



Strategic Roadmap
(Developed March 2021 with The Spark Mill
as facilitator)

Powhatan County Habitat for Humanity exists to provide residents access to affordable housing. We believe no one should live in substandard housing in Powhatan. We believe that all residents deserve safe and affordable housing. We believe that we need to expand the understanding of what affordable housing is/means in Powhatan in order for our organization to meet the needs of residents. We believe that all of our efforts must protect the dignity of residents and develop self-reliance for residents.

VISION: All Powhatan residents have access to safe and affordable housing.

IMPACT: Increased access to affordable and safe housing in Powhatan County

1. Amplify critical home repair efforts and annual home building efforts

- 1.1. Broaden relationships with local skilled volunteers and companies to accelerate work
- 1.2. Create a client management data system to track outcomes and outputs related to critical home repair and home builds
- 1.3. Create a volunteer database for critical home repair, home builds, store and other skill sets

2. Explore development opportunities for large-scale improvements (10 homes/units and above)

- 2.1. Develop relationships with developers and landowners in the community
- 2.2. Conduct an assessment of potential project sites
- 2.3. Conduct listening sessions with community members to develop site plans

IMPACT: Powhatan County Residents understand the scope of the affordable housing problem in our county

- 1 Increase public awareness on the benefits of affordable housing
 - 1.1. Advocate and educate with local decision-makers about the affordable housing stock crisis and its impact on the local community
 - 1.2. Address what cost-burdened means in Powhatan through advocacy efforts targeted at residents

- 1.3. Increase networking and marketing efforts to raise fluency of community on affordable housing needs

FOUNDATIONS OF SUCCESS: Habitat for Humanity of Powhatan is solidified for continued impact

1. Expand the ability of the organization to complete strategic goals

- 1.1. Increase fundraising channels and “storytellers” within and outside the organization
- 1.2. Recruit and retain skilled volunteers
- 1.3. Create a long-term plan to increase sales at ReStore
- 1.4. Add staffing capacity

2. Increase the capacity of the board to execute the plan through recruitment, retention, and development of skills

- 2.1. Strategic recruitment of skill-gaps
- 2.2. Further activate the committees to drive strategic work
- 2.3. Engage the Board in a culture of storytelling/meaning

UPDATED INITIATIVES THAT ALIGN WITH AFFILIATE STRATEGY ROADMAP FROM MARCH 2021

- Pathways to Homeownership Program to begin in late fall FY23. We received a \$5,000 grant in June 2022 from the Schaberg Foundation to put toward this program.
- ReStore open every Saturday by Nov. 2023, increased goal of rev. of \$120,000 in FY23 with part-time store manager hired in September 2022
- Consider purchase of ReStore location (1922 Urbine Road)
- Continuing to do due diligence on 110-acre site (option to purchase) for conservation subdivision that would include 14 homes