

# L-C Valley Strategic Plan 2023-2025

## GOAL I: Build Organizational Strength & Capacity

Strategic Objective	Strategic Outcomes	
1.1 Fund the Mission	1.1.1	Increase annual gifts, grants, and fundraising events to \$150K
	1.1.2	Broaden fund development initiatives, including planned giving, recurring giving, major gifts, and donor recruitment and stewardship
	1.1.3	Hire and budget full-time Development and Special Events Coordinator
1.2. Increase Store Profitability	1.2.1	Explore funding and location for a new store
	1.2.2	Increase store gross sales to \$400K
	1.2.3	Increase annual consumer transactions by 20%
	1.2.4	Increase product donations from businesses by 50%
1.3. Operate With Excellence	1.3.1	Maintain cash reserves up to six months of operational expenses
	1.3.2	Continue to update manuals, policies, and procedures to support growth
	1.3.3	Monitor 2023-2025 Strategic Plan with board and leadership staff at monthly meetings
	1.3.4	Support staff through professional development, training, and educational opportunities

## GOAL II: Build Community Impact

Strategic Objective	Strategic Outcomes	
2.1 Serve More Families	2.1.1	Build minimum of two homes every three years
	2.1.2	Fund and complete minimum of five Critical Home Repair projects annually
	2.1.3	Fund and complete minimum of five Brush with Kindness projects annually
	2.1.4	Fund and implement Lawn & Garden Tool Loan Shed and Trailer
2.2 Grow Capacity to Build More Houses	2.2.1	Maintain and develop a full-time Habitat construction manager
	2.2.2	Seek USDA lending or other alternative mortgage financing techniques
	2.2.3	Acquire minimum of three parcels in two years

## GOAL III: Build Community Engagement

Strategic Objective	Strategic Outcomes	
3.1 Develop Key Partnerships to Advance Access to Affordable Housing	3.1.1	Engage minimum of 6,000 volunteer hours a year
	3.1.2	Engage weekly construction volunteer group for a minimum 15 hours a week
	3.1.3	Target groups to provide service learning and volunteer opportunities: businesses, civic groups, churches, students, and other non-profit partners
	3.1.4	Continue building and nurturing relationships with staff and volunteers
3.2 Cultivate Strong Relationships with Current Habitat Homeowners	3.2.1	Maintain relationships through quarterly communication
	3.2.2	Offer annual Habitat homeowner in-person event

## GOAL IV: Increase Community Awareness

Strategic Objective	Strategic Outcomes	
4.1 Inspire Action Through Compelling Storytelling and Media Presence	4.1.1	Develop compelling media stories and strategies for all mediums that advance knowledge and recognition of Habitat
	4.1.2	Develop and maintain personal connections with media personnel from all mediums.
	4.1.3	Distribute Annual Impact Report to showcase our community impact and recognize key partnerships
4.2 Serve as a Leading Voice for Affordable Housing in the L-C Valley	4.2.1	Integrate advocacy messaging in our communication channels to dispel any myths and reduce stigmas related to affordable housing
	4.2.2	Educate, empower, and engage elected officials, challenging them to prioritize housing as a key issue of concern
	4.2.3	Support opportunities for board and leadership staff to give a local voice to affordable housing issues