

## Bay County Habitat for Humanity Strategic Plan 2013-2016

### Habitat for Humanity is a non-profit Christian ministry

**Our Mission:** Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope.

**Our Vision:** A world where everyone has a decent place to live.

### Shelter from wind, rain and cold is a basic human need

Habitat for Humanity is a nonprofit, ecumenical Christian organization. We are dedicated to eliminating substandard housing and homelessness worldwide and to making adequate, affordable shelter a matter of conscience and action. Our ministry was founded on the conviction that every man, woman and child should have a simple, decent place to live in dignity and safety.

### All are welcome

Habitat has an open-door policy: All who desire to be a part of this work are welcome, regardless of religious preference or background. We have a policy of building with people in need regardless of race or religion. We welcome volunteers and supporters from all backgrounds.

We are driven by the desire to give tangible expression to the love of God through the work of eliminating poverty housing. Our mission and methods are predominantly derived from a few key theological concepts:

- **Putting faith into action**

Habitat's ministry is based on the conviction that to follow the teachings of Jesus Christ, we must love and care for one another. Our love must not be words only— it must be true love, which shows itself in action. Habitat provides an opportunity for people to put their faith and love into action. We bring diverse groups of people together to make affordable housing and better communities a reality for everyone.

- **The economics of Jesus**

When we act in response to human need, giving what we have without seeking profit, we believe God magnifies the effects of our efforts. We refer to this perspective as "the economics of Jesus." Together, the donated labor of construction volunteers, the support of partner organizations and the homeowners' "sweat equity" make Habitat's house building possible. By sharing resources with those in need, Habitat volunteers and supporters have made decent, affordable housing a reality for more than 500,000 families worldwide.

- **The theology of the hammer**

Habitat is a partnership founded on common ground— bridging theological differences by putting love into action. Everyone can use the hammer as an instrument to manifest God's love. Habitat's late founder, [Millard Fuller](#), called this concept "the theology of the hammer." "We may disagree on all sorts of other things," said Fuller, "but we can agree on the idea of building homes with God's people in need, and in doing so using biblical economics: no profit and no interest."

Habitat for Humanity welcomes all people to build with us in partnership. "The Bible teaches that God is the God of the whole crowd," explained Fuller. "God's love leaves nobody out, and my love should not either. This understanding drives 'the theology of the hammer' around the world, steadily building more and more houses in more and more countries." ([www.habitat.org](http://www.habitat.org))

## Bay County Habitat for Humanity Goals & Objectives

### Fund Development

Goal: **Increase annual revenue to \$475,000 by 2016.**

2014 Status: \$371,000 in revenue in 2013-14.

2015 Status: \$390,000 in revenue in 2014-15.

Objective: **Diversify funding sources and enhance fund raising.**

### ReStore/Resource Development

Goal: **Increase ReStore sales to \$150,000 by 2016.**

2014 Status: ReStore sales were \$116,000.

2015 Status: ReStore sales were \$124,992.

Objective: **Improve ReStore operations & Long-Term planning**

Goal: **Increase the number of volunteers to 1,000+ annually by 2016.**

2014 Status: Secured over 300 volunteers in 2014.

2015 Status: Secured over 400 volunteers for our Neighborhood Revitalization project so far this year.

Objective: **Expand our volunteer base.**

Goal: **Develop and maintain relationships with at least 10 new businesses and churches a year.**

2014 Status: Rebuilt relationships with Dow Chemical and Bay Area Community Foundation; joined the Bay Area Chamber of Commerce's Community Beautification Committee; and built relationships with Consumers Energy, Bay City Electric Light & Power, other donors, volunteers, and families.

2015 Status: Maintained good donor and volunteer relations and recruited new corporate sponsors for Upcycle Contest.

Objective: **Improve engagement with churches and businesses.**

## **Construction/Program Services**

**Goal: Increase the number of Habitat Homes built/rehabilitated to 2 a year by 2016.**

2014 Status: Closed on a house in Sept. 2013 but did not start a new build or rehab in 2014.

2015 Status: No new home built in the fiscal year, rehabbed recycled Habitat home.

**Objective: Decrease construction costs to affiliate.**

**Goal: Increase the number of Neighborhood Revitalization projects** (repair, weatherization, improve) to 50 a year by 2016.

2014 Status: Partnered with 10 families for Neighborhood Revitalization in July 2013, 22 in July 2014.

2015 Status: Partnering with 30 families this year.

**Objective: Improve affiliate's capacity to complete construction projects.**

## **Family Selection/Support**

**Goal: Decrease the number of delinquencies over 30 days to less than 10% by 2016.**

2014 Status: 20% delinquencies over 30 days as of July 1, 2014.

2015 Status: 21.4% delinquency rate as of July 1, 2015.

**Objective: Improve support provided to partner families.**

**Goal: Partner with at least 50 families annually by 2016.**

2014 Status: Partnered with 22 families.

2015 Status: Partnering with 30 families.

**Objective: Update family selection process and guidelines.**

## Operations

**Goal: Ensure all operations are in accordance with all HFHI, HFHM, Accounting, Lending, Safety, Construction, Non-Profit, Christian, grant and funding sources' standards and principles.**

2014 Status: All operations are in compliance with all applicable rules and regulations.

2015 Status: All operations are in compliance with all applicable rules and regulations.

**Objective: Strengthen and engage Board of Directors & Support Committees.**

**Goal: Decrease management & general and fundraising costs to less than 15% by 2016.**

2014 Status: Management & General at 24% for 2013.

2015 Status: Management & General at 17% for 2014, audit in process for 2015.

**Objective: Improve efficiency of affiliate operations, communications, and technology.**

