



Strategic Plan
2013–2015

**PRIORITY #1
FAMILIES**



**SUE HAIGH
PRESIDENT**

This Strategic Plan for our Fiscal Years 2013–2015 assesses where we have been, our vision for our future and the steps we will take to get there. With your help, we have accomplished much in the past 25 years. We’ve trained more than 900 Twin Cities families on homeownership and sold them homes built or rehabbed by our volunteers. We’ve counseled more than 5,000 families on preventing foreclosure and finding stable housing. We’ve done critical home repairs for more than 1,400 low-income homeowners. In 2009, we responded to the foreclosure crisis by launching *A World of Hope: It Starts at Home*. This campaign is our promise to expand every aspect of our work and serve thousands of additional families—because the need is greater than ever!



**NORM BAER
BOARD CHAIR**

Too many Twin Cities families still don’t have a safe, decent, affordable place to call home. The individual strategies outlined in this plan will maximize the impact of our efforts and create measureable improvements for the families we serve, the neighborhoods we work in, and the Twin Cities as a whole.

A plan is only as good as the people behind it—and execution of this plan is dependent upon you, our tireless volunteers, generous donors and inspiring family partners. Through your unwavering support for our mission of eliminating poverty housing, we have done much and we will do much more. You are the cornerstone that this Strategic Plan, and all our future work, is built upon.

Please join us in this critical work!



Our Strategies

Concentrate our work

Focusing our work geographically will maximize our positive impact and make us more efficient in strengthening neighborhoods.

WE WILL...

- Continue our extensive work in our partner neighborhoods of North Minneapolis, and Payne-Phalen, Frogtown and Rondo in St. Paul
- Target areas hardest hit by the foreclosure crisis
- Focus on communities that have good access to transportation and job opportunities

We've started new partnerships with families on 8 blocks in Mpls.' Jordan neighborhood and 16 blocks of St. Paul's Frogtown neighborhood.



Children who move four times or more by 8th grade are four times more likely to drop out of school.

Serve 5,800 families with our programs and services

Our programs to stabilize housing include Homebuilding (new and rehab projects), *A Brush with Kindness* (home repairs), *Mortgage Foreclosure Prevention*, Advocacy and Homebuyer Training. We can now combine and customize these to meet the needs of our neighborhood partners.

WE WILL...

- Build or rehab 180 homes to sell to Habitat homebuyer families
- Complete 425 essential home repair projects, partnering primarily with elderly, disabled, veteran and single-parent homeowners
- Train hundreds of families through homeowner classes and sweat equity
- Prevent the foreclosure of 600 homes in Minneapolis

Partner with neighborhoods

Strengthening communities requires a team approach. We will work hand-in-hand with a multitude of new community partners who share our dedication to the goal of eliminating poverty housing.

WE WILL...

- Deepen our connections to North Minneapolis, Payne-Phalen, Frogtown and Rondo as we carry out a new Neighborhood Revitalization Initiative pilot program
- Measure success against goals identified by our neighborhood partners
- Collect and assess neighborhood data to improve our work and increase efficiency

*We've built homes
in 52 different Twin
Cities communities
and our foreclosure
rate is below 1%*





Habitat supporters gather at the State Capitol each year to advocate for affordable housing.

The Twin Cities will need nearly 50,000 new affordable homes by 2020 to meet the predicted demand.

Lead the call for affordable housing

The need for affordable housing goes well beyond what Habitat can provide alone. That's why we will engage the entire community and be at the forefront of advocating for housing laws and policies that work for everyone.

WE WILL...

- Engage 24,000+ volunteers and donors on the issue of housing
- Recruit and train legislative ambassadors to build relationships with elected officials.
- Work with other nonprofits and key agencies to influence legislation
- Lead Global Village trips to our tithe partners Costa Rica, Haiti, and Mozambique

Be fit for the future

Serving even more families in the future requires Twin Cities Habitat to be ready for whatever may come next. Keeping our promise to families and neighborhoods may require finding new ways of accomplishing our mission.

WE WILL...

- Achieve the World of Hope goals and continue to expand our base of financial support
 - Increase the number of Habitat donors and volunteers to meet the growing need
 - Strengthen our current relationships with businesses and faith-based groups while pursuing new partnerships
- Adapt to the ever-changing housing market by finding new ways to finance our work
- Build a new home for Twin Cities Habitat that will increase our capacity to further our mission of eliminating poverty housing





Operating Mission

Our mission is to eliminate poverty housing from the Twin Cities area and to make decent, affordable shelter for all people a matter of conscience.

WE WILL:

- Bring the community together to build affordable homes in partnership with hard-working, low-income families who seek a safe, stable home as a foundation for a life of financial and social well-being.
- Partner with low-income families to prepare them to be successful homeowners, to connect them to their communities and to preserve the quality of their homes.
- Engage individuals and organizations in our work by providing a broad range of opportunities to share their talents and resources to strengthen our community.
- Influence the public will and inspire collective action to promote affordable housing for everyone in our community.

Our Vision

We see a Twin Cities region where hard-working families can own homes in healthy neighborhoods with access to jobs, transportation, and quality schools.

We will help make decent, affordable housing a matter of our collective character—by continuing to build and preserve homes, by supporting families, and by engaging the community in our mission.

Our programs have helped more than 7,000 Twin Cities families to have a safe, decent home in the past 25 years.



Our Values

These are the values that guide our work:

FAITH IN ACTION

We are called by our faith in God to serve families in need with generosity, humility, and love. We welcome people of all faith backgrounds and beliefs to join us in our common goal of eliminating poverty housing.

HOPE

We provide hope and opportunity for hard working families who seek a safe, welcoming home as a foundation for a life of well-being. We provide hope and opportunity for all who seek to generously share their resources to build a just and equitable world.



COMMUNITY

We bring people from all walks of life together in partnership to build decent affordable housing, create community and transform lives.

INTEGRITY

We honor our commitments, and we act with fairness, honesty, and respect in all of our relationships and in our stewardship of the resources entrusted to us.

PERSEVERANCE

We continually strive for excellence and innovation to create a positive, enduring impact in all that we do.



Join us!
www.tchabitat.org



3001 4th Street SE
Minneapolis, MN 55414
612-331-4090
www.tchabitat.org