

“We are the type of people who run to the fire and stay through the hurricane”
- **From “Koinonia Every Day,” Charlottesville Habitat’s Statement of Values**

Habitat for Humanity of Greater Charlottesville
Interim Mission Statement and Strategic Framework During COVID 19 Emergency Period
- ***Ratified on April 2nd, 2020***

In normal times, our mission calls for us to bring people together to build and rebuild homes and communities while catalyzing new pathways to safe, decent, affordable housing.

In this season of unprecedented challenges, while joining the global community in limiting the spread of the coronavirus by meeting and exceeding the guidelines of public health authorities, we are building on our culture of innovation and responsiveness to aggressively attend to community needs as they emerge.

During the crisis:

We will...

1. Finish almost finished homes: We will strategically expedite home completions to allow families to safely shelter in place.
2. Support Partner Family Homeowners and Southwood Community Members: We will work with the 2,000+ neighbors already in Habitat homes or rentals to help them safely remain in their homes and weather economic and health challenges.

Our primary partners -- local families who earn between 15% and 60% of area median income -- are disproportionately front line providers of essential services (nursing, hospital maintenance, food preparation and delivery, etc.). We will keep them housed so they can keep everyone safe.

3. Support Partner Family Homebuyers and Applicants to our Program: We will help the 160 applicants to and 50 families currently in our Homebuyers and Pathways to Housing programs as they navigate financial and emotional challenges, keeping them on a path to better housing.
4. Direct resources to immediate community health and housing needs:
 - a. We will donate our inventory of masks, safety goggles and other Personal Protective Equipment. When we can, we will also utilize the skills of our volunteers and staff to manufacture PPE’s for emergency use in hospitals and elsewhere.
 - b. We will utilize our vast network of trusting relationships built through years of asset based community development to help efficiently channel resources and disseminate information from partner agencies and donors to thousands of low-wealth neighbors.
 - c. We will support our partners in homeless services so that everyone can shelter safely in place.

- d. We will share our resources (including staff if appropriate) with other service providers to address emergent challenges.
5. Advocate: We will use our voices and our policy expertise to ensure the most housing vulnerable neighbors are supported through federal, state and local policy.
6. Communicate: We will provide weekly updates to our community partners, board, supporters and staff via digital and other media.
7. Stay grounded in equity and purpose: Through internal job sharing, we will ensure that staff members with less access to childcare and other supports are able to delegate some of their responsibilities to others who, because of the COVID-based change to our operations, have additional capacity to serve the community. And we will continue our commitment to equity in our housing and community development work, helping low-income families earn wealth through homeownership and addressing systematic patterns of inequity through appreciative and asset based community development.
8. Shore up our foundations: We will ensure that we are well positioned at every level organizationally to realize the goals of our strategic plan and address the housing needs of the community by...
 - a. Implementing a contingency plan for financial resilience and preparedness.
 - b. Continuing financial preparation with Southwood early adopters and keeping land planning moving forward to allow us to break ground as previously anticipated.
 - c. Continuing to connect with donors who can provide resources to fulfill the promise of our strategic plan while also efficiently matching up philanthropists with emergency needs in the community caused or exacerbated by the COVID crisis.
 - d. Increasing capacity and effectiveness of our E-tail operation at the Habitat Store.
 - e. Continuing to entitle and prepare lots for future builds so that we can make up for lost time once we remobilize our full building operation.
 - f. Combining our core operations with work in Louisa and Greene Counties in order to realize greater regional impact.