



Strategic Plan 2026–2028

Introduction

The MIBOR REALTOR® Foundation exists to mobilize the real estate community to address homelessness in central Indiana. This aligns with the strategic priorities of MIBOR.

During the February 2026 board retreat, board members and stakeholders gathered to reflect on the Foundation’s work, assess organizational strengths and opportunities, and identify priorities for the future. The conversation focused on strengthening the Foundation’s internal capacity, refining grantmaking strategies, expanding philanthropic engagement, and cultivating partnerships that increase housing opportunities across central Indiana.

This strategic plan provides a clear framework to guide the Foundation’s work over the next three years. It aligns the organization’s mission with measurable housing outcomes while positioning the Foundation as a leader in mobilizing the real estate community to help move households from homelessness to housing.

Mission

The REALTOR® Foundation supports local nonprofits solving homelessness.

Vision

Everyone in our community has a safe place to call home.

Core Belief

Homelessness ends with a home.

Strategic Priorities

The Foundation will focus its work on four strategic priorities that strengthen the organization and expand its impact.

1. Strengthen Organizational Capacity

To expand the Foundation’s impact, the organization must have the operational structure, leadership, and communication strategies necessary to support long-term growth.

Goals

- **Strengthen leadership and governance**
 - Clarify board roles and expectations between governance and working responsibilities.
 - Establish clear assignments and accountability for board committees.
 - Develop leadership succession planning for board and committee leadership.

- **Improve operational capacity**
 - Evaluate staffing needs and consider operational support in areas such as event management, communications, or development.
 - Improve internal processes for reporting, committee coordination, and financial oversight.

- **Expand communications and awareness**
 - Increase awareness of the Foundation’s mission and impact among MIBOR members and the broader community.
 - Strengthen messaging around homelessness and housing solutions.
 - Communicate how donor contributions translate into housing outcomes.

Measures of Success

- Increased board engagement and participation
- Improved operational efficiency
- Increased awareness of the Foundation’s mission

2. Strengthen Strategic Grantmaking

The Foundation will align its funding strategies with measurable outcomes that move households from homelessness to stable housing.

Goals

- **Focus grantmaking on housing outcomes**

- Prioritize funding strategies that help households move from homelessness to housing and maintain housing stability.
- Include MIBOR members who are landlords and property managers in strategies to end homelessness through grants.
- **Strengthen nonprofit partnerships**
 - Strengthen relationships with grantees through collaboration and communication.
- **Improve grantmaking processes**
 - Simplify the grant application and reporting process to reduce barriers for nonprofit partners.
- **Measure and communicate impact**
 - Develop clear metrics to measure grant impact.
 - Share both qualitative and quantitative outcomes with donors and stakeholders.

Measures of Success

- Increased measurable housing outcomes
- Stronger nonprofit partnerships
- Clear reporting of grant impact

3. Expand Philanthropic Engagement

The Foundation will grow philanthropic investment to expand housing solutions while strengthening engagement with the real estate community.

Goals

- **Grow donor participation**
 - Increase participation among MIBOR members, brokerage firms, and industry partners.
 - Expand opportunities for REALTORS® and industry professionals to contribute to housing solutions.
- **Strengthen donor engagement and stewardship**
 - Expand donor recognition opportunities and stewardship efforts.

- Re-engage past donors and past Foundation Board members.
- **Diversify fundraising strategies**
 - Expand annual giving campaigns and major gift opportunities.
 - Explore planned giving opportunities and estate gifts.
 - Increase participation in transactional giving programs.
- **Evaluate fundraising activities**
 - Review current fundraising events and strategies to ensure strong return on investment and mission alignment.

Measures of Success

- Increased donor participation
- Increased philanthropic revenue
- Improved donor retention

4. Cultivate Strategic Partnerships

Ending homelessness requires collaboration across multiple sectors. The Foundation will serve as a connector between the real estate industry, nonprofit housing providers, and community stakeholders.

Goals

- **Convene housing stakeholders**
 - Bring together nonprofit housing providers, developers, property managers, landlords, and advocates to explore collaborative solutions.
- **Engage the real estate community**
 - Mobilize REALTORS®, brokerage firms, and industry partners to support housing initiatives.
- **Expand community partnerships**
 - Build relationships with organizations and institutions working to expand housing access and stability.
- **Strengthen the Foundation's leadership role**

- Position the Foundation as a trusted partner and leader in housing-related philanthropy.

Measures of Success

- Increased cross-sector partnerships
 - New collaborative initiatives addressing housing challenges
 - Greater engagement from the real estate community
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Implementation Approach

The Foundation will implement this plan through annual work plans that align board committees, staff responsibilities, and organizational resources with the strategic priorities.

Progress will be reviewed annually by the board of directors to ensure the Foundation continues to respond effectively to community needs and emerging opportunities.

Strategic Outcomes

Through the successful implementation of this strategic plan, the Foundation will:

- Strengthen its organizational capacity and leadership.
- Expand philanthropic engagement within the real estate community.
- Improve the effectiveness and impact of grantmaking.
- Build stronger partnerships that expand housing opportunities.
- Increase the number of households moving from homelessness to housing.

Together, these efforts will advance the Foundation's mission and bring the community closer to a future where everyone has a safe place to call home.