboration

Scale Community Impact

## Impact

By 2024 we will contribute to reducing poverty in our community by building the income and assets of 15,000 Calgarians living on low incomes annually.