

Habitat for Humanity of Summit County - Akron, Ohio

April 1, 2020 to March 31, 2025

Strategic Goals & Objectives	Description of Local Approach <i>Provide a summary description of the local approach to implementing the strategic objective. Include major milestones in the next 5 years.</i>	Metrics/Targets <i>Aligned with the CORE metrics of the Strategic Plan. Include other important local metrics as appropriate.</i>	Outcomes					
			Apr 2020 to Mar 2021	Apr 2021 to Mar 2022	Apr 2022 to Mar 2023	Apr 2023 to Mar 2024	Apr 2024 to Mar 2025	
Build Community Impact (Improve Housing Conditions)								
Serve families through sustainable construction and housing support services	Build using "best practices" to ensure homes are efficient and easy to maintain	Help 200 people annually to improve their shelter situation. (Imagine Impact goal 1,000 over 5 years)	# completed	# completed	# completed	# completed	# completed	
	Provide education concerning home maintenance and financial literacy to ensure the home is sustainable.		# sessions	# sessions	# sessions	# sessions	# sessions	
	Determine best mix of new, rehab, repair, and deconstruction projects for community		# completed	# completed	# completed	# completed	# completed	
Leverage shelter as a catalyst for community transformation	Widely communicate the HFH mission and vision as a means for community transformation		# speaking engagements	# speaking engagements	# speaking engagements	# speaking engagements	# speaking engagements	
	Focus on transforming one neighborhood		# neighborhoods	# neighborhoods	# neighborhoods	# neighborhoods	# neighborhoods	
	Align with partners who share a community transformation mindset		# partnerships	# partnerships	# partnerships	# partnerships	# partnerships	
Grow capacity to serve the most vulnerable, the disaster-affected and the urbanizing world	Provide forums to educate community on global housing issues		# forums/tours	# forums/tours	# forums/tours	# forums/tours	# forums/tours	
	Prepare a team for annual global village trips and/or disaster relief		# trips	# trips	# trips	# trips	# trips	
	Create partnerships with local agencies to help in the event of local disaster		# partnerships for disaster	# partnerships for disaster	# partnerships for disaster	# partnerships for disaster	# partnerships for disaster	
Build Sector Impact (Partner to Increase Shelter Access)								
Support market approaches that increase products, services and financing for affordable housing	Increase ReStore sales as a means to fund the affiliate	Create housing opportunities for 45 people annually through new construction, recycled homes, home repairs and deconstruction. (Imagine Impact goal 225 over 5 years)	\$ sales	\$ sales	\$ sales	\$ sales	\$ sales	
	Increase support from local businesses		# donors	# donors	# donors	# donors	# donors	
	Maintain strong relationships with local governmental agencies who provide access to land for housing		# relationships	# relationships	# relationships	# relationships	# relationships	
Promote policies and systems that advance access to adequate, affordable housing	Work with governmental agencies and charitable fund sources to ensure that access to affordable housing remains at critical goal for our community.		# meetings	# meetings	# meetings	# meetings	# meetings	
	Create a PR campaign for the community that addresses the HFH mission and the importance affordable housing plays in community development		# mailings/media hits	# mailings/media hits	# mailings/media hits	# mailings/media hits	# mailings/media hits	
	Build Societal Impact (Inspire action to end poverty through housing)							
Create awareness of affordable housings role in creating better, healthier and financial stable lives	Partner with other non-profits devoting a portion of their mission to breaking the cycle of poverty through affordable housing.		Mobilize 2,000 people annually to join the cause for affordable shelter. (Imagine Impact goal 10,000 over 5 years)	# partnerships	# partnerships	# partnerships	# partnerships	# partnerships
	Attend community meetings to advocate for the role affordable housing plays in breaking the cycle of poverty.			# meetings	# meetings	# meetings	# meetings	# meetings
Mobilize volunteers as hearts, hands and voices for the cause of adequate, affordable housing	Develop a volunteer recruitment presentation that inspires commitment to the HFH mission targeting businesses, community organizations and individuals to volunteer			# volunteers	# volunteers	# volunteers	# volunteers	# volunteers
	Request that partner families "pay the HFH experience forward" by volunteering or recruiting new volunteers.			# partners family volunteers	# partner family volunteers	# partner family volunteers	# partner family volunteers	# partner family volunteers
	Ask volunteers to give names of others they think would volunteer, ReStore customers for other shoppers - expand the contact list	# new contacts		# new contacts	# new contacts	# new contacts	# new contacts	
Build a Sustainable Organization (Mobilize resources and steward them faithfully)								
Fund the mission	Drive ReStore revenue growth	Shared vision, shared success, improved health of our partner families, employees and the community		\$ sales	\$ sales	\$ sales	\$ sales	\$ sales
	Identify new corporate and organizational relationships to drive funding by leveraging the goals of the Imagine Impact Campaign			# donors to ReStore	# donors to ReStore	# donors to ReStore	# donors to ReStore	# donors to ReStore
	Direct social media efforts to appeal to specific funding sources			social media analytics	social media analytics	social media analytics	social media analytics	social media analytics
Grow skills and leadership capabilities	Training opportunities for staff/volunteers through HFHI, HFH Ohio or third party providers			# trainings	# trainings	# trainings	# trainings	# trainings
	Connect with business and community influences to develop leadership skills		# connections	# connections	# connections	# connections	# connections	
Operate with excellence	Ensure that operational processes reflect the current business environment		P & L	P & L	P & L	P & L	P & L	
	Act ethically and compassionately in every areas of the organization							
	Ensure proper business controls are practiced as part of the day to day operations		P & L/cash controls	P & L/cash controls	P & L/cash controls	P & L/cash controls	P & L/cash controls	
	Create and refine succession plans							