



Asheville Area  
**Habitat  
for Humanity®**

*Serving Buncombe and Madison Counties*



**every  
home**

builds a foundation  
for success

## **Strategic Plan FY2023-2025**

For 40 years, Asheville Habitat has been bringing people together to build homes, communities and hope. Between 2018 and 2028, Asheville Habitat will serve 1,000 families, addressing 10% of our region's affordable homeownership and repair needs.<sup>1</sup>



# FY2023-2025 Strategic Plan

Our region needs more affordable housing, plain and simple. Habitat for Humanity is a proven model. Join us and bring transformative change to our community.  
**[ashevillehabitat.org](https://ashevillehabitat.org)**



## Address the housing deficit

Improve housing for 300 families by building 49 new homes, preserving 5 homes through buy-back and resale, and completing 246 home repairs

Develop New Heights Phase II infrastructure

Land bank 60 home sites

Assess the role of moderate income (80-120% AMI) housing in AAHH neighborhoods

Identify and address production constraints

1 - Housing Needs Assessment-WNC (2021) estimates the need for additional for-sale housing units affordable to households <80% AMI in Madison and Buncombe Counties at 1,770 homes. American Housing Survey estimates 3% of all U.S. owner-occupied housing units have moderate to severe quality deficits. This equates to 6,114 units homes in need of repair in Madison and Buncombe counties.



## Expand Homeownership

Close 54 new homes

Identify and pilot additional ways to close homeownership disparities and invest in historically Black & Latinx communities

Evaluate and promote the impact of homeownership

Manage a 3rd Party loan program for 60-80% AMI borrowers



## Bring people together

Be the community's leading voice on affordable homeownership

Address changes in volunteerism

Maintain strong donor engagement

Grow base of Madison County volunteers, donors and advocates

Include more diverse perspectives in staff, volunteers, and committees

Increase homeowner representation in decision-making

Connect donors and volunteers with the global need for shelter



## Build a strong foundation

Develop employees for succession in critical roles

Maintain healthy staffing levels for growth

Invest in facilities, IT and fleet upgrades & maintenance

Create a multi-county operating model

Grow deconstruction & donation pick-ups to achieve \$2.8M in ReStore net

Raise \$12M in private sector and public funding

Leverage Habitat-owned property for revenue and/or mission impact