



Our Strategic Plan

Welcome!

KNHS Homeownership Services (KNHS) is proud to share our 2024-2028 strategic plan with you.

This fall, the Staff and Board came together to plan for our future as a housing agency. We revisited the past to understand our strengths and identify opportunities for change. We explored the tough topics of sustainability, capacity, accountability, expansion, and community need. We examined our agency through the eyes of diversity, equity, and inclusion. We dreamed about what we could be and how to be a greater asset to our community.

KNHS remains faithful to the foundation of fostering homeownership and revitalizing neighborhoods. But it was time to expand the mission, vision, and values to reflect this era of KNHS and to ensure a sustainable, mission- and vision-driven future. Our values project inward, guiding the Staff and Board, and outward to our clients, partners, and the community.

The KNHS Staff and Board enthusiastically embraced the process and are ready to implement our identified goals. Each year, we will revisit the plan, update it as needed, celebrate accomplishments, and weave in new opportunities that align with our mission and vision.

KNHS is deeply grateful to be a part of a community that places affordable housing as a priority. With this plan to guide us, KNHS will be well-positioned for the future.

Beth McCann

Executive Director

Brad Miller

Board President



Our Strategic Framework

Our Mission

We foster homeownership and impact neighborhoods by providing safe, sustainable, and attainable homeownership solutions for our low to moderate income clients.

Our Goals

1. Innovation drives future housing solutions
2. Funding is diverse and sustainable
3. Organizational capacity supports current and future needs
4. KNHS strategies align with organizational values
5. Program efficiencies drive cost containment

Our Vision

We will deliver innovative and affordable homeownership opportunities in the communities we serve by increasing our capacity to help our clients build generational wealth.

Diversity, Equity, Inclusion | Empowerment | Expertise | Trust | Accountability | Teamwork

Our Core Values



Our DEI Principles

KNHS fosters respect and inclusion to equitably serve the needs of our colleagues, partners, and the greater community.

KNHS envisions an inclusive environment leading to sustainable and equitable client outcomes.

KNHS values intentionality, diversity, and creativity to inspire a safe and equitable culture for colleagues and partners.





Our Core Values

At KNHS, we love empowering people and improving neighborhoods, one house at a time by encouraging home ownership and the building of generational wealth.

Empowerment

We encourage action and growth, by leading with strength, courage, and positivity.

Expertise

We deliver knowledge and guidance with professionalism and respect.

Trust

We provide a diverse, ethical, and empathetic space in which confidentiality is protected and all are welcomed without judgment.

Accountability

We act as responsible stewards for all stakeholders through consistency, integrity, and transparency.

Teamwork

We foster a culture of open communication, honesty, and positivity, where ideas flow freely and innovative thought is encouraged.