Habitat for Humanity of Williamson County, Texas 5-Year Strategic Plan beginning July 1, 2023

approved 6-6-2023
each Goal & Objective is a part of HFHWC's parent organization, HFHI, strategic plan local priorities and action items are the decision of HFHWC

GOAL: BUILD COMMUNITY IMPACT

Objective: Improve Housing Conditions

| | Strategic Priorities | Action Plan | Responsibility of | Target Metric |
|-----------|---|--|--|--|
| 2023-2024 | Create home ownership opportunities in Williamson County | WC CDBG CARES Act and other awarded funds are used to acquire land on which to build homes for 2024-2025 and beyond a. \$286K remains in the fund | Executive Director | 1.8 lots |
| | | 2. Obtain funding to allow for hiring a Construction Services Coordinator position a. WC CDBG grant request submitted April 2023 b. Ameriprise & ChickFilA grant request to be submitted June 2023 | 2. Resource Development | 2.2 grants submitted for implementation in 2023-24 |
| | | 3. Increase the number of sub-contractors willing to work with HFHWC | 3. Homeowner Services | 3.1 secured in each trade category |
| | | 4. Build and sell 4 homes to qualified Homeownership Program participants | 4. Homeowner Services | 4.By fiscal year end |
| | Ensure all legal and financial requirements are met within existing | All condo regime details are correctly dated and in place for Shepherd's Village development home sales | ED/HS Dept Director | 1. By 9-1-23 |
| | HFHWC policies | Update deed changes for Shepherd's Village development and for any other homes built/sold by HFHWC | 2. ED/HS Dept Director | 2. Complete by 9-1-23 |
| | Identify and utilize opportunities to | 1. Repair homes owned by individuals with income below 80% of WC median income | Homeowner Services | 1. 61 total home repairs |
| | sustain home ownership in Williamson County | Increase the number of sub-contractors willing to work with HFHWC in the Home Repair Program | Homeowner Services | 2. 1 in each trade category |
| | | 3. Maximize current location for ReStore | ReStore Director | 3. Land use plan developed by Dec 2023 |
| | | Develop long-range vision for ReStore Program | 4. ED/ReStore Director | 4. By 5-1-24 |
| | Expand community involvement in HFHWC programs | Identify & begin relationship with new corporations in WC | Executive Dir/ReStore Dir./Dev Dir. | 1. 3-5 new partnerships in by 1/1/24 |
| | | 2. Create partnership with Southwestern University students (fine arts and athletics) | 2. Resource Dev/HO Services | 2. 20 students involved in at least 1 vol opp each |
| | | Ongoing church/congregation engagement established | Resource Development | 3. 2-4 Vol teams recruited by 11/1/24 |
| | | 4. Host Habitours with businesses/churches/youth groups/civic clubs 5. Construction Services Coordinator trains new volunteers for Homeownership and Home Repair project completion | Dev. Dir/Dev. Coord Homeowner Services | 1 tour/qtr 2 consistent vols with Jan 1 start date |
| | | | | |
| 2024-2025 | Create home ownership opportunities in Williamson County | HFHWC owns land on which to build homes in the current year and the 2025-2026 year | | |
| | | Homes are constructed and ready for sale to qualified Homeownership Program participants | | |
| | Expand community involvement in HFHWC programs | Expand referral system to more church and civic groups to complete "handyman" services for HFHWC Home Repair clients Focus on new corporations in West Williamson County | | |
| | | Streamline program application process | | |

| | | Implement an online process for both the Homeownership Program and Home Repair programs Recruit, train, and have volunteers available to assist potential applicants with the application process | |
|-------------|--|--|--|
| | Identify and utilize opportunities to sustain home ownership in Williamson County | Repairs of homes owned by individuals with income below 80% of WC median income Finalize and implement first steps in long-range vision for ReStore Program | |
| 2025-2026 | Increase access to HFHWC programs Create home ownership opportunities in Williamson County | Implement a system to address "homes beyond repair" issue HFHWC owns land on which to build homes HFHWC acquires land on which to build in future years Homes are constructed and ready for sale to qualified Homeownership Program participants | |
| | Identify and utilize opportunities to sustain home ownership in Williamson County | Implement next steps in long-range vision for ReStore Program | |
| 2026 – 2027 | Create home ownership opportunities in Williamson County | HFHWC owns land on which to build homes HFHWC acquires land on which to build home in future years Homes are constructed and ready for sale to qualified Homeownership Program participants | |
| | Identify and utilize opportunities to sustain home ownership in Williamson County | Implement final steps in long-range vision for ReStore Program | |
| 2027-2028 | Create home ownership opportunities in Williamson County | HFHWC owns land on which to build homes HFHWC acquires land on which to build homes in future years Homes are constructed and ready for sale to qualified Homeownership Program participants | |
| | Identify and utilize opportunities to sustain home ownership in Williamson County | Explore additional ReStore location in Williamson County | |

GOAL: BUILD SECTOR IMPACT

Objective: Partner to Increase Shelter Access

| _ | Strategic Priority | Action Plan | Responsibility of | Target Metric |
|-----------|---|--|--|-------------------|
| 2023-2024 | Individual and group volunteers are | Key Volunteer e-news specific updates | Dev Coordinator./ED | 1. Bi-Monthly |
| | fully informed of HFHWC activities | Corporate group e-news on future homeowners/training ops/schedule | Resource Development | 2. Bi-Monthly |
| | Support market approaches that increase products, services & financing | Help City of Taylor determine long-term land ownership for Taylor Demonstration Project to provide 12 affordable homes in Taylor | Executive Director | 1. By Oct 1 |
| | for affordable housing | Maintain a seat on the GT Housing Advisory Board & attend monthly mtgs | 2. Homeowner Services Dir | 2. 80% attendance |
| 2024-2025 | Support market approaches that increase products, services & financing for affordable housing | Construction recycling efforts are in place and coordinated with ReStore recycling program Research options for 3rd party financing of Habitat homes Continue membership in the Taylor Demonstration Project to provide 12 affordable homes in Taylor | | |

| 2025-2026 | Support market approaches that increase products, services & financing | Recycling activities are a regular part of every HFHWC program/administration Partnership with for-profit developer is finalized and development is started | |
|-----------|---|---|--|
| | for affordable housing | 3. 3 rd party financing is implemented for Habitat home construction | |
| | | | |
| 2026-2027 | Support market approaches that increase products, services & financing for affordable housing | Construction in the new development with for-profit developer is underway | |
| | | | |
| 2027-2028 | Support market approaches that increase products, services & financing for affordable housing | Continue membership in the Taylor Demonstration Project a. City of Taylor Building Code is changed to allow smaller lot size and/or home size | |

BUILD SOCIETAL IMPACT

Objective: Inspire to End Poverty Housing

| | Strategic Priority | Action Plan | Responsibility of | Target Metric |
|-----------|---|--|---|--|
| 2023-2024 | Serve as a leading voice in growing awareness of housing as a critical foundation for breaking the cycle of poverty | Participate in City of Georgetown hosted events/committees a. Maintain a seat on the GT Housing Advisory Board & attend monthly mtgs b. City Council housing focus area panel | a. Homeowner Services b. Executive Director | a. 80% attendance b. follow-up with each council member |
| | Educate on HFHWC mission, vision & core values | Renew/create relationships with Round Rock businesses Renew relationship with City of Round Rock | ED/Resource Dev ED/Resource Dev | 1. 1 networking event/mo 2. Meet with 3 staff/council by Dec 1 |
| | | Share homeownership impact research final report Share homeownership impact research data points with funders through grant | Homeowner Services/Resource Dev | Website doc; 1/gtr social media & e-newsletter |
| | | applications | 4. Resource Development | Every grant written Oct 1-June 30 |
| 2024-2025 | Educate on HFHWC mission, vision & core values | Renew/create/expand relationships in Round Rock ReStore signage includes connection to HFHWC mission/vision Upgrade website a. Pop-up banners installed and used for emergency/critical event notification | | |
| 2025-2026 | Serve as a leading voice in growing awareness of housing as a critical foundation for breaking the cycle of poverty | Engage other housing organizations about providing services in Williamson County | | |
| 2026-2027 | Serve as a leading voice in growing awareness of housing as a critical foundation for breaking the cycle of poverty | Engage other housing organizations about providing services in Williamson County | | |
| 2027-2028 | Policies are changed to allow for more affordable housing across the county | Support effort to change City of Taylor building code to allow for smaller lot size and smaller homes within city limits | | |
| | Serve as a leading voice in growing awareness of housing as a critical foundation for breaking the cycle of poverty | Recruit and help other housing organizations provide services in Williamson County | | |

BUILD A SUSTAINABLE ORGANIZATION

Objective: Mobilize Resources & Steward Them Faithfully

| | Strategic Priority | Action Plan | Responsibility of | Target Metric |
|-----------|--|--|--|------------------------------|
| 2023-2024 | Affiliate "in good standing" with parent | All reports and annual fees are submitted | ED/Accountant/Homeowner | All submitted on time |
| | organization, HFHI, is a maintained | | Services/Resource Dev | |
| | | 2. "Habitat 2.0" impact on HFHWC is understood and action plan is developed | 2. ED/Board | 2. Monthly reports to |
| | | | | Board/plan by March |
| | | | | 2024 |
| | Community is informed on HFHWC | Renew/create relationships with Round Rock businesses | ED/Resource Dev | 1. 1 networking event/mo |
| | mission, vision & core values | Renew relationship with City of Round Rock | 2. ED/Resource Dev | 2. Meet with 3 staff/council |
| | | | | by Dec 1 |
| | | 3. Utilize technology, events, and personal interactions to share current activities & | 3. Homeowner | 3. Monthly e-newsletter, 4- |
| | | accomplishments | Services/Resource Dev/ED | 6 FB posts/wk; 6 events |
| | Paid staff onboarding, training, | Weekly Department Staff Meeting | Staff directors | 1. 90% of calendar year |
| | management and retention | Weekly Staff Directors Meeting | 2. ED | 2. 2 sessions |
| | | Fall and spring all-staff training | 3. ED/Staff directors | 3. 2 sessions/online |
| | | A Chaff in most into atmospheric relati | 4 50 | courses |
| | | Staff input into strategic plan Habitat Texas annual conference | 4. ED 5. ED/Resource | 4. ED 5. 3 staff attend full |
| | | 5. Habitat Texas annual conference | Dev/Homeowner Services | conference |
| | Fund the organization/mission | Operating expense revenue | 1 | 1. |
| | Fund the organization/mission | a. Meet net ReStore revenue goals | a. ReStore Director | a. Full staffing |
| | | i. obtain and maintain corporate donors to ReStore | a. Rediore Birector | i. 100 committed to |
| | | i. Obtain and maintain outporate denote to Noctore | | program |
| | | ii. insulate ReStore building | | ii. In-kind donation |
| | | | | by 10-1-23 |
| | | b. Increase awareness of Cars for Homes program | b. Resource | b. Construction site & |
| | | | Development/ReStore | ReStore signage |
| | | | Director | weekly/social media |
| | | | | posts/website/e-news |
| | | 2. Homeownership & Home Repair Program | 2. | 2. |
| | | a. Construction fundraising campaign is instituted | a. Resource Development | a. April-May 2024 |
| | | b. Hops for Houses Craft Beer Festival (Feb 24) is fully sponsored | b. Resource Development | b. Dec 2023 |
| | Ensure adequate facilities and | 1. Fully use MS 365 | 1. | 1. |
| | equipment/services are available to | a. MS 365 training for current staff b. Purge out-of-date electronic files | a. Operations Specialist b. ED/Operations Specialist | a. by 8/1/2023 |
| | paid and volunteer staff | 2. Fully Utilize QuickBooks | 2. | b. by 12/31/2023 |
| | | a. Close each month by the 23 rd day of the following month | a. Accounting & Ops | 2. a. 12 on-time reports |
| | | b. Update chart of accounts | b. Accounting & Ops | b. By June 30, 2024 |
| | | Update chart of accounts Update policies and procedures in each department | 3. | 3. |
| | | a. Update/write Standard Operating Procedures | a. Acctg&Ops/RD/HO | a. written/updated by |
| | | a. opacio/witto standard oporating i rosodaros | Services/ReStore | 12/31/23 |
| | | b. Train on standard operating procedures | b. Each department staff & | b. by 3-1-2024 |
| | | | Dir | , |
| | | 4. 2118 North Austin Avenue property improvement plan | 4. | 4. |
| | | a. Plan developed | a. Executive Director | a. By 12-1-2023 |
| | | b. Exterior signage | b. ED/Dept Directors | b. By 9-1-2023 |
| | | c. Develop capital campaign | c. ED/Resource | c. By 3-1-2024 |
| | | | Development | _ |

| | Strengthen paid and volunteer staff skills & leadership opportunities | 1. Annual training is in place for each staff position a. Sales training for all ReStore employees b. All staff are trained and utilize Charity Proud database as appropriate c. Create mentor/shadow relationship with other affiliates for each department director 2. Expand key volunteer base a. Utilize Construction Services Coord to train one-day construction vols & recruit to participate regularly for Homeownership Program (earliest start 1-1-24) b. Utilize Construction Services Coord to train one-day construction vols & recruit to participate regularly for Home Repair Program (earliest start 1-1-24) 3. Special event volunteer training is held prior to the event a. Hops for Houses Craft Beer Festival b. Connect key volunteers with the importance of giving an annual monetary contribution | Department Directors Homeownership Services Resource Dev/ED | 1. One meeting I each item below quarterly 2. a. 2 new vols b. 2 new vols 3. a. 3 mtgs (Dec, Jan, ind) b. 2 mtgs (Jan & June) |
|-----------|---|--|--|--|
| | Paid staff onboarding, training, management and retention | Each new hire receives orientation Salary/Benefits stated numerically in opening posts & offer letters Salary adjustments made annually | Operations Specialist/ED/Dept Director Dept Directors/ED Dept Directors/ED | Completed by end of 2nd day of employment For each post/offer Included in budget adopted by Board |
| | Strengthen financial safety and security throughout the organization | Utilize Organizational Excellence Committee to evaluate financial mis-management risks and provide procedure improvements for each identified risk Implement outsourcing of financial reports and financial future year planning | OE Committee/ED 2. ED | Process evaluation completed Nov 1 with new processes identified by Jan 1 In place by August 1 |
| | | 2. Implement outsourcing of financial reports and financial future year planning | Z. ED | 2. III place by August 1 |
| 2024-2025 | Affiliate "in good standing" with parent organization, HFHI, is a maintained | All reports and annual fees are submitted on time "Habitat 2.0" impact on HFHWC is understood Future relationship with HFHI is determined | | |
| | Fund the organization/mission | 1. Program funding a. Investigate feasibility of "Raise the Roof" concert series b. Spring construction fundraising campaign is held c. Hops for Houses Craft Beer Festival i. new location is confirmed for 2024 event ii. after-party and/or concert feasibility is determined for 2024 and/or 2025 d. Research other CDBG opportunities outside of WC, e.g., General Land Office 2. Operating funding Identify sponsorship opportunities for specific staff positions | | |
| | Ability to continue to provide housing solutions in WC is ensured | Executive Director and Board of Directors understand the financial impact of "Habitat 2.0" on HFHWC Board of Directors determine if HFHWC will continue to be a Habitat affiliate, become an independent housing agency or become a member of another federation of housing organizations | | |
| | Strengthen paid and volunteer staff skills & offer leadership opportunities | Provide cross-training opportunities within each department and across departments Special event volunteer training is held prior to the event a. Hops for Houses Craft Beer Festival b. Race to Build Connect key volunteers with the importance of giving an annual monetary contribution | | |
| | Ensure adequate facilities and equipment/services are available to paid and volunteer staff | Upgrade phone system to be more responsive (ability to easily change main message) 2118 North Austin Avenue property improvement plan continues to be implemented Security systems expanded Write and train on standard operating procedures ReStore | | |

| | Community is informed on HFHWC mission, vision & core values | a. Product fixture replacement/enhancement – sink, shower, door/window, ceiling fan, light b. Drop-down electric plugs for extended light/ceiling fan fixtures 1. Renew/create relationships in northeastern Williamson County 2. Google listing is kept up to date | |
|-----------|---|--|--|
| 2025-2026 | Ensure adequate facilities and equipment/services are available to paid and volunteer staff | Construction warehouse is acquired and utilized by staff and volunteers Increase individual donations/deliveries by acquiring an additional ReStore 20' box truck 2118 North Austin Avenue property improvement plan completed a. Security systems fully engaged b. Entrance to each activity is easy to identify and parking is near each entrance c. ReStore warehouse, sales floor, donation receiving is built and utilized by paid/volunteer staff and customers | |
| | Ensure adequate controls, procedures & procedures are in place Strengthen paid and volunteer staff skills & offer leadership opportunities | Ensure all homes built meet HFHI design standards Connect key volunteers with the importance of giving an annual monetary contribution Special event volunteer training is held prior to each event a. Hops for Houses Craft Beer Festival | |
| | Fund the organization/mission | b. Race to Build 1. Program funding a. Women Build Campaign b. If feasible, "Raise the Roof" concert series is held c. Hops for Houses Craft Beer Festival i. New location is used ii. concert and/or after party is held 2. Operating funding a. Race to Build" event is held in Georgetown b. End-of-year campaign 3. Hold donor recognition event | |
| 2026-2027 | Community is informed on HFHWC mission, vision & core values | Renew/create relationships in Round Rock Google listing is kept up to date ReStore signage includes connection to HFHWC mission/vision | |
| 2027-2028 | Ensure adequate facilities and equipment/services are available to paid and volunteer staff | Trash trailer with lift system is available for each home construction/repair site Replace ReStore 40' box truck | |
| | Strengthen paid and volunteer staff skills & offer leadership opportunities Fund the organization/mission | Construction training is offered consistently for volunteers and paid staff Connect key volunteers with the importance of give an annual monetary contribution Program funding Women Build Campaign completed and funds used to build a home "Race to Build" event is held in Georgetown Hops for Houses Craft Beer Festival New location is used to meet size need for activities (concert and/or after party) and # of attendees/breweries All activities fully sponsored Operating funding If feasible, hold "Raise the Roof" concert series | |
| | Strengthen paid and volunteer staff skills & offer leadership opportunities | Special event volunteer training is held prior to the event a. Hops for Houses Craft Beer Festival | |

| b. Race to Build | |
|------------------|--|