FYE2024-2028 STRATEGIC PLAN

# neighborhood forward

Habitat for Humanity® Chicago

ReStore Habitat for Humanity Chicago

# welcome to the next five years

Habitat Chicago will invest $42 million in our focus neighborhoods and center our programs around four strategic priorities to:

- Strengthen neighborhood housing market
- Connect the community
- Elevate the neighborhood appeal
- Enhance the physical environment

This growth will allow us to more directly address racial equity and neighborhood disinvestment, giving thousands of residents of Chicago and our partner country, Malawi, a clear way to realize the Habitat vision – **one where everyone has a decent place to live.**

## The time for investment is now.

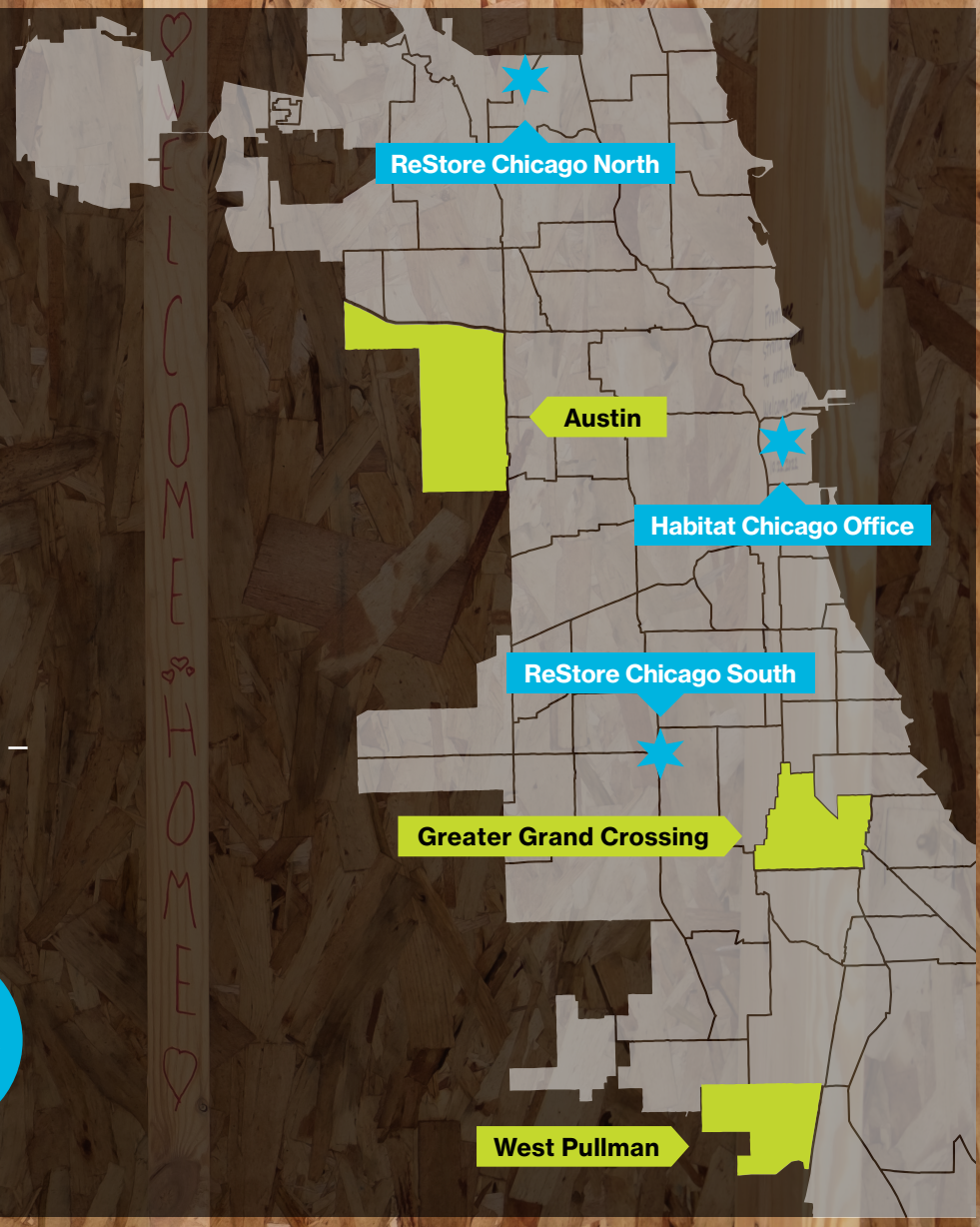
**$41M** in construction delivery

**$900K** for resident priorities

**$1.2M** for additional ReStores

**$1.4M** Habitat Malawi investment

**$500K** for advocacy work




Program areas · Support locations · Chicago neighborhoods

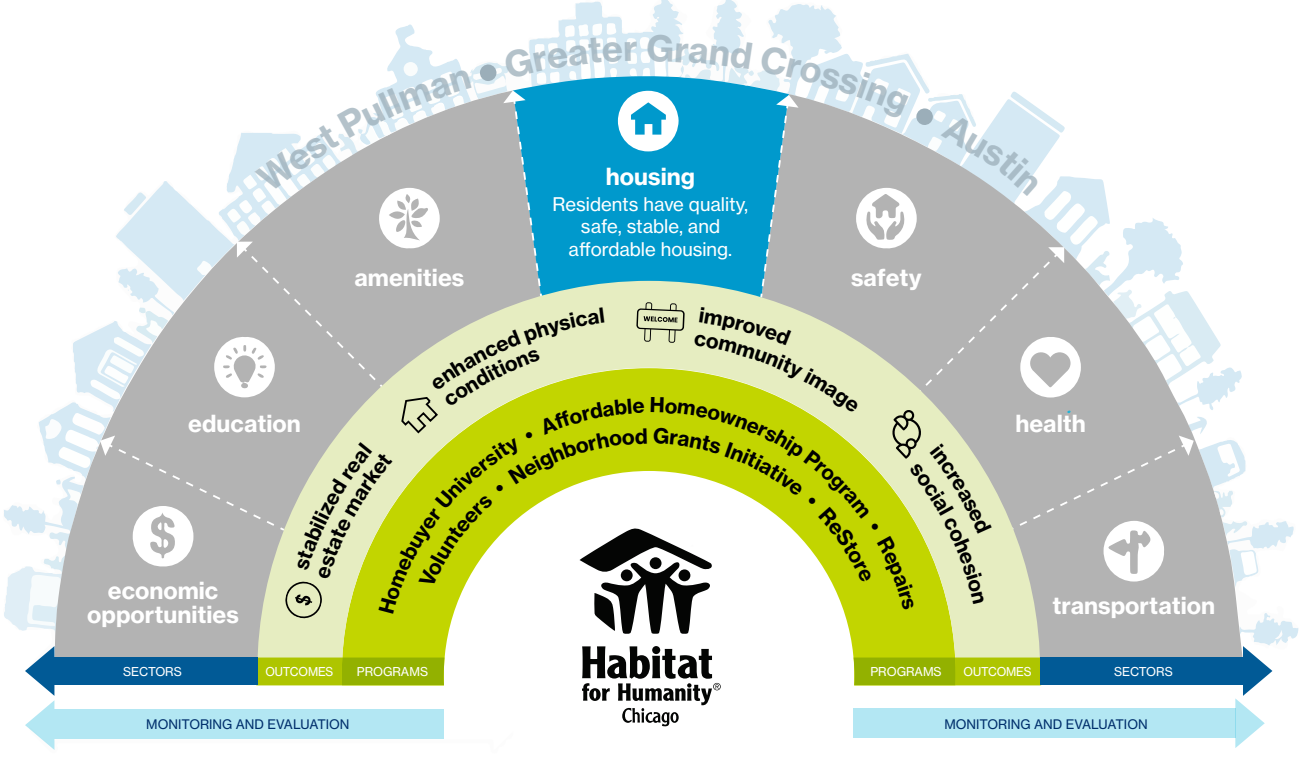
WE ALL DESERVE A DECENT PLACE TO LIVE

# what is a healthy neighborhood?

With the core belief that everyone deserves a decent place to live, **Habitat Chicago works to champion healthy, thriving neighborhoods by investing in resident priorities, building quality homes, and supporting homeownership.**

We define a healthy neighborhood as a place where residents are connected and have a strong sense of belonging, work cooperatively, drive ongoing work in the neighborhood, and have ready access to resources in seven neighborhood sectors.

**Habitat Chicago invests specifically in the health of the housing sector.** These focused investments can have positive ripple effects into other neighborhood sectors, such as household economic stability and safety.




The above chart illustrates how multiple elements work together in the whole of an individual's environment and serve as fundamental components in ensuring healthy, thriving neighborhoods.

MAKING AN IMPACT

# our neighborhood approach

## 01

## strengthen neighborhood housing market

Investments that create and retain homeowners strengthen the neighborhood market, increasing property values, lowering resident turnover, and building generational wealth.

### KEY TACTICS

- **Invest in new construction** that results in owner-occupied purchases
- **Preserve existing housing stock through rehab** for new homeowner purchase
- **Expand educational opportunities** to promote sustainable, long-term homeownership

## 02

## connect the community

Neighbors who feel connected to each other and to their community have increased capacity and desire to invest in their own neighborhood.

### KEY TACTICS

- **Support resident-led projects and neighborhood vision** through our Neighborhood Grants Initiative
- **Participate in and support ongoing efforts of formal networks and existing institutions** for collective impact
- **Serve as a conduit to connect people** to resources and to each other

# 03

## elevate the neighborhood appeal

Thriving, safe spaces positively affect current resident confidence in their neighborhood's future and attract new residents to the area.

### KEY TACTICS

- **Enhance our volunteers program** to include asset-based and racial equity education
- **Foster neighborhood pride** through civic engagement and community-building events
- **Work in partnership with local organizations** to attract additional investment

# 04

## enhance the physical environment

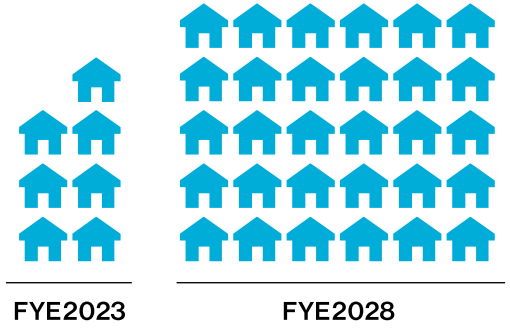
Neighborhoods that feel secure and inviting foster additional investment in quality community amenities.

### KEY TACTICS

- **Support resident-led beautification projects** that enhance the community's look and feel
- **Provide resources to homeowners for home maintenance** and critical repairs
- **Ensure accessibility and public works improvements** in all new housing developments

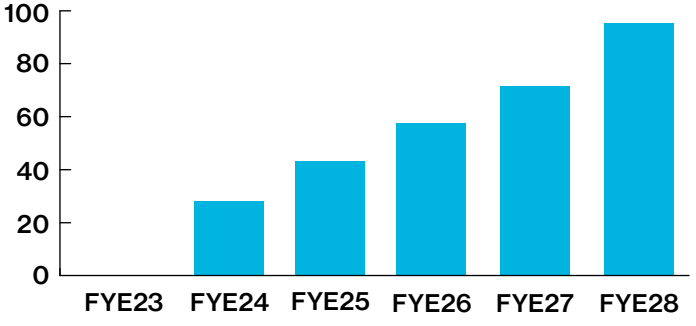
THE NEXT FIVE YEARS IN NUMBERS

# looking forward

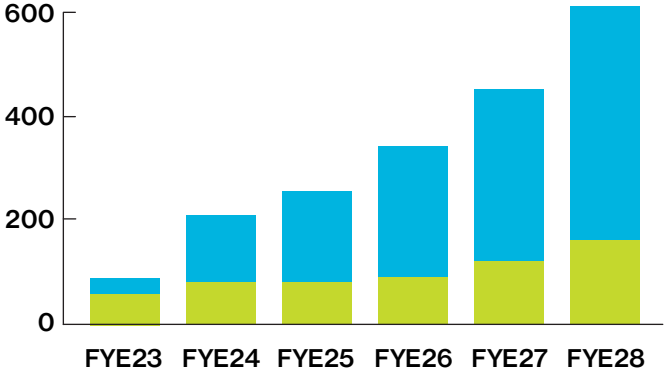



**4x more houses built and rehabbed** annually for a total of **100 new houses**

**2x more resident projects funded per year**




**300 homes will be preserved** through our brand-new repairs program




**3x more Affordable Homeownership Program** homebuyers and owners supported

**2x more Homebuyer University** graduates

Affordable Homeownership Program buyers/owners
Homebuyer University graduates

**2x more volunteers** for a five-year total of

**25,000**

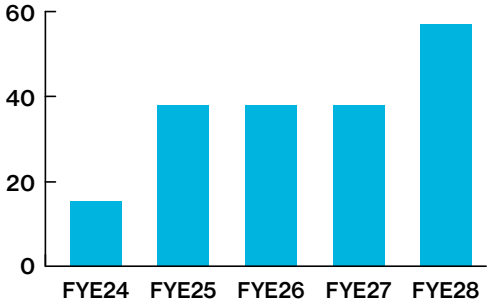
# activate advocacy platform

Advocating for systemic change and racial equity in housing will be the foundation of our work over the next five years. Together with those in the affordable housing and neighborhood investment spaces, our collective efforts will focus on policy and funding at the city, county, and state levels, while supporting national efforts through the Habitat for Humanity network.

# increase investment in Habitat Malawi

Habitat Chicago annually dedicates a portion of our revenue to Habitat Malawi, our international partner affiliate. This investment allows Habitat Malawi to build new homes, respond to natural disasters, and improve access to hygiene and water sanitation.

**Number of new homes in Malawi funded by Habitat Chicago**



# expansion of ReStore Chicago

**2.5x increase in retail sales by FYE2028,** with a net surplus funding neighborhood programs **increasing to $608K annually**

Habitat for Humanity® Chicago

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