Habitat for Humanity®
North Central Connecticut

STRATEGIC PLAN FOR
FY 2027-2028

Building Homes. Strengthening Communities. Changing Lives.

Facilitated by

Leading Culture Solutions

v5.15.26



www.HFHNCC.org

Organizational Overview

Habitat for Humanity North Central Connecticut (HFHNCC) helps families build and retain safe, affordable homes across the Greater Hartford region. Since 1989, HFHNCC has worked with families, volunteers, and community partners to build new homes, repair existing homes, and support long-term housing stability.

Families partner with HFHNCC by helping to build their homes and take part in financial education. In return, they gain access to affordable homeownership through a 0% interest mortgage, creating a strong foundation for their future.

HFHNCC's work strengthens neighborhoods and helps families grow, thrive, and build a better future.

Habitat for Humanity® North Central Connecticut



Habitat for Humanity® North Central Connecticut

Introduction

Habitat for Humanity North Central Connecticut begins this two-year plan at a time of high demand. An increasing number of families need safe and affordable homes. At the same time, housing stock and land for development is limited, material costs are high, federal dollars are vanishing, and individuals more conservative with their funds during economic uncertainty.

Despite these challenges, HFHNCC stays focused on its mission:
to help families build and keep safe, affordable homes.

This plan outlines how the organization will adapt, improve, and build strong partnerships to increase its impact over the next two years.

Habitat for Humanity®
North Central Connecticut

Mission and Vision

Mission

Habitat for Humanity brings people together to build homes, communities and hope.

Vision

A world where everyone has a decent place to live.

Habitat for Humanity®
North Central Connecticut

Value Statements

Collaboration

Building partnerships that create homes, stability, and opportunity.



Integrity

Modeling an environment of transparency, respect, and trust.

Community

Foster belonging and empower all through a shared purpose.

Agility

Leading with innovation and adaptability to meet evolving homeownership needs in our region.

Habitat for Humanity®
North Central Connecticut

Looking Forward

Looking ahead, Habitat for Humanity North Central Connecticut will build the capacity needed to meet the changing homeownership needs of our community. We will achieve this through strong **collaboration**, remaining **community** centric, modeling **integrity** through our work, and adapting with **agility** as we respond to new challenges and opportunities. Together, this will help us serve more families and build a stronger future.



Habitat for Humanity® North Central Connecticut

Strengths & Opportunities

STRENGTHS

- Mission & Values
- Quality & Product
- Community
- People & Leadership
- Brand & Trust
- Adaptability

OPPORTUNITIES

- Communication
- Funding
- Land
- Capacity & Partnerships
- Awareness & Scope
- Community Inclusion

Habitat for Humanity® North Central Connecticut

Central Challenge

Issue to address over the next 24 months:

Build organizational capacity to meet evolving community homeownership needs.

Habitat for Humanity®
North Central Connecticut

Priorities



1. Strengthen Communications
2. Expand & Diversify Resource Development
3. Evaluate Housing Models

Habitat for Humanity® North Central Connecticut

Initiatives

Strengthen Communications

- Internal Communications
- External Communications

Expand & Diversify Resource Development

- Revenue Diversification
- Property Acquisition
- Volunteer & Engagement
- Partnership & Referrals
- ReStore Sustainability

Evaluate Housing Models

- Housing Model Feasibility Study
- Reflective Report on the Impact of Homeownership

Habitat for Humanity® North Central Connecticut

Performance Metrics

Strengthen Communications

- Social media metrics including # of followers & engagement rate
- # of press releases
- # ad campaign impressions, view rates, click rates
- # of open rates of email communication and # of emails sent
- Donor impact report, produced annually
- Frequency of organizational updates, minimum quarterly
- Staff/board satisfaction with internal communications (survey score)
- Best Places to Work Survey results
- Frequency of CT Habitat Affiliate check-ins, minimum quarterly
- Creation of shared resource folder

Expand & Diversify Resource Development

- # of new/active major donors and funds raised
- # of grants secured
- # of legacy/estate gifts
- # of third party events and funds raised
- Donor retention rate
- Revenue mix diversity rates
- # of partnerships formed/maintained
- # of ambassador trainings and advocacy events/participants
- Line of Credit secured and amount available/used
- Creation of Land/Acquisition and committee and # of meetings, minimum quarterly
- # of properties acquired for future development
- ReStore 'round up' donation use and amounts
- ReStore profit and loss reports, monthly

Evaluate Housing Models

- Conduct and share results of feasibility study on new to HFHNCC housing models
- Conduct and share results of feasibility study on existing housing models
- Conduct and share results of homeownership impact report

Mission Impact

- Number of families served (new homes, rehabs, + repairs)
- Number of volunteers and hours
- Number of financial literacy courses & attendees

Habitat for Humanity®
North Central Connecticut

THANK YOU



Kristopher McKelvie

Chief Executive Officer

Office: 860-541-2208

https://www.hfhncc.org

Email: kris@hfhncc.org

Mailing Address: PO Box 1933, Hartford, CT 06144