

Strategic Action Plan

2026–2028



1. Strengthen Organizational Capacity

2026

- Align board committees with strategic priorities (grantmaking, fundraising, housing partnerships).
- Clarify board and staff responsibilities for campaign execution and grant oversight.
- Strengthen communications to clearly connect donor investment with housing outcomes.
- Create broad awareness campaign of mission and impact.

2027

- Evaluate operational needs as the housing initiative begins deploying funds.
- Evaluate staffing and operational needs to support expanded housing initiatives.
- Strengthen reporting systems to track households housed through Foundation funding.
- Refine board committee roles based on the first year of implementation of campaign.

2028

- Evaluate staffing and operational needs to support expanded housing initiatives.
- Strengthen long-term governance and leadership succession planning.
- Maintain systems that track and communicate measurable housing outcomes.

2. Strengthen Strategic Grantmaking

2026

- Implement the new housing-focused grantmaking strategy.
- Align grant priorities with programs that move households from homelessness to housing.
- Develop grant structures that support housing placement and stabilization.
- Establish clear outcome metrics for housing placements.
- Identify nonprofit partners positioned to deploy housing funds in 2027.

2027

- Grant 52 Weeks, 52 Homes funding through grants to nonprofit partners.
- Fund programs that support 52 housing placements.
- Track housing outcomes and stabilization results.
- Strengthen collaboration with nonprofit housing providers.

2028

- Evaluate housing outcomes and lessons learned from the first full year of housing placements.
- Expand grantmaking strategies that increase housing opportunities.
- Increase the number of households served through grant partnerships.

3. Expand Philanthropic Engagement

2026

- Launch the 52 Weeks, 52 Homes campaign.
- Secure full funding for 52 housing placements (\$260,000).
- Integrate campaign messaging across Foundation events.
- Engage REALTORS®, brokerages, and industry partners in the campaign.
- Expand participation in transactional giving.
- Strengthen donor recognition and stewardship.

2027

- Highlight the impact of the campaign as households move into housing.
- Expand donor participation among REALTORS® and industry partners.
- Grow the base of recurring and annual donors.
- Continue strengthening relationships with major donors.

2028

- Expand philanthropic investment to support additional housing placements.
- Grow participation across the real estate community.
- Explore long-term giving strategies including major gifts and planned giving.

4. Cultivate Strategic Partnerships

2026

- Convene nonprofit housing providers to understand housing barriers and opportunities.
- Identify nonprofit partners that will grant 52 Homes funding in 2027.
- Engage REALTORS®, landlords, and property managers as housing partners.
- Strengthen relationships with housing organizations across central Indiana.
- Position the Foundation as a connector between the real estate community and housing nonprofits.

2027

- Strengthen collaboration with nonprofit partners deploying housing funds.
- Expand landlord engagement to increase available housing units.
- Convene stakeholders to share lessons learned and strengthen housing partnerships.

2028

- Expand partnerships that increase housing opportunities across the region.
- Strengthen the Foundation's role as a convener of housing stakeholders.
- Continue connecting the real estate community with housing solutions.

Summary:

2026 - Build the Housing Fund

Raise the funding for 52 homes and align grantmaking and partnerships.

2027 - Deploy the Housing Fund

Fund nonprofit partners to move 52 households into housing.

2028 - Expand the Housing Impact

Grow funding, partnerships, and housing outcomes beyond 52 homes.