

# South County Habitat for Humanity

## Strategic Plan for Fiscal Years 2023 - 2025

### our shared vision

The South County Habitat for Humanity (SCHH) Strategic Plan for Fiscal Years 2023 - 2025 is the culmination of work and input from a wide cross section of the SCHH community including the Board of Directors, staff, supporters, and volunteers. This plan outlines the strategic goals and objectives identified to help SCHH realize its full potential and better fulfill the vision of a world where **everyone** has a decent place to live.

The process of formulating a new Strategic Plan provided SCHH an opportunity to reflect on our past successes, challenges and everything in between. This included revisiting the pandemic and social issues brought to the forefront in recent years. While we are grateful to have built our way back in the wake of seemingly insurmountable financial adversity, there is still more work to be done as we recognize opportunities for growth to solidify the sustainability of our organization. Thus, the foundation for each of our plans' primary goals is sustainability; of our mission, of our building programs, and of the community as a whole.

While our plan illustrates lofty aspirations for the coming years, we strongly believe our organization is in a transformative period with the need for affordable housing now gaining attention at both the state and federal level while at the same time, the number of those seeking affordable housing has never been greater. We are eager to get to work and confident in our ability to move our organization forward with a supportive community, engaged Board of Directors and capable staff.

We invite you to join us as we further our mission and extend sincere **gratitude** for taking an interest in the future of our organization.

Sincerely,

*Colin Penney*  
Colin Penney  
Executive Director

*Dan Marantz*  
Dan Marantz  
Board President



# South County Habitat for Humanity Strategic Plan FY2023 - FY2025



The key principles below provide framework which will guide South County Habitat for Humanity's work to achieve our mission of the day everyone has a decent place to live.



## Sustainable Mission

### Fund the mission

- Increase annual philanthropic giving
- Maintain and expand diversified portfolio of revenue streams

### Optimize ReStore to support operations

- Maximize operations and financial impact
- Develop relationships with key businesses for ReStore donations
- Enhance ReStore marketing efforts for shoppers and donors

### Strengthen organizational effectiveness

- Use data driven approach to make critical decisions
- Grow skills and leadership capabilities (staff and Board of Directors)
- Utilize appropriate technology to ensure safety and security of affiliate data, systems and networks
- Recruitment and retention: Enhance volunteer capacity through targeted recruitment efforts and training
- Empower families to be successful Habitat homeowners
- Strengthen Board of Directors nomination structure and process



## Sustainable Building

### Sustainable design

- Explore new construction technologies, efficiencies, and affordability
- Affiliate building construction standards aligned with HFHI US Construction standards

### Environmentally conscious building practices

- Strengthen site recycling activities and explore new ways to reuse materials
- Reduce long-term building waste
- Optimize energy usage by house location and orientation



## Sustainable Community

### Be a vocal and visible leader on affordable housing

- Be recognized as a go-to affordable housing resource
- Amplify policies, programs, and legislation that advance access to housing annually
- Strengthen relationships with public officials, tribal communities, the University of Rhode Island, and faith-based communities

### Listen and advocate for communities

- Empower volunteers and homeowners to serve as community ambassadors for SCHH
- Educate the community on how diversity is impacted by home affordability
- Provide multilingual support of all outreach and homebuyer information