

# HEARTH, Inc.

## 2022 – 2023

### Strategic Priorities

#### VISION

Every family and individual lives in safe, affordable housing.

#### MISSION

To provide a range of supportive services and housing that empowers homeless families, who are survivors of domestic violence or other trauma, to become independent, self-sufficient, and adequately housed; to foster housing opportunities to prevent homelessness and encourage safe, affordable housing.

#### GUIDING PRINCIPLES

- Safe, affordable housing is a basic human right.
- Survivors of domestic violence or other trauma need safe, affordable housing along with the tools to become self-sufficient.
- A safe environment includes secure spaces and a welcoming and nurturing atmosphere.
- Education provides the path toward employment and economic self-sufficiency.
- Supporting growth and self-sufficiency in a parental figure influences children and breaks the cycle of poverty.
- High expectations and accountability for participants lead to better outcomes.
- Partnerships and collaborations are essential to meeting the needs of our participants.
- Creating sustainable solutions includes advocating for our clients and our program.
- Every community has the responsibility to provide opportunities for individuals who are striving for self-sufficiency.

#### Organizational Values

- Commitment to Success
- Consistency
- Empowerment
- Integrity
- Diversity

#### Goal #1:

Continue to Reimagine Workforce Program Execution

- Engage University of Pittsburgh's Occupational Therapy Doctoral program to enhance childcare and career readiness of our parents
- Implementation and Execution of PACE consultant's plan for redesign of program offering
- Hire additional program staff- Career/Life Coach
- Contract a minimum of 2 mental health practices to provide consistent care for our parents and children
- Build out childcare network to support more families in need of consistent care

#### Goal #2:

Diversify Funding Sources

- Develop a strategy to grow individual giving by 20% (20K)
- Reinvest in the market to grow reserve dollars
- Continue to diversify both boards; with an intentional focus on corporations and entrepreneurs
- Grow attendance at the Art of Wine & Food event by at least 25% (80 ppl)

#### Goal #3:

Elevate Stewardship Practices

- Create a stewardship calendar
- Intentional monthly engagement with funders/supporters
- Increase social media reach by 25% (380)
- Continue to promote and collaborate with Human Services Provider Partners

#### Goal #4:

Create Strategic Priorities for Benet Woods

- Board Development-Strategic Recruitment
- Build out a 1-year plan focused on renovating or building new affordable housing on HEARTH campus