

# 50 for 50: Ready for Our Next 50 Years of Impact

## Our Strategic Framework

### A world where everyone has a decent place to live



#### Build more and better homes

Improve housing conditions for 3 million people through new construction and improvements.

- Scale building, repair and home improvement innovations.
- Expand integration of energy efficiency and climate resilience strategies.
- Strengthen Habitat's position in disaster resilience and recovery.



#### Transform housing systems

Contribute to improvements in the performance of housing markets that benefit 14 million people.

- Improve access to housing finance.
  - Test and scale product and service innovations that help housing markets build more and better.
- Contribute to policy changes that advance access to quality affordable housing for 30 million people
- Accelerate locally led advocacy around coordinated policy priorities.
  - Invest in research to increase our influence through data and evidence.



#### Inspire action for housing

Mobilize 3 million people and activate deeper engagement on housing issues.

- Expand and deepen local volunteering.
- Increase understanding of housing's contributions to health, education, equity and economic outcomes.

Demonstrate opportunity to scale impact in the international network

#### Develop key capabilities

- Harmonize our programmatic approach, including our commitments to people-centered development and community empowerment.
- Strengthen network leadership, including board members, national directors and executive directors.
- Standardize core operating model and streamline people-centered processes and technology across the global network.

#### Fund the mission

- Optimize collaborative fundraising and innovate donor acquisition approaches in the U.S. market.
- Accelerate growth of large, transformational gifts and awards.

#### Faith foundation

We choose housing as the means to put our Christian faith into action because housing is the foundation for the health, education, well-being, equity and wealth of families and communities. We are committed to loving all our neighbors, doing justice, and walking humbly with God.

**A**round the world, housing markets are broken – including ones that functioned even five years ago. Given our vision of a world where everyone has a decent place to live, this gives us a sense of urgency. **Even though we have increased our impact 100-fold over the last 15 years, we are not satisfied.**

To make significant progress, **we must come together as one global network to step up our impact.** We have set an ambitious goal of increasing affordable housing access for 50 million people as our 50th anniversary approaches: **50 for 50.**

To evolve from a grassroots movement to a truly global one, we seek to align our network around:

- 1 Catalyzing change with big bets:** We believe Habitat is uniquely positioned to spark broader change by focusing on housing finance and green building.
- 2 Harmonizing our programs and operations:** Both successes and learnings need to be more consistent, shared and scalable across our network.
- 3 Inviting a fresh look at housing:** Housing has a huge impact on the most pressing issues facing people and the planet. We want to ignite a global movement to bring safe, affordable housing within reach for everyone.

**Working together, we can build the future we wish to see.**