



Strategic Plan 2023 - 2028

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.

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

Plan highlights 2023-2028



		STRATEGIC OBJECTIVES	STRATEGIC OUTCOMES
BUILD community impact	strategy 4	increase build capacity	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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
mobilize and advocate!	strategy 7	serve as the leading voice in affordable housing sector	<ul style="list-style-type: none"> 7.1 educate and empower elected officials to prioritize housing 7.2 be the go-to expert for affordable housing



STRATEGIC OBJECTIVES

STRATEGIC OUTCOMES

strategy
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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
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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
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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