They helped with the paperwork, and things like furniture and dishes, because I had nothing when I moved in here, and I have a whole houseful now.

— Tonya P., Housed client, Alameda County
In 2021, BFHP leadership, staff, the Board of Directors, funders, stakeholders, and clients met and partnered together to develop a new 3-Year Strategic Plan (calendar years 2022-2024) for the Agency. Over the past two years, BFHP has reversed organizational and financial challenges and entered the strategic planning process from a position of leadership, program, and financial strength. The initial goals of the Strategic Plan are to:

1. Identify a blueprint of tactics and strategic goals, how we reach them, who is responsible, and a schedule to complete each tactic and goals.
2. Focus on strategic goals and priorities that are easily understood and accessible by all staff and the Board.
3. Prioritize momentum-building for the future.

As a result of the Strategic Plan, BFHP will focus on three primary strategies over the next three years that will strengthen our agency and allow us to better fulfill our mission to ease and end the crisis of homelessness in our communities.

“Berkeley Food and Housing helped me out tremendously. I was homeless, sleeping in my car. They helped me find a place to live, they helped me with food. Every way that I needed.

— Joseph A., Housed Veteran client, Contra Costa County
2022-2024 Strategic Plan

Strategy #1
GROWTH
In order to effectively meet the needs of the growing number of people experiencing homelessness, BFHP needs to grow geographically, programmatically, and financially.

Strategy #2
BALANCE
BFHP will put systems and infrastructure in place in order to ensure that the agency is equipped for future changes.

Strategy #3
ADVOCACY
BFHP recognizes the root cause of homelessness is the inability to afford and access a home. This barrier is deeply rooted in public policies that have created systemic barriers for people of color to secure permanent housing. BFHP will support and advocate for policy that heals the injustices of the past and creates a safer and more equitable future.

How We Get There

- Develop Internal Infrastructure to support the growth of the agency.
- Develop more affordable housing.
- Replicate successful programming in other counties.
- Explore changing the name of the agency.
- Build a cash reserve fund to serve as backup to the agency and an asset to move forward the development of permanent supportive housing.
- Diversify revenue streams through various methods, including fundraising and property development fees.
- Diversify Board of Directors geographically, demographically, professionally, and philanthropically.
- Advocate for Housing Policy by defining the agency stance and creating consistent messaging that can be utilized by all BFHP stakeholders.
- Craft a DEI based agency narrative by reviewing agency storytelling and brand voice through a lens of Diversity, Equity, and Inclusion.
- Focus on Prevention by strengthening the safety net through strong support networks.

“I’m having the time of my life! I’m in a beautiful apartment!”
— Jordy S., Housed client, Alameda County
Dear BFHP Leadership Team, I wanted to take this time to thank you all for your tireless work to steer this ship. The boots on the ground cannot effectively do our jobs without precise and direct guidance from above. You make it possible for my continued push in an arena that I am passionate about.

– Rae Uhde, Roads Home Income & Benefits Specialist

Shown here (top row left) with the Sacramento team