



**FLUVANNA COUNTY HABITAT
FOR HUMANITY
STRATEGIC
PLAN
2009 - 2012**



Mission:

“Fluvanna County Habitat for Humanity is a non-profit, volunteer Christian ministry that works in partnership with the community to provide safe, decent, affordable homeownership opportunities to low-income families in need in Fluvanna County.”



Vision:

“Our vision is to eliminate substandard housing in Fluvanna County.”



Top 4 Prioritized Goals:

Goal 1:

Increase
Congregational
Support

Goal 2:

Increase
Volunteer
Participation

Goal 3:

Increase County
Officials’
Support

Goal 4:

Increase funds
raised

Goal #1: Increase Congregational Support

Objective 1

Add at least 15 new covenants with churches by 12/31/09 (with at least 5 minority churches).

Strategies:

- Meet with Pastors
- Involve current homeowners
- Distribute info about Habitat
- Involve youth
- Have events (i.e. prayer service, etc)

Status:

- Template church covenant agreements are completed.
- Three new church covenants have been secured.
- Church relations committee is working to get addresses for all churches in the county
- Church relations had prayer service on May 3, 2009 at Douglas site.
- Church relations is filming current homeowners talking about Habitat to present to other churches.

Objective 2

Add at least 5 new covenants with churches in 2010 and each year thereafter.

Goal #2: Increase Volunteer Participation

Objective 1

Increase the number of active participants/members on fundraising, church relations, business relations, government relations and publicity committees by 8 – 10 persons by 12/31/09.

Strategies:

- Hold kick-off at High Mountain Acres to recruit volunteers
- Improve communications with volunteers
- Acknowledge receipt of new applications within 2 weeks.
- Provide volunteers with orientation information
- Increase info about committees on our website

Status:

- Strategic planning committee is contacting all volunteers to update their information
- A volunteer database is under development
- Beginning in the summer of 2009, bi-monthly emails will go out to all volunteers, listing upcoming events and volunteer opportunities
- The strategic planning committee will determine policies/procedures/goals for volunteer management, including calling all new volunteers within 2 weeks of application receipt; utilizing all volunteers at least 3 times a year; board responsibilities to recruit new volunteers; grooming volunteers to serve on the Board; volunteer orientation/training, and working on the construction site (having greeters, liability forms, basic training/mentoring, tracking hours etc.)
- Jay and Cristi will update information in Powerpoint presentation and work with Jenni to get this information on our website. This will provide both volunteers and the general public with more information about Fluvanna Habitat.
- The Board is working on getting Board bios posted on our website as an additional source of information about Habitat for volunteers and the general public.
- The Board is working to identify volunteer needs for each committee.

Goal #3: Increase County Officials' Support

Objective 1

Develop a Government Relations committee in 2009 that will:

- Research the County's new Comprehensive plan to make sure that it has affordable housing goals
- Develop an annual report to present to the Board of Supervisors (and others)
- Recruit a County Government representative to the FCHFH Board
- Meet with every Board member and relevant senior level employees to discuss Habitat's goals and ways that the County can help us achieve our mission
- Report to the Board of Supervisors re: our efforts to partner with others to achieve common goals (especially Fluvanna-Louisa Housing Foundation)

Status:

- Mike Himes has agreed to chair the Government Relations committee. He needs volunteers to serve on it.
- The County's new comprehensive plan has affordable housing goals and mentions partnering with FCHFH.
- Mike has met with the County's Planning Director.
- The County Administrator and Board Member Mozell Booker attended the High Mountain Acres groundbreaking in the spring of 2009.
- The County administration is aware that we have partnered with the Fluvanna-Louisa Housing Foundation to share their office space in Palmyra.

Objective 2

Obtain county-owned/foreclosed property by donation by spring 2010

Status: Not Completed.

Goal #4: Increase Funds Raised

Objective 1

Raise the funds necessary to build at least one house per year.

Strategies:

- Apply for more grants
- Refine annual giving campaign
- Identify prospects/use gift chart
- Try for more special events where others are the lead partner and Habitat provides volunteers to staff the event.
- Look for opportunities to secure more in-kind donations of building materials

Status:

- We have the funds to complete the Douglas home in 2009 and are striving to raise additional funds to support construction of the second home in High Mountain Acres in 2009.
- We are seeking to increase grant support and have identified 2009 Foundation prospects. Pending applications include The Perry Foundation, The Dominion Foundation, and the Charlottesville Area Community Foundation. Upcoming proposals will include the Bama Works Fund and the Elizabeth Ireland Graves Foundation. A request to the Oak Hill Fund was recently declined. We should try to set up a meeting with a program officer at Oak Hill to discuss our application.
- A new special event was held this year in partnership with Ameriprise Financial – a 5k “Race to Build”. We hope to make this a new annual special event.
- Annual giving campaign is down from last year. We have more contributors, but less funds raised. Ideas include posting annual appeal letter in the newspaper since many residents may not have received it.

Objective 2

Raise at least \$75,000 over the next three years towards the purchase of our next property.

Strategies:

- Look for property that will enable us to build more minor rural subdivisions.
- Look for a property that a low-income person may have and offer to build them a Habitat house “for free” in exchange for their donated land.
- Try to partner with the County and/or other housing nonprofits.

Status: Not completed.

Objective 3

Shift our fundraising techniques to focus on the families we are serving.

Strategies:

- Utilize pictures of our Habitat families and their commentary on the significance of the homes in our publicity and fundraising activities.
- Have families chosen for houses sign a family agreement, waiver and release for use of family pictures and comments in publicity, news releases, grant applications and any other legitimate activity such as periodic public reports, etc.
- Determine how this family approach can assist each Habitat committee in fulfilling its responsibility in furthering the mission of our affiliate.

Status:

- Church relations is utilizing partner families to recruit new church covenants
- Annual appeal letter focused on two partner families
- Douglas family members attending special events and volunteering
- Public relations articles featuring pictures and information about partner families

Objective 4

Develop a donor database by 12/31/09 and use it to refine our fund development efforts.

Strategies:

- Ask other Habitats what kind of database they use
- Use database to determine who has contributed to Habitat and how much. Use this information to target existing donors to increase their gift.
- Use the database to identify prospects, including our volunteers.

Status:

- We are in the process of polling other Habitat affiliates to see what they use and asking the National Habitat office for their suggestions.