



Greater Ottawa

Habitat for Humanity®
Habitat pour l'humanité®

La Grande Région d'Ottawa

2020 – 2024 Strategic Plan Summary

The team at Habitat Greater Ottawa has ambitious plans to increase its number of families served. To that end, the board of directors maintains a five-year Strategic Plan which is refreshed every year. The 2020 -2024 Habitat Greater Ottawa Strategic Plan is intended to align with Habitat for Humanity Canada's National Strategic Plan, which has the following five pillars:

	Habitat Canada - Five Pillars
H	Housing Innovation: Identify and breakdown barriers related to the Federation's ability to serve more families. Stimulate creativity that recognizes regional differences and meets communities' needs in order to significantly drive homebuilding over the next five years.
O	Optimal Performance: Optimize organizational capacity and resources while performing within a culture of <i>One Habitat</i> .
M	Mobilized Leadership: Foster and enable a culture of leadership that will inspire leaders at every level to engage in coordinated and integrated activities with the intention of sustaining growth, continuity and accountability.
E	Epic Engagement: Provide a platform that ignites action among all stakeholders while significantly raising Habitat for Humanity's brand and profile in Canada.
S	Sustainable Funding: Significantly increase revenue generation at the national and local level to serve more families.

The following goals for Habitat Greater Ottawa have been identified:

1. Capacity and Growth

Habitat Greater Ottawa will:

- Increase the number of qualified family applicants by at least 20 percent additional families over and above the number being served in any given year
- Pursue strategies to increase restricted funding and unrestricted funding
- Increase the number of families served to 12 per year by 2022 with a target of 20 by 2024
- Maintain a 3 – 5 year land bank

2. Awareness and Engagement

Habitat Greater Ottawa will:

- Understand, steward and further leverage the donor market
- Pursue broader engagement and suitable developer partnerships that will increase our build capacity
- Better understand the housing client market with a view to increasing awareness and number of qualified applications from this target market

3. Resources and Sustainability

Habitat Greater Ottawa will:

- Establish sustainable funding and GIK sources and maintain a thriving ReStores
- Pursue sustainable practices throughout our operations to ensure the availability of necessary resources
- Focus on improving build cost efficiencies