



# Strategic Plan 2025-2029



## Mission:

Wesley Housing's mission is to *build up* communities with quality affordable housing and resident services.

## Vision:

Communities where all belong and have the opportunity to thrive.

## Core Operating Values:

Our core operating values are the "HILLS" the Wesley Housing community climbs together. These values inspire our commitment to supporting residents on their journey out of poverty to lasting stability. These values guide us in our relationships with our residents, our partners, and our staff and board members. These values serve as a lens through which we assess our actions and make choices that complement our mission and vision.

### Hope

We are driven by our faith and our responsibility to make sure everyone has stable housing in our communities.

### Inclusivity

We welcome diversity, create a sense of belonging, and work for fair housing solutions where everyone feels valued and motivated.

### Leadership

We encourage employees to lead with purpose, creating a work environment of learning, responsibility, new ideas, and excellence.

### Leverage

We increase the impact of our resources by working together and building partnerships.

### Stewardship

We commit to our two main goals of growing the number of affordable homes and maintaining a business that lasts.

## 5-Year Strategic Goals:



### Expand Portfolio

to increase community impact and reach in Virginia



### Empower Residents

through strong relationships and long-term services



### Invest in Staff and Board

to increase the organization's growth and keep staff



### Optimize Systems, Processes, and Structures

to strengthen the organization and its flexibility



### Assess and Strengthen Business Units and Assets

to build a stable future for the organization