

Mission, Vision & Core Values

Mission: “*Why we do what we do*”

We believe that a *diversity of people* builds a *vibrant, healthy and safe community* where residents are *proud to live*. We contribute to this through the provision of *affordable, secure and inclusive housing*.

Vision: “*Where we want to get to*”

To provide a total of *1,000 units of affordable rental housing* for residents in need on the North Shore by 2025.

Core Values “*How we succeed*”

- **Excellence**
We strive for excellence and the delivery of quality living environments and commit to continually improving the organization, our knowledge and skills.
- **Environmentally & Financially Sustainable**
We operate our business in a responsible manner to ensure both financial and environmental stability for future generations.
- **Teamwork / Collaboration**
We work together in our pursuit of excellence and we value and promote effective partnerships that foster our mission. We believe that trust and respect are essential for teamwork.
- **Innovation**
We develop new ideas and solutions with creativity in anticipation of changing needs.
- **Dedication**
We are energetic, passionate and committed to achieving meaningful outcomes while always being aware of our responsibilities to our residents, employees and the community.