

PACIFICA'S STRATEGIC PLAN – HIGHLIGHTS



REACHING OUR VISION OF EQUITABLE HOUSING IN PURSUIT OF THRIVING COMMUNITIES

Pacifica's three strategic priorities for 2021–2025



Invest in
our people



Develop
greater
autonomy



Redefine our
leadership

Compounding Complexities

How do we set and reach goals that move us toward our vision in the midst of multiple crises and strained sector capacity?



Housing
affordability



Climate
change



Health
emergencies

Our Mission



To advance the independence of individuals and families through equitable housing and supportive services

DEVELOP FIVE KEY CAPABILITIES

Lead in Community

Define and develop our leadership capacity, advocacy and educational work, training and development needs and opportunities, and cultural competencies.

Deepen Organizational Trust & Equity

Enhance systems, processes, and practices to consistently and equitably support our community.

Measure & Share Our Impact

Develop capacity and targets for consistent organization-wide impact measurement, evaluation, and sharing our impact with the community.

Innovate for Financial Diversification

Cultivate opportunities for innovation, efficiency, and savings to diversify revenue streams and extend our impact.

Scale Effectively and Efficiently

Define our model, stabilize our foundations, and learn from our past projects so we're able to address emerging needs and challenges. All the while, we will remain flexible and nimble to address emerging challenges.



A Foundation of Housing with Heart

- Lead intentionally with the principles of justice, equity, diversity and inclusion (JEDI)
- Incorporate Housing First and harm reduction approaches to supportive services
- Integrate supportive services that empower individuals as they move through the housing continuum towards independence
- Develop an intentional culture of environmental stewardship



PACIFICAHOUSING

Affordable homes. Better lives.

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