

Habitat for Humanity of Merced County, Inc.
Annual Planning Goals and Outcomes
2018

1. Continue to build, strengthen, and staff our ReStore.

- a. Develop a reliable donation stream.
- b. Obtain a list of dependable willing volunteers.
- c. Strengthen internal audit systems, retailing and merchandising practices.
- d. Develop a plan for a sustainable system supporting more operating hours and days of operation.

2. Place a deserving family in a home.

- a. Explore low cost lots from governmental units including but not limited to Cities of Merced, Atwater, Livingston, County of Merced.
- b. Explore the possibilities of rehabilitating existing homes with the above-mentioned municipalities and with local realtors.
- c. Apply for grants to help cover the costs of home building or rehabbing.
- d. Continue to expand and improve the Brush with Kindness Program.

3. Increase the number of sitting board members and develop a more effective public relations program.

- a. Embark on a public speaking tour of local service organizations with a presentation on the objectives and accomplishments as well as goals of the organization with emphasis on needed board member representation and the desired skill sets of those board members.
- b. Develop more informative and attractive written and electronic literature.
- c. Use local resources such as institutions of higher education to find talented and resourceful individuals to help develop and implement the improved public relations campaign.