

## **Strategic Plan: 2024–2027**

At Iowa Heartland Habitat for Humanity, we are laying the foundation for a stronger, more resilient community. Our 2024–2027 Strategic Plan outlines bold steps to expand affordable housing, strengthen neighborhoods, and deepen our impact—guided by faith, fueled by partnerships, and focused on opportunity.

### **1. Community Impact**

By 2027, we aim to serve 150 families annually through:

- Increasing new home builds and rehabs from 13 to 16 or more each year
- Completing 90+ home repairs annually
- Expanding our Blueprints financial coaching program
- Opening a new Homeownership Training Center to support education for homeowners community-wide

### **2. Organizational Sustainability**

To ensure our long-term strength, we will:

- Launch an LLC – Iowa Heartland Community Investment Fund – to serve target neighborhoods with broader financing and investment needs
- Raise new capital through the Strategic Giving Initiative - a multi-year fundraising campaign
- Grow our ReStore operations and warehouse efficiency
- Improve volunteer systems, cybersecurity, and financial controls

### **3. Engagement & Advocacy**

We are committed to meaningful community connection through:

- Signature events like Circle Up Breakfast, Women Build, Raise the Roof Dinner and Auction, and Sites and Bites Bus Tours
- Enhanced homebuyer and participant support
- A new website for easy applications, donations, and volunteer engagement
- Keeping God at the center of our mission while welcoming all

### **4. Neighborhood Revitalization**

Through an expanded partnership with Link Christian Community Development (Link CCD), we will:

- Deepen impact in Walnut and Church Row neighborhoods
- Measure progress using the Flourishing Neighborhood Index
- Be open to partnering with 1–2 additional neighborhoods by 2027

### **5. Staff Retention & Growth**

We're investing in our team by:

- Supporting role-specific training and professional development
- Strengthening culture through our core values
- Launching a Staff Engagement Team to promote connection and recognition

## **6. Commitment to Belonging and Opportunity**

We will:

- Provide ongoing training for staff and volunteers centered around belonging
- Remove barriers in our program access if identified
- Host an annual Interfaith Build, Pride Build and other to ensure all are welcome
- Embrace trauma-informed practices to support all community members

## **7. Innovation, Growth & Evaluation**

We'll continue to improve by:

- Participating in Habitat for Humanity's Innovation Hub
- Piloting clean energy and fortified housing solutions
- Using human-centered design and data to guide decisions
- Creating evaluation dashboards to track our impact

## **8. Tithe & Service**

As a Christian organization, we give back by:

- Tithing 10% of unrestricted gifts to support 36 international builds by 2027
- Supporting local nonprofit and church partners
- Supporting Koinonia Farm and sending teams on Global Village trips or national build trips as available