

Strategic Priorities

- Deepen Habitat's impact in strengthening communities
- Optimize the Habitat affiliate network
- Be a bold voice for affordable homeownership
- Advance organizational resilience and sustainability

Deepen Habitat's impact in strengthening communities

- Increase affiliate preparation, production and preservation of affordable ownership.
- Expand CDFI capacity to provide lending and grant programs that advance affordable homeownership.
- Advance racial equity in affordable homeownership through all programs and services offered.
- Increase network partnerships and engagement with BIPOC-led organizations and communities.

Optimize the Habitat affiliate network

- Advance and support a thriving network of effective and trusted Habitat affiliates.
- Intentionally collaborate, convene and connect Habitat network and community partners.
- Deepen network-wide understanding and advancement of diversity, equity, inclusion and anti-racism as a core ethic.
- Elevate and integrate BIPOC and other minority-community voices and leaders in our work.

Be a bold voice for affordable homeownership

- Champion and amplify the Cost of Home Campaign and organize Minnesota affiliates' engagement in supporting advocacy efforts.
- Support and lead public policy efforts that advance systems change work and increase ownership access for marginalized communities.
- Thoughtfully utilize branding and public relations to advance Habitat's mission and advocacy priorities.

Advance organizational resilience and sustainability

- Develop a diverse, antiracist, and inclusive team.
- Recruit and retain mission-oriented and talented people.
- Sustain and advance our financial stability through strong internal fiscal controls and practices.
- Pursue philanthropic partnerships that support our mission and advance our work.
- Integrate technology tools and resources effectively to support efficient operations.