



Habitat For Humanity of Orange County FY 2016-19 Key Strategic Initiatives

Habitat for Humanity of Orange County

...How do we carry out this Mission, Vision & Strategy?

Building STRENGTH, STABILITY and SELF- RELIANCE for our Homeowners, our Community and our Organization

Our Mission

Seeking to put love and faith into action, Habitat for Humanity of Orange County brings people together to build homes, community and hope.

Our Vision

A world where everyone has a decent place to live.

Our 2016-19 Strategic Initiatives

#1 Serve More Families Through Home Ownership

#2 Help Families Strengthen Their Communities and Retain Their Home Ownership

#3 Build a Sustainable and Controllable Funding Base



Key Strategic Initiative #1

...*Serve More Families Through Home Ownership*

Strategic Initiative

- Serve more low and very low income families in Orange County California with new or used affordable homes for purchase.

Why

- Despite being a community of significant wealth and affluence, Orange County has an increasing number of families living in substandard or overcrowded housing.
- Many communities are finding it difficult to provide adequate housing and rely increasingly on long distance commuters to fill their workforce.
- Home ownership builds strong and sustainable community

Challenges

- Low cost land availability declined significantly.
- The average home in California cost \$440K compared to the national average of \$180K
- Building costs (labor, material and regulatory fees) are \$75K per unit higher than national average.
- Building small affordable homes in a high density format often conflicts with local community regulations and desires
- Municipalities are financially incented to favor commercial development over residential
- The value of a single family Habitat home presents a barrier to moving from Habitat to market based housing.
- Zero net energy home requirements will increase cost of construction significantly

Areas For Focus

- Lower our land cost per unit through higher density housing models or through partnerships with other organizations or municipalities to secure lower cost land options
- Lower cost to construct homes
 - Design for lower cost construction
 - Increased material donations and corporate partnerships for construction
- Increase corporate and Individual donations for specific home or project sponsorship
- Find additional or increased sources of state funding to support Habitat efforts
- Increase availability of local and state land at below market value
- Partner with state and local agencies to reduce or eliminate the regulatory fees associated with Habitat construction
- Encourage and leverage the re-sale of Habitat properties to serve more low and very low income families

Key Strategic Initiative #2

...Help Families Strengthen Communities and Retain Home Ownership

Strategic Initiative

- Help low and very low income families and key communities retain homeownership and improve neighborhood quality of life.

Why

- Due to the high cost of housing in Orange County California, many low income families struggle to adequately maintain their homes.
- Changing family needs of health, safety and accessibility can threaten ability to maintain home ownership.
- Revitalizing a community often requires existing homes to be repaired or upgraded.

Challenges

- Identification of qualified families requiring this assistance is currently outside of our core expertise.
- Repair and neighborhood revitalization projects are difficult to estimate and can result in significant “scope creep” as the project proceeds.
- Project teams require a skill set that is different from new construction.
- Code and regulatory issues can significantly impact anticipated project costs and timelines
- Funding models could be different for repair and neighborhood revitalization projects requiring a new approach to both advocacy and fundraising.
- Construction teams working within occupied homes present unique challenges

Areas For Focus

- Develop organizational capability to execute effective repair projects consistently
- Develop the ability to identify and support low and very low income families in need of repair assistance
- Align fundraising activities to support repair projects and leverage these projects to increase brand awareness
- Seek State and Local funding to support the low and very low income home repairs
- Partner with municipalities and faith communities to expand the repair program

Key Strategic Initiative #3

...Build a Sustainable and Controllable Funding Base

Strategic Initiative

- Create a diverse portfolio of funding mechanisms that improve stability and provide more direct control of our financial base

Why

- Orange County is one of the most affluent communities in the nation and we need to more efficiently utilize this affluence to help those in need
- Broader community engagement and awareness opens additional opportunities to serve and partner with other organizations
- Sole reliance on charitable donations creates cost management issues when economic times worsen

Challenges

- The Habitat model has a lower number of individuals served per dollar donated than many charitable organizations however, long term community impact is greater.
- Although brand awareness is high, the Habitat model is not well understood or recognized by the general public
- The Habitat resale process is not well understood or recognized by the general public
- There is a strong competition for charitable donations across Orange County

Areas For Focus

- Cultivating and growing our individual donors
- Build a growing and thriving ReStore Operation which can fully fund Habitat overhead
- Expansion of our faith based organization partnerships
- Further advance the contributions from our fundraising events
- Utilize the home resale and repair program opportunities to fundraise
- Increase donations to support home resale, home repair and neighborhood revitalization