



Strategic Plan Overview 2023-2026

INTRODUCTION

The Charlottesville Area Association of REALTORS® (CAAR) Foundation is an extension of CAAR and the vehicle that channels members' time, talent, and resources to impact, sustain, and support community initiatives in the greater Charlottesville area.

We believe everyone deserves a place to live. And so, we want to be a connection to resources, a trusted advisor, and a partner in housing and financial literacy with our community. We recognize that there are inequities in the housing system that have affected many individuals. We want to help level the playing field to make accessible, affordable housing and home ownership a reality for all. We desire to use our expertise, wisdom, and experience to help people seeking safe, stable housing to make that dream possible.

This Strategic Plan focuses on establishing the CAAR Foundation as a trusted guide and resource for connecting people to safe, housing opportunities.

This plan identifies 5 Strategic Goals:

1. Advance the creation of affordable homes in Greater Charlottesville
2. Equip residents of the Greater Charlottesville area for affordable housing and home ownership through education and resources
3. Advocate the benefits of affordable housing and home ownership within the Greater Charlottesville area
4. Resource, equip, and engage CAAR members to support the Greater Charlottesville community in finding and obtaining affordable housing and home ownership
5. Develop an infrastructure to support strategic goals

As the CAAR Foundation works toward these goals, four stakeholder audiences are crucial to helping the Charlottesville region thrive through supporting affordable home ownership opportunities:

- CAAR members
- Community members who seek affordable housing in the greater Charlottesville area
- Affordable housing developers and providers
- The Greater Charlottesville community, including elected officials

GOALS, IMPACTS, OUTCOMES, AND STRATEGIES

Goal 1: Advance the creation of affordable homes in Greater Charlottesville

Impact: Low and middle-income members of the community can live where they work and build generational wealth

Outcome: An increase in the number of affordable homes available to low and middle-income households

Strategies

- 1.1 Partner with and support organizations in the affordable housing arena to increase affordable units in the region
- 1.2 Engage membership in financially supporting the increase of affordable housing and home ownership opportunities
- 1.3 Create and cultivate relationships with developers, builders, and local government to increase affordable housing and home ownership

Goal 2: Equip residents of the Greater Charlottesville area for affordable housing and home ownership through education and resources

Impact: Community members have understanding and access to resources available to assist them in achieving safe, stable housing

Outcome: Increased access to resources for low and middle-income households to attain housing

Strategies

- 2.1 Work with partner organizations to understand and fill housing education gaps
- 2.2 Facilitate access to resources that support housing access for low and middle-income households. (i.e., Virginia Housing programs and HUD programs.)
- 2.3 Develop opportunities for persons seeking affordable housing and home ownership to expand their capacity

Goal 3: Advocate the benefits of affordable housing and home ownership within the Greater Charlottesville area

Impact: Affordable housing and home ownership is understood as a need for a thriving and sustaining community

Outcomes: An increase in community understanding of, and support for, affordable housing and home ownership

Strategies

- 3.1 Develop a strategy to engage local government in conversations around support for housing affordability
- 3.2 Engage and educate the community on the importance of equitable housing accessibility to challenge current stigmas and gain community support
- 3.3 Gather data to fully understand barriers and pushback to affordable housing

GOAL 4: Resource, equip, and engage CAAR members to support the Greater Charlottesville community in finding and obtaining affordable housing and home ownership

Impact: As trusted advisors, CAAR members are uniquely equipped to help low and middle-income households attain affordable housing and home ownership

Outcome: Increase awareness among CAAR members about the critical importance of housing affordability and its challenge

Strategies

- 4.1 Develop education that strengthens and develops CAAR member's knowledge and understanding of affordable housing and home ownership
- 4.2 Educate and equip CAAR members to use resources available for affordable housing and home ownership
- 4.3 Create a volunteer engagement strategy for CAAR members to engage with the community

Goal 5: Develop an infrastructure to support strategic goals

Impact: The CAAR Foundation is a healthy, sustainable force for community thriving and affordable housing and home ownership

Outcome: The CAAR Foundation is supported to achieve the goals of its current strategic plan and build toward the future

Strategies

- 5.1 Build internal capacity for strategic initiatives with a strategic staffing plan
- 5.2 Develop a financial model to ensure a sustainable impact
- 5.3 Create a development, fundraising, and resource mobilization strategy that supports strategic initiatives
- 5.4 Develop an effective marketing & communications strategy