

EDEN 2021-2023 Strategic Plan



Vision Statement:

EDEN recognizes that housing is a basic right of all people, and the first step in helping those vulnerable and disadvantaged transform their lives.

We believe housing serves as a foundation to build stable lives, advance independence, and fulfill aspirations.

We envision, that through our efforts, homelessness will be brief and rare; and every family will have a safe, secure place to call home.

Mission Statement:

EDEN's mission is to provide housing solutions to people facing the challenges of housing insecurities and homelessness.

Strategic Three-Year Goals and Objectives Framework Strategic Plan 2021 – 2023

Goals and Objectives*
GOAL ONE: Create and implement a multi-faceted action plan to guide EDEN's commitment to be a diverse, equitable, and inclusive (DEI) organization.
1A. Form an ad-hoc committee made up of Board and staff to guide development of the DEI action plan and provide oversight to the Board and staff in the plan's implementation and measures of success.
1B. Provide on-going DEI educational opportunities for Board, staff and clients to learn together including but not limited to the role EDEN can play in dismantling systemic racism and effecting change.
1C. Review all human resources-related policies and procedures and revise as appropriate to reflect EDEN's commitment to DEI.
1D. Review all marketing and communications efforts and adjust to best reach diverse audiences and better serve our participants across the agency.
1E. Develop guidelines for current programs, business development, and expansion to align with EDEN's DEI commitment and objectives.

GOAL TWO: Grow and adapt EDEN’s client base to meet evolving needs while continuing our commitment to the vulnerable populations with housing instabilities that EDEN currently serves.

2A. Explore expanding EDEN’s geographic footprint to other jurisdictions, enhancing programs and adding services while assuring these opportunities fit within EDEN’s mission and capacity

2B. Continue to build a nimble infrastructure, including but not limited to staffing and staff training, to be prepared to serve new groups of people.

2C. Refine and critically review information collected from clients and landlords to evaluate satisfaction and success.

GOAL THREE: Refine and strengthen EDEN’s property operations and programs.

3A. Explore the question: “What kind of affordable housing developer are we?” taking into consideration both the opportunity and risk and move forward on the determination.

3B. Develop a formal property needs planning process to create a comprehensive Capital Needs and Improvement Plan.

3C. Explore and develop EDEN’s core businesses to increase new revenue streams and audit all current programs for mission alignment, community needs, and capacity.

3D. Improve client engagement to encourage active participation in the communities they live in and increase housing and amenities choices.

GOAL FOUR: Develop initiatives to deepen EDEN’s standing as a caring and highly effective organization and workplace of choice for employment and Board service.

4A. Enhance the physical work environment including but not limited to new ways to use the office workspace and new remote work opportunities.

4B. Offer targeted training for personal and professional development support to staff to prepare them for advancement within the organization.

4C. Continually review and align staffing capacity and workload.

4D. Address overall competitiveness of staff compensation (dollars and benefits) (see 5D).

4E. Grow the Board of Directors in size, to meet expertise and demographic targets. Increase overall knowledge, involvement and comfort in fundraising and building networks on behalf of EDEN.

4F. Implement succession planning and development of a pipeline for Board and staff leadership.

GOAL FIVE: Enhance the interrelated functions of public relations and fund development to grow awareness and support of EDEN’s mission.

5A. Build capacity of public relations and fund development team (staff, contractors, and full Board of Directors) including capacity for data collection and measurement initiatives (see 1A, 2C, 5C).

5B. Develop and implement a comprehensive plan to enhance EDEN’s branding and marketing to increase awareness and understanding of EDEN’s work in the community.

5C. Develop incremental plan to expand financial support from the private sector with a focus on individual giving (annual campaign, major donors, and family foundations) and corporate giving with a focus on unrestricted support and foster an understanding of the importance of giving to EDEN.

5D. Continually monitor funding shifts, market conditions, opportunities and planned uses of unrestricted income, prioritizing staffing, fund development capacity, property maintenance, cash reserves and competitiveness of staff compensation.