



STRATEGIC PLAN

2015-2018



Our Vision

A World where everyone has a decent place to live.

Our Mission

Seeking to put God's love into action, DuPage Habitat for Humanity brings people together to build Homes, Communities and Hope.



Voices of HABITAT

- 4 Something Meaningful and Motivating | Rich Dickson, President of the Board
- 5 Great need requires great effort | Dave Neary, Executive Director
- 6 VALUES
- 7 GOALS and STRATEGIES
- 8 Benchmarks
- 10 Reasons Why





All men dream, but not equally. Those who dream by night in the dusty recesses of their minds, wake in the day to find that it was vanity: but the dreamers of the day are dangerous men, for they may act on their dreams with open eyes, to make them possible.

T. E. Lawrence

Looking back at the history of Habitat for Humanity and its humble beginnings, what audacity Millard and Linda Fuller must have had to actually think they could eliminate substandard housing IN THE ENTIRE WORLD! We have come a long way since those humble beginnings in 1976 and the accomplishments are truly mind blowing. Collectively, Habitat is the largest non-publicly traded homebuilder in the country, one of the largest mortgage lenders in the nation, and possesses a top ten brand rating in almost every not for profit category. It is no wonder that in 1995 Dick and Florence Nogaj decided they would join their friends, the Fullers, and begin a Habitat for Humanity affiliate in DuPage County. One might ask “Why DuPage County, one of the wealthier counties in the country?” What the Nogaj’s knew was that poverty and substandard living conditions do not understand the boundary lines of a neighborhood or a county. Today there are over 70,000 people living below the poverty line in DuPage County. This number does not include those who make just enough to get by and are just one medical emergency away from missing work, putting them in jeopardy of losing their home or apartment.

While we have done much here in DuPage County, like the rest of the world, we are not keeping pace with the growing need for affordable housing. The plan we are presenting here addresses that. Since our inception we have served 80 families in DuPage County and a similar number in 3rd world countries through our tithe. We intend to serve over 80 more families here over the next 3 years, during which we will also celebrate the 20th anniversary of DuPage Habitat. But our efforts won’t stop there. Projecting out 20 years, our continued growth should allow us to serve 100 families annually, part of a regional Chicagoland Effort that intends to serve over 1,000 each year! We are going to need a community effort to make that happen and I want to invite you to be a part of something exciting and life changing not only for our partner families, but for everyone who becomes involved in the effort.

Rich Dickson, President of the Board

Growth demands a temporary surrender of security. It may mean giving up familiar but limiting patterns, safe but unrewarding work, values no longer believed in, and relationships that have lost their meaning.

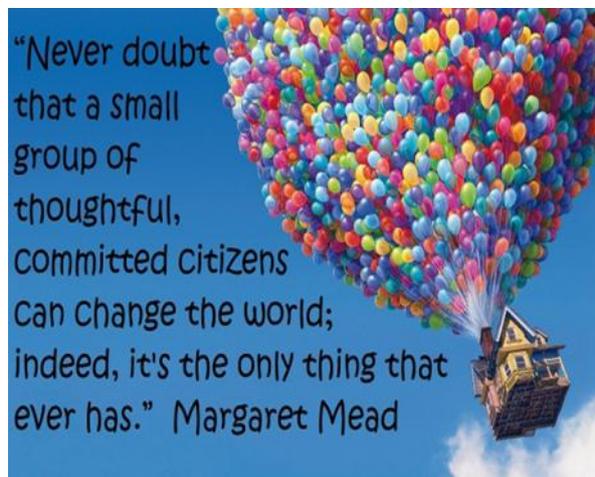
-John C. Maxwell



Last year the leadership of DHFH did some dreaming. We decided we needed to do more, we were creating life changing events, but simply not enough of them. We decided that status quo would not be acceptable as we chart our path into the future. Thinking outside the box, we have taken on some ambitious goals and that are reflected in this plan. What we mapped out is more than just a series of numbers. Each of those numbers is series of direct lines pointing to a partner family, a group of donors, and numerous volunteers. Each number is a disruption in a cycle of struggle and the start of a multiplier effect resulting in hope for generations to come. The numbers are represented in people like the Evans'. Clarence, a military veteran, his wife Nicola and their 4 children recently moved into their newly purchased Habitat house in Glen Ellyn. A short time ago, Clarence returned from his third tour of duty and was reentering civilian life when the reality of finding a home they could afford, within a workable distance from his new job. They did not think it would be possible. They were facing tough decisions around what sacrifices they would need to make to minimize the hardship for their family. Then they were introduced to Habitat and were able to purchase a home that would allow them to raise their children in a secure, healthy home where they could thrive.

Society can't afford to let people like the Evans' slip through the cracks, whose children would otherwise never reach their full potential. To make sure that doesn't happen we will need to embrace a different way of doing business, one that allows us to enlist more of the community we serve and relies on collaborations with other organizations. It requires us to make good decisions that create sustainably and insure we are good stewards of what we are blessed with. This plan creates a compelling reason for people to join us in combatting poverty and providing an opportunity in the form of a hand up to people who truly need it. I hope you will lend your hand to our mission and I look forward to working with you to hammer out poverty and build a community we can all thrive in.

Dave Neary, Executive Director



Core Values

Diversity and Inclusiveness

We believe that all people deserve a simple, decent place to live and have something to contribute in building homes and helping our communities. We welcome people from all walks of life to partner with our program and people from all faiths and no faith to join us in the Theology of the Hammer.

Collaboration

We believe that we accomplish more working together and strive to create strong, productive partnerships within the Habitat family and with local government, community organizations, and area housing providers. We commit to working together and taking appropriate roles as leader or contributor to reach our common goal of eliminating substandard housing.

Homeownership

We believe in the power of homeownership to encourage hope, build equity, break the cycle of poverty, and transform lives. A healthy, stable home is the foundation for success and improves the quality of life, both for the family and the community. Studies prove that children in stable homes eat better, are healthier, do better in school, become positively involved in their communities and have less involvement in unhealthy activities.

Equitable Partnerships

We believe that dignity is promoted not simply by living in an adequate house, but by fully contributing to the process of building and buying that home and helping others acquire adequate shelter. We facilitate a true partnership between staff, donors, community volunteers, and partner family homeowners allowing all to experience each other on a Human level and appreciating what everyone has to offer.

Volunteerism

We believe in the volunteer spirit, we are committed to offering rewarding volunteer experiences and have faith in the power of a small group of committed people to change the world.

Stewardship

We are committed to excellence, to efficient use of our financial, environmental and human resources and we are accountable to our funders, volunteers, and family partners.



Goals and Strategies

Build impact in the lives of the underprivileged in our community.

Serve families through new construction, acquisition and rehab, and home repair programs.
Identify communities in critical need of recovery and develop a holistic collaborative approach for neighborhood revitalization.
Create a disaster response and long term recovery plan for those without sufficient safety net and utilize volunteers to leverage aid funding.

Build awareness and increase impact in the affordable housing sector.

Develop community partnerships that support the revitalization of targeted neighborhoods.
Provide services to support homeownership stability.

Create societal awareness for the need of affordable housing and educate them on the impact in quality of life issues when housing needs are met.

Broaden and deepen HFH's opportunities for volunteer engagement and create legacy events.
Build a strong presence within affordable housing and the community in general to shape the environment in which Habitat works.

Continuously work to increase organizational sustainability, mobilizes resources and stewards them faithfully.

Create and maintain internal sustainable income sources to cover operational overhead.
Fund the operational mission through comprehensive resource development activities
Provide and promote learning opportunities for staff and volunteers in support of the DHFH mission and individual personal growth.
Be recognized as a collaborative and leading affiliate within the Chicagoland Metro area, the State of Illinois and HFHI.
Operate the organization with excellence meeting or exceeding established benchmarks.



Benchmarks of Success

Build impact in the lives of the underprivileged in our community.

Serve 21 families in fiscal year 2015, 26 in fiscal year 2016 32 in fiscal 2017 and 37 in fiscal year 2018.

Plan to increase families served with a steady growth to maximize organizational effectiveness and stewardship.

Search out local community groups and talk with municipalities to identify at least one neighborhood that is in need of revitalization ever year for the next 4 years.

Develop and implement a collaborative plan to address the critical needy neighborhoods that we identify and track the progress and long term outcomes.

Convene a community summit to evaluate the gaps in disaster response in 2015 and subsequently create a Disaster Response Plan to address the needs and hold annual staff and volunteer preparedness training beginning no later than 2016. Re-evaluate needs bi-annually and make adjustments as needed.

Build awareness and increase impact in the affordable housing sector.

Reach out to the local financial community to develop programs for home financing for the low income community.

Partner with local financial institutions to create zero equivalent mortgage programs to increase working capital and the ability to serve more families sooner by fiscal year 2017.

Develop a strong advocacy program to address the issues effecting affordable housing, like prevailing wage regulations and charitable deductions. Mobilize a task force annually to engage the community and lobby policymakers to create and maintain a favorable political environment for those issues and others as they may arise.

Send at least one representative to Habitat on the Hill and to Springfield every year to be sure the face of DuPage Habitat is seen and associated with our advocacy initiatives.



Create societal awareness for the need of affordable housing and educate them on the impact in quality of life issues when housing needs are met.

Become involved in the leadership of community organizations, civic and faith groups through membership on their governing boards. Representation will be through staff, board of director members, and key volunteers so that we have representation on 15-20 boards in the next 4 years.

Utilize a Board Scorecard to track the achievement of the board in supporting the organization to support board members and hold them accountable to the affiliate.

Host major signature events annually and/or align ourselves with events produced by auxiliary organizations that become something the community associates with DHFH and looks forward to every year with a target of having created or associated with 3 such events in 2017.

Provide opportunities and assistance for Board, Staff and key volunteers to attend Habitat build events outside of our service area, such as Global Villages and Jimmy & Roselyn Carter Work projects with the goal of having six people attend in FY 2016 increasing to 15 people in 2018.

Continuously work to increase organizational sustainability, mobilizes resources and stewards them faithfully

Increase ReStore sales and net revenue annually until we achieve \$130.00 in sales/Foot with a margin of 60%.

Maintain modest growth in Corporate support at 3%

Develop a robust individual giving plan that has a strong major gift component so that combined they achieve 8% of our fund-raising by 2017.

Institute a planned giving component to our philanthropy efforts by 2016.

Open a second ReStore having identified it by 2016 and open in 2017 that will also host our administrative offices, construction warehouse and volunteer/job training center.

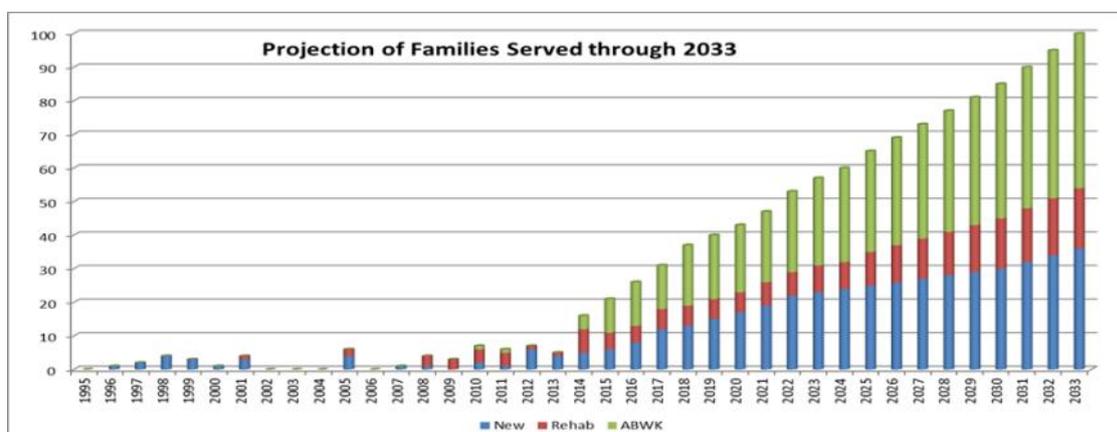
Expand the ReStore product line to include purchase for resale and create a rental program prior to opening the second ReStore location.

Provide and promote learning opportunities for staff and volunteers in support of the DHFH mission and individual personal growth.

Increase the staff to keep pace with the growth of the organization in a responsible and sustainable manner. Focus on the Development Department increasing that to 8-10 full time equivalents by 2020.

Have 100% of the staff participate annually in Habitat and industry learning events continuously so the combined learning is a multiple of 4 times staff.

Identify a minimum of 8 new outstanding volunteer leadership candidates for education and training for the effective execution of our mission.

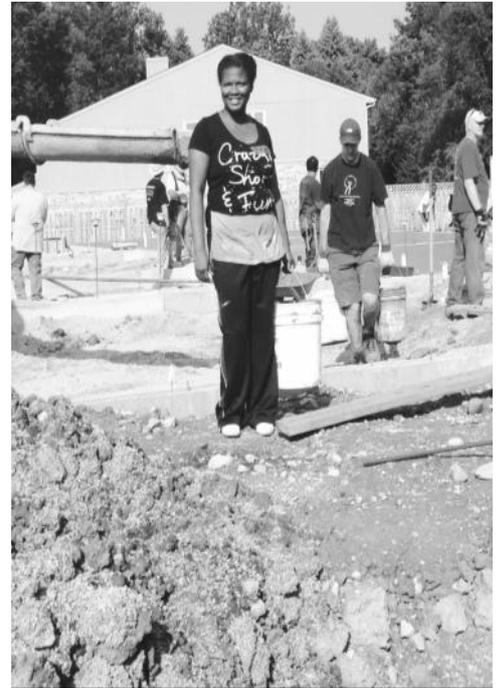




PARTNER FAMILIES



CREATING HOPE,
ACHEIEVING DREAMS
AND SECURING
THE FUTURE.





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