



**Affordable Homeownership
Foundation, Inc.**

Solving The Puzzle Of Homeownership

5264 Clayton Ct., Suite 1
Fort Myers, FL 33907
239-689-4944
www.ahf.today

**Strategic Plan for
Affordable Homeownership Foundation Inc.
Current as of February 2021**

Executive Summary

The strategic plan for AHF consists of the following high-level objectives and action steps:

Objectives:

- Youth Aging Out of Foster Care Program
- Veteran Assistance Program
- Affordable Housing Units for Individuals with disabilities, Veterans and Seniors and Youth Aging Out of Foster Care
- Financial Capabilities Coaching/Counseling
- First Time Home Buyer Classes and Post Purchase Classes

Action Steps:

- Work to purchase a Facility that will house the youth and allow them to live, work and learn so they can get a head start in life and make a positive change in the community.
- Continue to get donations for the Veterans Assistance Program
- Encourage Financial Capabilities Coaching/Counseling in every aspect of housing counseling that we deliver.
- Collaborate with other like-minded agencies to develop a plan to insure we are doing whatever possible to insure very low and low income households for the disabled, seniors, veterans and youth aging out of foster care have a safe affordable place to live to limit these individuals from becoming homeless.
- Increase affordable rental housing units for these individuals mentioned above yearly so the affordable housing stock continues to increase.
- Increase case management of these clients so we insure successful outcomes and limit failures.
- Become self- sustaining so when government funding or grants are limited the organization can survive.



**Affordable Homeownership
Foundation, Inc.**

Solving The Puzzle Of Homeownership

5264 Clayton Ct., Suite 1
Fort Myers, FL 33907
239-689-4944
www.ahf.today

Vision Statement

The strategic plan for AHF aims to further the following organizational vision:

It is our Vision to be the best home consumer resource available through all of our educational services and relationships, we will add value to the community, its Veterans, seniors, youth aging out of foster care, disabled individuals, and very low, low and moderate income households.

Mission Statement

Our mission is to help the economically vulnerable veterans, seniors, youth aging out of foster care, disabled and homeless individuals in the very low, low to moderate income area of our region achieve financial literacy, attain housing stability and or homeownership, participate in the American dream, and contribute to more stable, vital neighborhoods. To create this transition, we offer advocacy, education, counseling, and work to increase the availability of safe, decent, affordable housing opportunities.

Business and Team Summary

The primary business of AHF consists of the following:

We are a HUD approved Housing Counseling Agency. Our primary business is providing housing, Financial Capabilities, First Time Home Buyer, Foreclosure Prevention, Youth Aging Out of Foster Care, Homeless, Rental, Veteran and Senior Counseling. Rehab and Build affordable rental housing for individuals with disabilities, seniors and Veterans and youth that have aged out of the Foster Care System. Rehab and build affordable homes for sale in the low to moderate income housing range

The core team members of AHF are as follows:

1. Lois Healy
CEO
NCHEC Certification in Homeownership, & Foreclosure and default intervention.
Certifications also in Financial Coaching, Senior, Youth and Homeless Prevention
Counseling



**Affordable Homeownership
Foundation, Inc.**
Solving The Puzzle Of Homeownership

5264 Clayton Ct., Suite 1
Fort Myers, FL 33907
239-689-4944
www.ahf.today

- 2.) Barbara Wentworth HUD Certified Counselor/Admin Specialist
- 3.) Jessie Lloyd- Counselor and Compliance administrator
- 3.) Two more trained and accomplished counselors to be added by the end of fiscal 2020

Analysis of Strengths, Weaknesses, Opportunities, and Threats

Strengths	Opportunities
Organized	Building Safe Affordable Housing
Forward Thinking	Experts in Housing Counseling
Compassionate	Community Leader

Weaknesses	Threats
Government Changes that effect how non-profits get funded	Grants and Donations Dwindle due to Economic Conditions

Analysis of Industry

The current state of non-profit housing agency industry is as follows:

The current state of the organization's Industry is strong. Our role as a HUD approved Housing Counseling Agency remains solid due to urgent need for financial coaching/counseling and as rents and mortgage prices rise.

Analysis of Marketing Strategy and Target Customers

The marketing strategy of AHF consists of the following elements:

Our marketing includes reaching out Veterans, Seniors, Disabled, Youth Aging Out of Foster Care, Homeless and disadvantaged, very low, low and moderate income families and individuals. We will accomplish our marketing through collaboration with the Center for Independent Living Gulf Coast, Veterans Groups including, Goodwill Veteran's Services, Lee County Human & Veteran Services, the VA Coordinator, SW Florida Military Museum, and other groups such as Area Agency on Aging, and Lee County Homeless Coalition to name a few. We believe that in working together we can accomplish great things. Whenever possible we will try to collaborate on special fund raising efforts so we can all obtain our goals and combine efforts.



**Affordable Homeownership
Foundation, Inc.**
Solving The Puzzle Of Homeownership

5264 Clayton Ct., Suite 1
Fort Myers, FL 33907
239-689-4944
www.ahf.today

Target customers include:

Veterans, Seniors, Disabled, Youth Aging Out of Foster Care, Homeless and disadvantaged very low, low and moderate income families and individuals.

One-to 3 Year Goals

Build 6 Additional Affordable Housing Rental Units	
Strategy	Obtain SHIP Funding and insure we have Investment partners. We have become a CHDO to help with building affordable housing.
Financial Projections	Anticipated cost per unit is approximately \$350,000 Anticipated Mortgage \$0, Anticipated Revenue per homes per year \$90,710
Execution Person(s)	Lois Healy, Board Of Directors, Staff
Evaluation Person(s)	Board Of Directors, Staff
Evaluation Criteria	Homes completed in time frame

Youth Aging Out Of Foster Care Program	
Strategy	Secure Financing Through Grants, donations, & loans
Financial Projections	\$10,000 1st year
Execution Person(s)	Lois Healy, Board Of Directors, Staff
Evaluation Person(s)	Lois Healy, Board Of Directors, Staff, Mentors
Evaluation Criteria	Number of Youth Served, Number of youth helped

Establish a Veteran's Assistance Fund	
Strategy	Solicit donations and grants
Financial Projections	\$50,000
Execution Person(s)	Lois Healy, Board Of Directors, Staff & Volunteers
Evaluation Person(s)	Lois Healy, Board Of Directors, Staff & Volunteers
Evaluation Criteria	Amount of funds raised, number of Veterans helped

Five-Year Goals

Be Self Sustaining	
Strategy	Building 12 additional rental units of affordable housing
Financial Projections	Anticipated costs \$2,000,000,(offset by grants) Anticipated Revenue \$5,000,000
Execution Person(s)	Lois Healy, Board Of Directors, Staff & Volunteers
Evaluation Person(s)	Lois Healy, Board Of Directors, Staff & Volunteers
Evaluation Criteria	Number of Affordable Housing Units Built, number of clients housed

This strategic plan was approved by the AHF Board of Director's February 2021