



## Mission

At Wesley Housing, we build up the lives of our most vulnerable community members by creating and operating healthy, inclusive, stable, affordable housing communities and providing supportive resident services.

## Vision

Everyone in the greater Washington, DC region has a safe, quality, affordable home, serving as a foundation to thrive and has a place of value in the community.

## Core Operating Values

Our core operating values are the "HILLS" the Wesley Housing community climbs together. We use these values to accomplish our mission of supporting the climb for families out of poverty and into stability. These values guide us in our relationships with our residents, our partners, and our staff and board members. We use these values as a filter to assess our options and make choices that complement our mission and vision.

<b>HOPE</b>	We fuel our commitment, our creativity and our compassion with faith in the future.
<b>INCLUSIVENESS</b>	We lift and celebrate the value of diversity within our communities and in our actions and choices. We are proactive in speaking out for equity so that each person has access to what they uniquely need to accomplish their aspirations.
<b>LEADERSHIP</b>	We inspire and motivate everyone to magnify our mission and impact.
<b>LEVERAGE</b>	We maximize and influence available financial and human resources through partnership, volunteers, and tapping into the talent and energy in our communities.
<b>STEWARDSHIP</b>	We apply ingenuity and pursue solutions to make the best use of available financial and human resources entrusted to us.

## Guiding Beliefs

- The creation of safe, quality, affordable housing is a foundation for healthy, thriving communities.
- Every person has a right to stable, quality housing, a bright future and a place of value in their community.
- We have a moral responsibility to care for all members of our community.
- Our organization is most successful when our residents are successful.
- We are at our best when our work strengthens our families, community, the environment, and our organization.
- Lifting up people who are the most vulnerable creates opportunities for community members of all ages and every socio-economic status and race.



## Strategic Goals

- GOAL 1** Continue building affordable, high-quality multi-family housing, and simultaneously scale housing stability services in Northern Virginia, Washington, DC, and expand to Prince George's County, Maryland.
- GOAL 2** Extend impact through acquisition.
- GOAL 3** Strengthen organizational and financial capacity.
- GOAL 4** Strengthen and protect brand identity and visibility; expand recognition as a thought leader and influencer among industry peers locally and nationally.

