

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



Transform housing systems

Contribute to improvements in the performance of housing markets that benefit **14 million** people
Contribute to policy changes that advance access to quality affordable housing for **30 million** people



Inspire action for housing

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

Demonstrate opportunity to scale impact in the international network

Develop key capabilities

Harmonize programmatic approach, including our commitments to people-centered development and community empowerment | Strengthen network leadership | Standardize operating model and streamline people-centered processes and technology

Fund the mission

Optimize collaborative fundraising and innovate donor acquisition approaches | Accelerate growth of large, transformational gifts and awards

Faith foundation

We put our Christian faith into action through housing – the foundation for health, education, well-being, equity and wealth. We commit to loving our neighbors, doing justice, and walking humbly with God.



**Habitat for Humanity's
FY2026-28
Strategic Plan**

50 for 50

Readying for
Our Next
50 Years
of Impact

Around 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.

 **Habitat for Humanity®**

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