WHO WE ARE

Vision
We envision a world where everyone has food and housing security in a caring community they call home.

Mission
Ensuring everyone in our community has a home through supportive, equitable, and sustainable housing solutions.

Action
We live out our mission by providing emergency food and shelter, transitional housing, rapid rehousing, and permanent supportive housing with support services to individuals and families experiencing homelessness and food insecurity.
They helped with the paperwork, and things like furniture and dishes, because I had nothing when I moved in here, and I have a whole houseful now.

— Tonya P., Housed client, Alameda County

Core Values

**Act Strategically**
Maximize results by aligning plans and efforts with our core strategies of growth, balance, and advocacy.

**Engage Authentically**
Build and sustain trust by approaching our work with transparency to reliable support and pursue our mission.

**Build Community**
Strengthen our impact through partnerships and collaborations that support the pursuit of our mission.

**Respond with Respect**
Embrace difference, act inclusively, and acknowledge clients’ individual goals and needs to determine the best path forward.

**Be an Advocate**
Support clients through guidance, encouragement, and connection to the services that will deliver the results they seek.
Berkeley Food and Housing helped me out tremendously. I was homeless, sleeping in my car. They helped me find a place to live, they helped me with food. Every way that I needed.

— Joseph A., Housed Veteran client, Contra Costa County
In 2021, Insight Housing leadership, staff, the Board of Directors, funders, stakeholders, and clients met and partnered together to develop a new 3-Year Strategic Plan (calendar years 2022-2024) for the Agency.

Over the past two years, Insight Housing has reversed organizational and financial challenges and entered the strategic planning process from a position of leadership, program, and financial strength. The initial goals of the Strategic Plan are to:

1. Identify a blueprint of tactics and strategic goals, how we reach them, who is responsible, and a schedule to complete each tactic and goals.

2. Focus on strategic goals and priorities that are easily understood and accessible by all staff and the Board.

3. Prioritize momentum-building for the future.

As a result of the Strategic Plan, Insight Housing will focus on three primary strategies over the next three years that will strengthen our agency and allow us to better fulfill our mission to ease and end the crisis of homelessness in our communities.
2022-2024 STRATEGIC PLAN

How We Get There

**Strategy #1: GROWTH**
- Develop Internal Infrastructure to support the growth of the agency.
- Develop more affordable housing.
- Replicate successful programming in other counties.
- Explore changing the name of the agency.

**Strategy #2: BALANCE**
- Build a cash reserve fund to serve as backup to the agency and an asset to move forward the development of permanent supportive housing.
- Diversify revenue streams through various methods, including fundraising and property development fees.
- Diversify Board of Directors geographically, demographically, professionally, and philanthropically.

**Strategy #3: ADVOCACY**
- Advocate for Housing Policy by defining the agency stance and creating consistent messaging that can be utilized by all Insight Housing stakeholders.
- Craft a DEI based agency narrative by reviewing agency storytelling and brand voice through a lens of Diversity, Equity, and Inclusion.
- Focus on Prevention by strengthening the safety net through strong support networks.

In order to effectively meet the needs of the growing number of people experiencing homelessness, Insight Housing needs to grow geographically, programmatically, and financially.

Insight Housing will put systems and infrastructure in place in order to ensure that the agency is equipped for future changes.

Insight Housing recognizes the root cause of homelessness is the inability to afford and access a home. This barrier is deeply rooted in public policies that have created systemic barriers for people of color to secure permanent housing. Insight Housing will support and advocate for policy that heals the injustices of the past and creates a safer and more equitable future.
I’m having the time of my life! I’m in a beautiful apartment!

— Jordy S., Housed client, Alameda County
As part of this strategic plan, the name of the agency changed in May of 2023 from Berkeley Food & Housing Project to Insight Housing. This name change reflects our programmatic growth and geographic expansion. This document was redesigned to reflect the new name and brand, but the plan has remained the same.