

2014 – 2018

Habitat for Humanity of Benzie County

Strategic Plan

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 PRINCIPLES:

- Demonstrate the Love of Jesus Christ
- Focus on shelter
- Advocate for Affordable Housing
- Promote Dignity and Hope
- Support Sustainable and Transformational Development

Goal: Build Community Impact

Objective – Improve Housing Conditions

Strategies –

- Serve families through sustainable construction and housing support services
- Provide one new Partner Family a safe, decent and affordable home in Benzie County per year
- Maintain an ongoing plan to identify qualified future partner families, including partnering with Community agencies, schools, employers and Churches.
- All future builds will be of Energy Five Star construction or higher
- Annually participate in the HFHM Construction Council and sponsored events

Goal: Build Sector Impact

Objective – Partner to increase shelter access

Strategies –

- Participate in the Benzie Human Services Collaborative partnering program
- Develop future partnering and advocacy programs with local authorities
- Maintain Outreach training and educational programs to share the Habitat Mission, Vision and Story with Community groups
- Maintain broad based Habitat marketing plans and initiatives for growing Community support, awareness and partnering opportunities

Goal: Build Societal Impact

Objective – Inspire action to end poverty housing

Strategies –

- Maintain an ongoing plan to identify housing needs in Benzie County
- Develop a plan for expanding Church, Benzie County Ministerial Association and Community relations and awareness to Habitat needs to help solve poverty housing
- Annually tithe to support HFHI worldwide builds and development
- Develop a joint celebration with the Benzie County Ministerial Association and Community Churches for Habitat Faith Week in September
- Develop training and mentoring programs for all Partner Families for achieving good neighbor goals, roles and commitments

Goal: Build a Sustainable Organization

Objective – Mobilize Resources and Steward them faithfully

Strategies –

- Enhance Resource Development to Fund the Mission by maximizing fund raising opportunities involving individuals, community groups, businesses and organizations
- Budget effectively for all Income and expenditure programs and operate all programs effectively and efficiently, including maintaining current all data bases and Habitat information
- Develop long term financial plans and programs for planned giving, including grants, foundations and endowments
- Develop future Leadership Capabilities and Skills
- Recruit dedicated Community volunteers, including youth, to serve on Committees, the Board of Directors and housing builds and programs

NOTE: This updated plan was prepared using the current HFHBC 2013 – 2015 Strategic Plan and the HFHI 2014 – 2018 Strategic Plan Guidelines for Mission, Vision, Goals, Objectives and Principles by aligning the new updated HFHBC plan with the HFHI Global Strategic Plan as closely as possible. The HFHI suggested Metric and Target areas for each strategic objective have not been included since the HFHBC Strategic Plan is an ongoing plan led by the Board, Officers, Committees and Volunteers.

2/1/14