



Strengthening family. Empowering community.

Strategic Plan 2022



Habitat
for Humanity®
of Forsyth County



Building strength, stability and self-reliance through shelter.

At Habitat for Humanity of Forsyth County, we are here to help every family and every neighborhood raise the outlook of the entire community through decent, affordable housing.

We partner with potential homeowners to build efficient single-family homes.

We work with aging homeowners and veterans to repair their homes, providing them with a healthier, safer environment.

We collaborate with residents and organizations in Winston-Salem and Forsyth County to revitalize entire neighborhoods and communities.

Habitat is built on the idea that everyone deserves a decent place to live. A family that has this fundamental core in place, becomes a stronger, more effective force for positive change in their own lives and in their community. They become invested in their neighborhood and motivated to take the lead in further growth and revitalization.

Our mission: Seeking to put God's love into action by bringing people together to build homes, communities and hope.

Cherry Street Habitat homes helped start the revitalization of an entire neighborhood.



Since 1985: Where we've made an impact.

Since 1985, Habitat for Humanity of Forsyth County has built, repaired, educated, served and inspired. While the milestones listed here provide a solid foundation, there is much more to do.

Since 1985



94 repair projects completed, improving living conditions to help residents age in place

2,000+ people improved their housing conditions



400+ houses built

\$12 million in economic impact over the last 9 years

107 mortgages **PAID**



151 families served in Central America through Habitat Forsyth

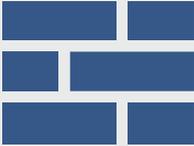
FY2017-18



31 families approved for homeownership program

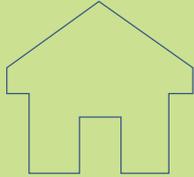


11 mortgages paid off



300,000 pounds of reusable materials diverted from landfills and donated to the Habitat ReStore every year

\$2.3 million added to the Forsyth County property tax value (over last two years)



14 homes preserved or repaired



2,104 volunteers served 24,909 hours

448 registrations for our housing and homeowner classes



14 new homeowners*

* Habitat does not give away houses. Homeowners apply for and receive an affordable mortgage and must invest 300 to 400 volunteer hours as well as attend homeownership classes.

**“I love my house...
I am extremely
blessed and grateful.”**

– Michelle, Homeowner

Michelle's family, with five children ages 9 to 16, was crammed into a small, two-bedroom apartment. Although she has good credit, works full time at Wake Forest Baptist Hospital, and was the first in her family to earn a college degree, she could not qualify for a mortgage to buy a decent, affordable home.

Desiring the strength and stability that comes from owning a home, Michelle applied to the Habitat homeownership program in fall 2017. She earned her sweat equity hours volunteering in the ReStore and on construction sites and attended the required classes on homeownership – all while working full time and raising her four children and a niece.

With the closing on her Habitat home just weeks away, two murders occurred at her apartment building, the second outside her front door. The move to her new home couldn't come fast enough.

Michelle's dream came true in 2019 as she became the first in her family to own her own home. In their new four-bedroom, three-bath house on a quiet street in the Boston Thurmond neighborhood, Michelle and her family now live in peace, and each child has ample space.





Strategic Plan 2022:

Where we're building momentum.



Improving operational excellence

- As an organization, we strive to continue to meet or exceed Habitat for Humanity International's quality and safety standards. We look to innovate in everything we do from construction techniques to neighborhood engagement strategies to collaboration with community and government organizations.
- We look for opportunities to reach outside of the urban areas and into the county to serve broader communities looking for affordable housing solutions.
- We work to keep operations as lean as possible. Only 11 cents of every dollar raised goes to administrative or fundraising costs.



Building a more sustainable organization

- Expanding our impact means rethinking how resources are mobilized so that we steward funds, staff and volunteers faithfully.
- We're reshaping the revenue model to better fit the needs of the organization and provide greater long-term stability.
- We're creating a culture of success where staff, volunteers, homeowners and other stakeholders see the value of their efforts. There is no contribution of time, money or encouragement that is too small to make an impact.



Revitalizing Boston Thurmond

The Boston Thurmond neighborhood of Winston-Salem is a prime example of Habitat working within a neighborhood-led revitalization initiative.

We partner with residents there to support their vision for the future as part of a larger collaboration of residents, area churches, schools and complementary organizations. Our role is to develop single-family homeowner opportunities. In addition, we will increase our capacity for repairs of existing homes and other community-led initiatives through 2022.

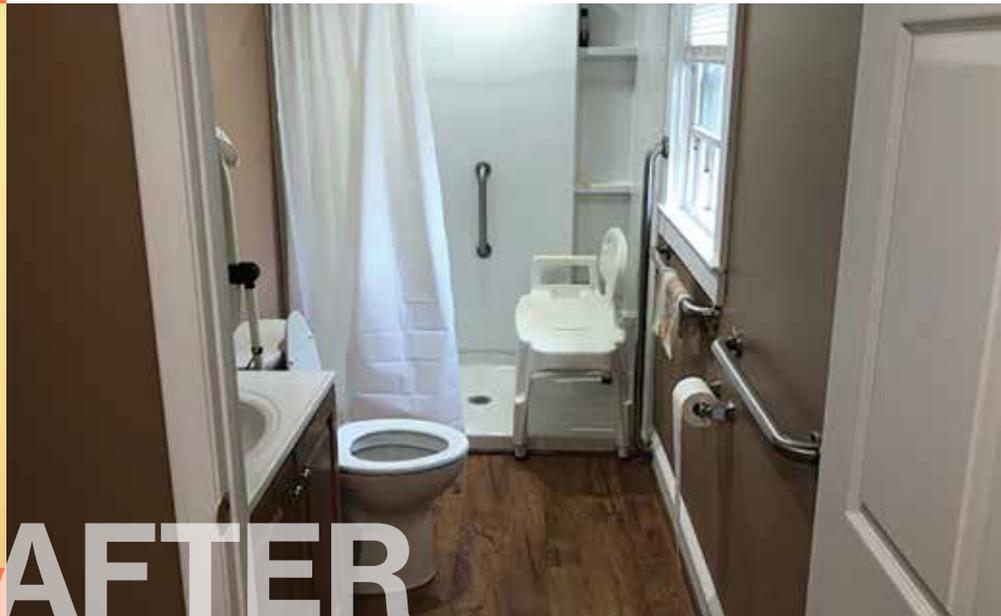


Increasing our reach and effectiveness by expanding our capabilities

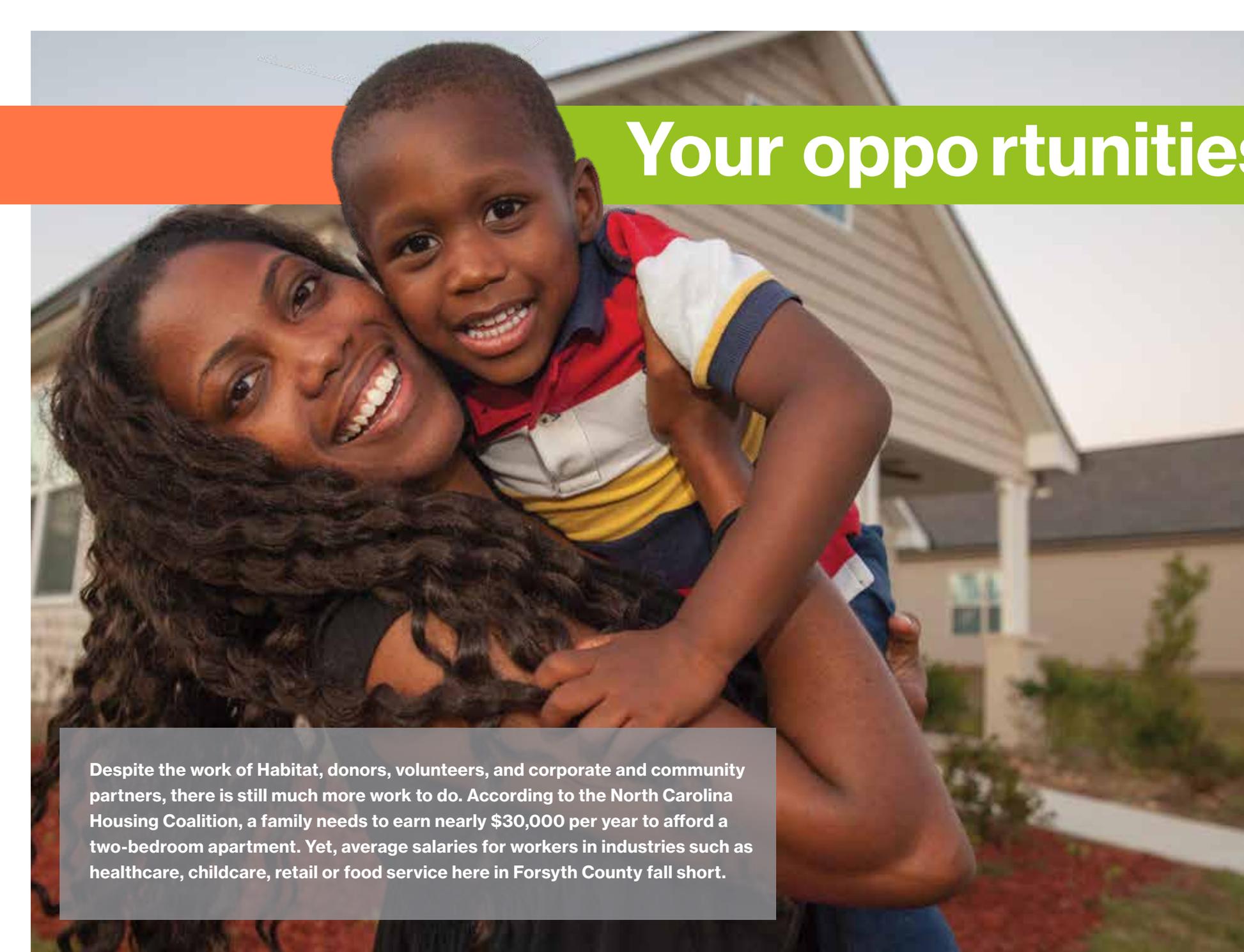
- As our homeownership program continues to grow, expanding our repair services becomes more critical within the communities we serve.
- Neighborhood revitalization depends on a more robust repair program with greater capacity to handle the increased need.
- At the same time, we must seed and develop community-centered efforts and neighborhood awareness as a catalyst for transforming the community.
- Safety and security initiatives, referral services, and even rental housing alternatives for potential future homeowners can help build support within each neighborhood among new homeowners and existing residents.
- By increasing our visibility both in neighborhoods and in the larger community, we have more opportunities to connect and collaborate with more volunteers, donors, and residents. We're also creating stronger ties with housing and financial institutions and have a more collaborative marketing approach to how we communicate and involve the community.



BEFORE



AFTER



Your opportunities to make an impact.

49% of renters have difficulty affording their residence.
(25,666 households just in Forsyth County)

This creates an opportunity for greater involvement by everyone, an opportunity that Habitat cannot take advantage of without your involvement. Share in a common vision for the neighborhood and leverage your areas of expertise, whether it's making a small donation, shopping at or donating to one of our ReStores, pitching in on a build, starting or joining a neighborhood organization, or raising awareness among government and corporate leaders of the need for affordable housing.

Learn more about partnering with us.

Donate, volunteer and take an active role in making an impact with Habitat for Humanity of Forsyth County.

HabitatForsyth.org | 336.765.8854

Despite the work of Habitat, donors, volunteers, and corporate and community partners, there is still much more work to do. According to the North Carolina Housing Coalition, a family needs to earn nearly \$30,000 per year to afford a two-bedroom apartment. Yet, average salaries for workers in industries such as healthcare, childcare, retail or food service here in Forsyth County fall short.

Make your impact today!

DONATE

VOLUNTEER

SHOP.DONATE.VOLUNTEER
OUR ReSTORES



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1023 W. 14th Street, Winston-Salem, NC 27105