

Building **IMPACT**



HABITAT FOR HUMANITY PRINCE WILLIAM COUNTY'S **STRATEGIC PLAN** 2014-2018

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WHERE WE'VE BEEN

Habitat for Humanity Prince William County (HFHPWC) was incorporated in 1994. Between 1994 and 2006, eight homes were built from the ground up and sold to new, low-income homeowners. In 2004, the Habitat ReStore was opened. The Habitat ReStore receives donated building materials, appliances, furniture, tools and more and sells them to the general public at 40% to 90% off retail prices. Proceeds from the ReStore fund our construction programs for families in Prince William County, Manassas and Manassas Park. In 2006, the ReStore was moved to a larger location and in 2008 it expanded again and doubled its size. In 2007, HFHPWC began repairing existing homes. By the end of 2013, HFHPWC had served 139 families through new construction and rehabs for home ownership, critical home repairs, home preservation repairs and weatherization.

WHERE WE'RE GOING

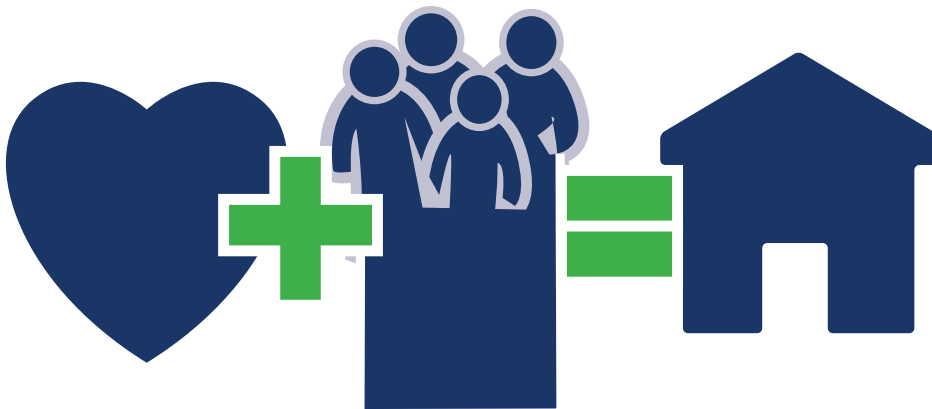
Those were the first twenty years...in the following pages we've outlined our plans for the next five, taking us to our 25th anniversary. This Strategic Plan was developed through individual interviews with volunteers, board members, staff, homeowners, nonprofit leaders, donors and government leaders and group interviews with homeowners and the executive board. It is aligned with Habitat for Humanity International's Strategic Plan for 2014-2018 and with the housing objectives of local government comprehensive plans. It was approved by the Board of Directors in July 2014. We hope you'll join us as we seek to fulfill our vision of a world where everyone has a simple, decent place to live.

VISION

A world where everyone has a decent place to live.

MISSION

Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope.



PRINCIPLES

- 1 Demonstrate the love of Jesus Christ.
- 2 Focus on adequate shelter.
- 3 Advocate for affordable housing.
- 4 Promote dignity and hope.
- 5 Support sustainable and transformational development.

Habitat for Humanity Prince William County's 2014 – 2018 strategic plan builds squarely on the organization's mission, vision and principles. The plan will come to life in Prince William County, Manassas and Manassas Park as people from all walks of life unite to address the urgent need for adequate, affordable shelter.

OUR MOTIVATION: Putting God's love into action

Habitat for Humanity Prince William County seeks to be a partner and catalyst in building a community where everyone has the opportunity to thrive.

OUR METHOD: Bringing people together

Habitat for Humanity Prince William County believes that no one lives in dignity until everyone can live in dignity. Habitat practices a philosophy of "a hand up, not a handout," and engages the broad community in addressing the urgent need for adequate, affordable shelter.

OUR IMPACT: Homes, communities and hope

Habitat believes bringing people together to deliver a product—improved housing—is an essential process for building hope and a healthier community.



“It is not enough to limit your love to your own nation, to your own group. You must respond with love even to those outside of it... This concept enables people to live together not as nations, but as the human race.”

—CLARENCE JORDAN,
THEOLOGIAN AND AFFORDABLE HOUSING PIONEER

Habitat for Humanity Prince William County has been building homes, community and hope for twenty years. Still, there are tens of thousands of people in Prince William County, Manassas and Manassas Park who continue to be cost-burdened, paying more than 30% of their gross income on their housing needs. This plan challenges us to work with others to become more effective catalysts for change—change that will help more families than any one organization ever could serve alone. The plan calls for operating with impact in three spheres of influence: community, sector and society.

Build Community Impact

The foundation for these changes begins with direct engagement with families and communities, demonstrating what is possible when people from all segments of society work together to address the problem of poverty housing.

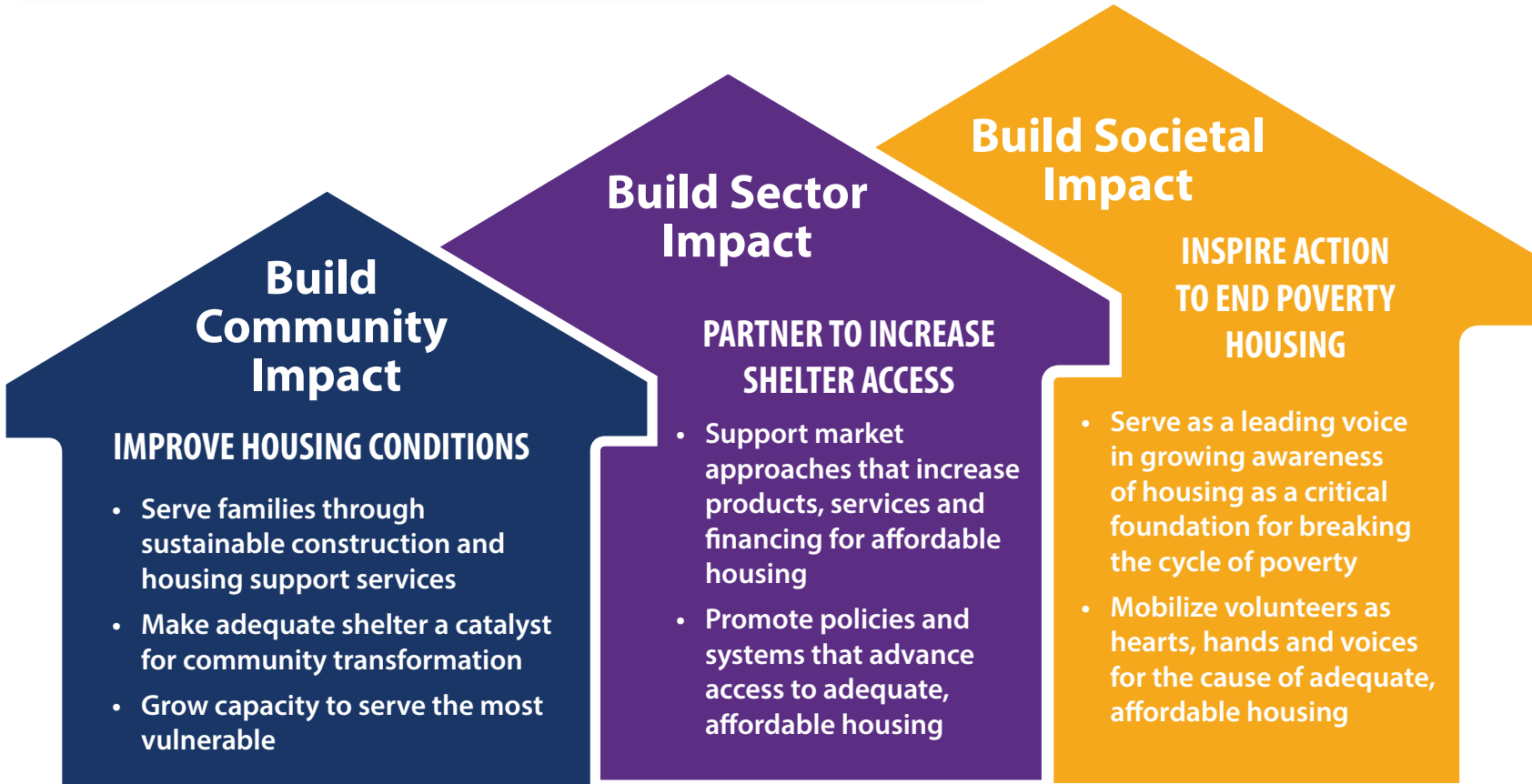
Build Sector Impact

While promoting approaches that assist low-income families to help themselves, we also help drive the market for housing-related financing, housing improvement services and products that are accessible to the poor. Public policies increase access to affordable housing and this plan challenges us to promote policies and systems that eliminate restraints contributing to poverty and poverty housing.

Build Societal Impact

We mobilize volunteers and bring awareness to many that affordable housing is critical to breaking the cycle of poverty. Volunteer support not only raises walls, it provides backing for public policy and market changes that have a broader impact on society.

HABITAT FOR HUMANITY PRINCE WILLIAM COUNTY
Local Approaches In Support Of Global Objectives



Build a Sustainable Organization **MOBILIZE RESOURCERS AND STEWARD THEM FAITHFULLY**

- Fund the mission
- Grow skills and leadership capabilities
- Operate with excellence



Build A Sustainable Organization

Habitat for Humanity Prince William County

Goal: Build A Sustainable Organization

Mobilize Resources and Steward Them Faithfully

Strategic Objective

Initiatives

Fund the mission

- Hire a Fund Development staff person
- Explore the development of a Special Projects Campaign
- Expand into a second ReStore location (Woodbridge, VA)
- Consider an endowment initially funded by the Special Projects Campaign for operational and/or program use

Grow skills and leadership capabilities

- Allow for operational committees to be established on an ad hoc basis (i.e., communications, volunteer management, land acquisition)
- Expand the Board of Directors from 10 to 15 members
- Identify Board of Directors representation with significant funding ability and community connections

Operate with excellence

- Develop Board of Directors committees as needed (i.e., personnel, planning, board management or development)
 - Create a one-page Board Commitment document
 - Increase the number of Board of Directors meetings to six/year
-



Build Community Impact

Habitat for Humanity Prince William County

Goal: Build Community Impact

Improve Housing Conditions In Prince William County, Manassas And Manassas Park

Strategic Objective

Serve families through sustainable construction and housing support services

Initiatives

- Research, identify and implement ways to make home ownership a sustainable program
- Continue to provide the full complement of services of the Neighborhood Revitalization Initiative (NRI) to the entire service area while also identifying and establishing a partnership with a specific, focus community

Make adequate shelter a catalyst for community transformation

- Create a community plan with the focus neighborhood's residents that aligns with the intent of the local government's comprehensive plan
- Establish partnerships with other community groups to meet the needs of the focus neighborhood
- Research more complex housing strategies (i.e., townhouses, condos, multi-unit dwellings)
- Seek public and private property donations
- Identify opportunities through proffered affordable housing provisions

Grow capacity to serve the most vulnerable

- Position internal capacity to focus on a specific neighborhood and hire an NRI Coordinator



Build Sector Impact

Habitat for Humanity Prince William County

Goal: Build Sector Impact

Partner To Increase Shelter Access

Strategic Objective

Support market approaches that increase products, services and financing for affordable housing

Promote policies and systems that advance access to adequate, affordable housing

Initiatives

- Identify partners (i.e., faith groups, business leaders, public officials, academic and nonprofit leaders) who share affordable housing concern and collaborate to influence policy and system changes
- Continue advocacy efforts with other community groups (i.e., Coalition for Human Services, Continuum of Care, Our Prince William) and explore new opportunities with other groups
- Identify 1-2 high priority policies for housing
- Assist in creating policy drafts and generating support from public officials and collaborative nonprofit partners
- Explore participation in statewide housing coalitions, regional coalitions, Northern Virginia coalitions and Prince William coalitions
- Ensure alignment of internally developed policies with local government's strategic or comprehensive plans



Build Societal Impact

Habitat for Humanity Prince William County

Goal: Build Societal Impact

Inspire Action To End Poverty Housing

Strategic Objective

Serve as a leading voice in growing awareness of housing as a critical foundation for breaking the cycle of poverty

Mobilize volunteers as hearts, hands and voices for the cause of adequate, affordable housing

Initiatives

- Leverage our brand through our supporters, stakeholders and thought leaders to increase awareness of Habitat's role in breaking the cycle of poverty
- Celebrate our construction successes with dedication events, small and large, that involve the stakeholders, give participants information and generate goodwill that is shared with the greater community

HABITAT FOR HUMANITY PRINCE WILLIAM COUNTY

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Serving Prince William County, Manassas and Manassas Park