



Habitat
for Humanity®
Lake-Sumter, Florida



Our Mission

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

Our Vision

A world where everyone has a decent place to live.

Strategic Plan
2023 - 2028

We build

strength, stability, self-reliance
and shelter.



How we do our work in the community is just as important as the results we are able to achieve.

Our core values guide our actions:

Trustworthy

We are committed to honesty and transparency. We aim to do what's right, even when no one is looking.

Intentional

Actions we take are purposeful. We are fueled to be excellent by the charge of our mission.

United

When we work together, we can create something greater than ourselves.

Just

We steward our resources to eliminate barriers and create access and opportunity for all.

Driven

We accept a challenge, honor resiliency, and are driven to continuously improve ourselves and our community.

Let's Build Impact Together

build

80

homes

inspire

action through community
building and policy change

\$1.2M

ReStore revenue
annually

introduce

**land trust
product**

raise

\$8.5M

educate

500 unique participants
on affordable housing

250

homes
repaired

develop

leaders and housing champions in
staff, homeowners, and next gen

develop

100

new lots

STRATEGIC OBJECTIVES

STRATEGIC OUTCOMES

strategy
1

fund the mission

- 1.1** raise \$8.5 M by 2028
- 1.2** \$1.2 M in annual ReStore revenue
- 1.3** \$1 M in endowment by 2028
- 1.4** utilize facilities to generate new sources of revenue
- 1.5** strengthen management of our loan portfolio
- 1.6** leverage construction financing and revolving loan funds

strategy
2

invest in our people

- 2.1** foster culture where staff and board feel engaged and valued
- 2.2** teach and support leadership at all levels
- 2.3** align staff in roles and environments that build on strengths
- 2.4** offer professional development and educational opportunities
- 2.5** increase offerings to staff through our benefits package

strategy
3

develop a dynamic organization

- 3.1** increase efficiency with technology and processes
- 3.2** standardize on boarding and refocus performance evaluations
- 3.3** cultivate behaviors that align with our core values
- 3.4** capitalize on Habitat network collaborations
- 3.5** build relationships and embrace transition of Habitat network



BUILD

organizational
resilience &
growth

STRATEGIC OBJECTIVES

STRATEGIC OUTCOMES



BUILD
community
impact

strategy
4

**increase build
capacity**

- 4.1 80 homes built by 2028
- 4.2 decrease average build timeline to 5 months
- 4.3 increase use of sub-contractor relationships
- 4.4 improve job site and program processes
- 4.5 250 homes repaired by 2028
- 4.6 integrate workforce housing product for revenue generation
- 4.7 launch land trust product for infill and communities

strategy
5

**grow acquisition and
land development**

- 5.1 acquire and develop land, yielding 70 to 100 new lots
- 5.2 create efficiencies of scale through build locations
- 5.3 acquire 4 infill lots annually to feed build pipeline
- 5.4 grow staff capacity for construction planning and development



BUILD
sector impact

strategy
6

**develop relationships
to advance affordable
housing**

- 6.1 build relationships with government staff and elected officials
- 6.2 increase outreach and relationship building with private sector
- 6.3 engage coalitions and housing work groups to amplify efforts
- 6.4 develop homeowners to promote policy change

strategy
7

**serve as the leading
voice in affordable
housing sector**

- 7.1 educate and empower elected officials to prioritize housing
- 7.2 be the go-to expert for affordable housing

*mobilize and
advocate!*

STRATEGIC OBJECTIVES

STRATEGIC OUTCOMES

strategy
8

**launch community
education campaign**

- 8.1** educate 500 unique participants on affordable housing
- 8.2** partner with non-profits and government to inspire action
- 8.3** advance minority home ownership

strategy
9

**grow referral
network, evaluation
metrics, and
awareness**

- 9.1** integrate person centered, trauma informed approach
- 9.2** increase our referral network by 25%
- 9.3** gather housing impact data from families and key volunteers
- 9.4** increase local brand awareness and storytelling

strategy
10

**engage next
generation and
diverse populations**

- 10.1** increase youth and young professional engagement by 10%
- 10.2** revive volunteer program for recently or currently incarcerated
- 10.3** develop relationships with 10 new community advocates
- 10.4** create resident led volunteer engagements



BUILD

societal impact

*engage and
connect people!*