

**MISSION:** Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope.



**VISION:** A world where everyone has a decent place to live.

## STRATEGIC PLAN 2020-2023

**STRATEGIC POSITIONING:** Accelerate growth in our area of core competency (sustainable home ownership) while increasingly pursuing systems change.

### Growing Capacity

Expand retail presence in and beyond Greenville.

Strengthen and align our internal knowledge & competencies.

Re-imagine staff and volunteer recruitment, retention, and engagement.

Grow revenue by diversifying revenue sources shifting our resource development culture from event-centered to donor-centered.

Expand our recruitment and outreach efforts to potential families.

Develop a comprehensive marketing plan for the entire organization.

### Growing Impact Delivery

Develop multi-family & other diverse housing units for efficiency and scale of impact for families.

Engage cross-sector partnerships to strategically address the development of neighborhood infrastructure to support housing growth.

Develop innovative land-acquisition strategies to support housing growth.

Strengthen and optimize our current building systems/processes to support housing growth.

Identify, assess, and engage in high-potential neighborhoods for place-based presence and revitalization

### Growing Community Engagement

In partnership with stakeholders, develop a comprehensive shared vision and case for community support across the continuum of care for housing solutions and supportive services.

Broaden brand influence through inclusion, engagement, advocacy, and collective action.

Strengthen our position and credibility in the philanthropic community & among other influencers.

**VALUES**

**SUCCESS ASPIRATIONS**

**SYSTEMS CHANGE**