



# 2022-2024 strategic vision and priorities



**We build** strength, stability and independence through homeownership.



worldwide vision:  
**everyone**  
deserves a decent place to live

➤ **Habitat for Humanity worldwide principles**

- Demonstrate the love of Jesus Christ.
- Focus on shelter.
- Advocate for affordable housing.
- Promote dignity and hope.
- Support sustainable and transformational development.

➤ **our regional vision**

Our focus is the Indianapolis region, consisting of Hamilton, Hancock, Hendricks, and Marion counties. Because we believe that no one lives in dignity until everyone can live in dignity, we envision a region where every resident has access to quality and attainable homeownership opportunities.

At Habitat our work is successful when lives are transformed and when positive and lasting social, economic and spiritual change is promoted within a community. Authentic transformation changes the lives of all who participate; those who need housing, volunteers, advocates, donors and development practitioners.

➤ **Partner Tithe Countries:  
El Salvador & Kenya**

➤ **Greater Indy Habitat values**

**Diversity and Inclusiveness:** We celebrate diversity, equity and inclusion and believe everyone deserves an attainable, safe and decent place to live.

**Partnership:** We weave partnership into all that we do and into everything we are. We seek to encourage, create, and sustain strong, productive partnerships emblematic of neighbor loving neighbor.

**“Yes, and” Approach:** In our setting, saying “Yes” encourages people to listen and be receptive to the ideas of others. As builders, we love the concept of “and” as it’s about building up others.

**We are in the Helping Business:** In everything we do externally and internally, we recognize that we are here to help one another reach the productivity and aspirations we seek individually and collectively.

**People Over Problems:** Solving problems is ultimately about creating the outcomes we want. We hold the people we bring together to work on outcomes higher than any problems we face.

# regional need

The need for attainable homeownership in the Indianapolis region has never been more urgent.



Indianapolis is amongst the **lowest black homeownership rates** in the country at **36%**

Of the top 50 U.S. cities, **Indianapolis ranks 46<sup>th</sup>** in economic mobility for its poorest residents



The lowest income children in Indianapolis have a **4.8% chance of progressing** to the top 20% income bracket



In Indiana, **1 in 9 households** spend half or more of their income on housing



# who buys our homes

Households that make our communities thrive



Home Health



Education



Warehouse



Custodial



Veteran



Transportation



Childcare



Hospitality



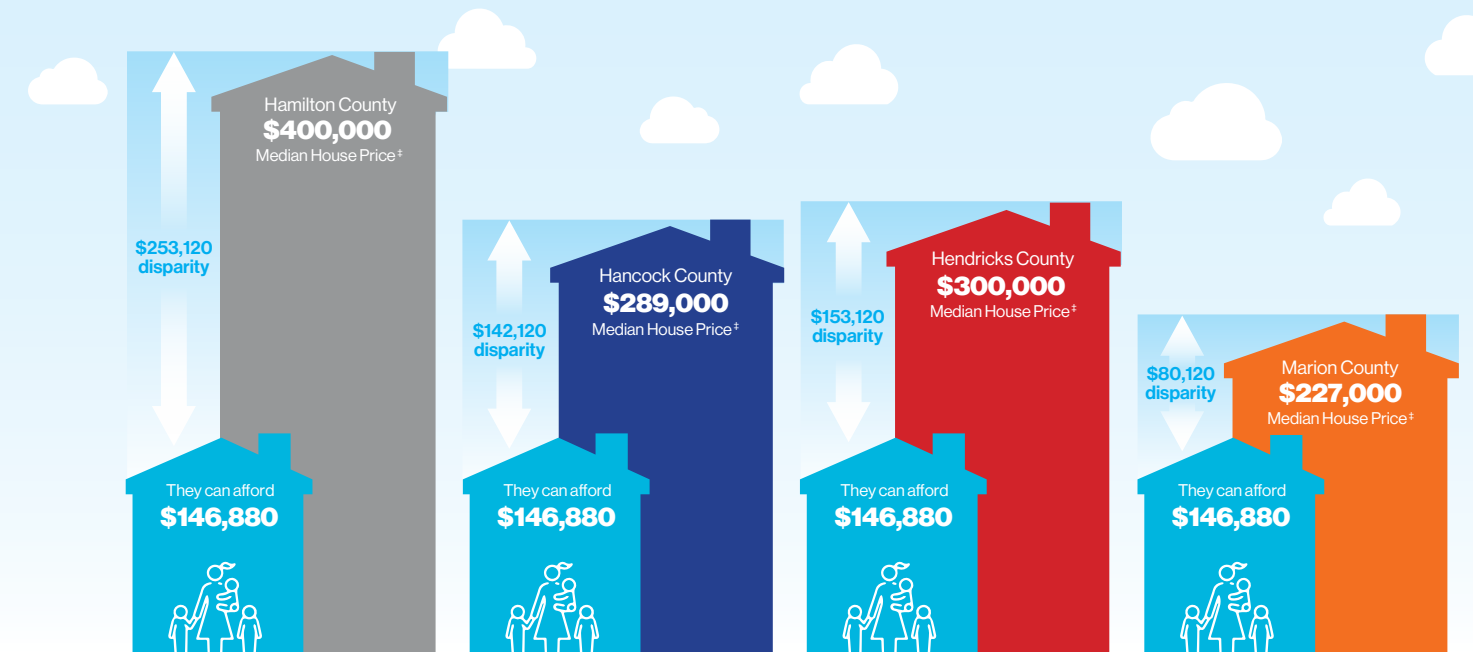
Food Service



Customer Service



A family of four has an **annual income of \$48,960**. Their income is 60% of the regional median family income, which is \$81,600<sup>†</sup>. **They currently spend more than 30% of their income on rent**, meaning they are **housing cost-burdened**.<sup>\*</sup> They would like to buy a house. Following the recommendation of spending three times their income on a house, **they can afford a \$146,880 home**. Finding a home they can afford is a challenge, as the price they can pay is well under the median price in the area.



➤ Habitat for Humanity provides the **access, education, house construction, and mortgage** for low-to-moderate income buyers to **purchase** a home without being cost burdened. An attainable home provides an asset that increases **stability** and **wealth building**, and improves **education and health outcomes** for the owners.

<sup>†</sup> U.S. Department of Housing and Urban Development (HUD) FY 2021 Income Limits Summary

<sup>\*</sup> HUD defines cost-burdened families as those who spend more than 30% of their income on housing and may have difficulty affording necessities such as food, clothing, transportation, and medical care. Severe cost-burden is defined as spending more than 50% of one's income on housing.

<sup>‡</sup> Median house prices taken from MIBOR REALTOR<sup>®</sup> Association Market Data in February 2022

# build, repair & finance



## + Increase housing solutions

With an abundance mindset and an asset mentality, we will walk alongside buyers, neighborhoods and community partners to increase our production of attainable housing solutions.

## + Expand and diversify housing product

We will add to our housing product offerings to provide more opportunities for attainable homeownership.

## + Broaden homeownership program opportunities

We will expand our homebuyer offerings to allow more families to prepare for and become successful homeowners.



## Outcome:

### Strong, stable and independent households

We will build, rehab, repair and finance attainable homeownership opportunities to fit Hamilton, Hancock, Hendricks and Marion counties' needs.



# mobilize & advocate



# connect & engage people

## ➤ Leverage engagement regionally and internationally

We will unite people around improved housing for all, raising awareness and walls and creating opportunities for personal transformation, turning both individuals and the process itself into powerful conduits for change.



## ➤ Cultivate and deepen partnerships to promote public policy changes that address barriers to housing affordability.

We will work with public and private partners, leveraging our strengths to find ways to improve the attainable housing delivery system.

## ➤ Engage and embolden advocates

We will create champions to communicate the need for attainable homeownership in the Indianapolis region.



# organizational resilience & growth

# we aspire to...

## > People

- Scale staff to meet growth
- Increase diversity of staff, board and Tiger Team volunteers
- Provide opportunities for staff professional development
- Prioritize our team members' financial, emotional, spiritual and mental health

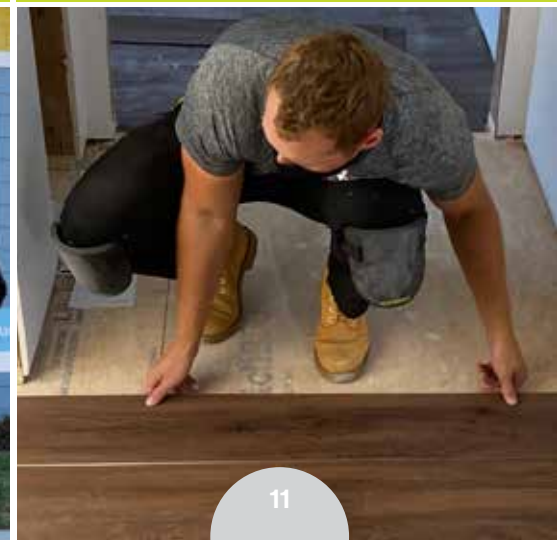
## > Technology & Operations

- Increase efficiencies through integrated workflows and systems
- Provide the right tools to do our work well

## > Brand

- Leverage brand for impact
- Increase awareness to emphasize our work in the Indianapolis region of Hamilton, Hancock, Hendricks and Marion counties

# 300 Housing Solutions by 2024



# join us



**Partner**

The icon shows three stylized human figures in white circles, arranged in a triangle with lines connecting them, symbolizing partnership.

**Advocate**

The icon is a white megaphone with sound waves, symbolizing advocacy or speaking out.

**Donate**

The icon is a white piggy bank, symbolizing saving or donating money.

**Volunteer**

The icon shows two hands shaking in a white outline, symbolizing volunteerism or agreement.

Greater Indy  
 **Habitat for Humanity**<sup>®</sup>

indyhabitat.org | 317.921.2121 | 3135 N. Meridian Street, Indianapolis, IN 46208