

Our Strategic Intent

Covenant House's most recently completed strategic plan led to vast expansion, deepened analysis and learning, and broadened revenue diversification. Mindful of the impact that COVID-19 has had on the work and focus of our houses, we envisioned this two-year strategic plan deliberately to build on that foundation and advance the shared priorities that balance continued pandemic response with important progress forward.



Our Principles

The following principles guide our planning, our decision-making, our work, and our approach.

IMMEDIACY

We welcome all youth without judgement or conditions; meeting their immediate basic needs of food, clothing, medical attention, and a safe place to sleep, at no cost.

SANCTUARY

We acknowledge the bravery it takes for young people to walk through our doors. We offer them a welcoming and safe environment based on absolute respect, unconditional love, and relentless support, where we believe in and encourage their resilience.

VALUE COMMUNICATION

We value authentic relationships, honor the voice of our youth, and model caring relationships based on trust, respect, and honesty.

STRUCTURE

We provide stability and consistency for young people to pursue their great promise.

CHOICE

We honor that young people hold the power to their story. Through relentless engagement we foster confidence and encourage them to believe in themselves and make informed choices about their lives.

Our Strategic Priorities



- 1 Improving programs and impact**
Bring increased collaboration between our houses to ignite and leverage their innovation and grow our specialized services
- 2 Enhancing our capacity as a learning organization**
Build our systematic ability to use data and other collected information to better inform strategy, strengthen our position as a thought leader, and draw further resources to our movement
- 3 Advocating for improved public policy and government support**
Mobilize our houses and supporters to activate an impactful appropriations plan and build the public policy priorities that can prevent, end, or disrupt youth homelessness
- 4 Advancing a growing community of diversity, equity, and inclusion**
Build an antiracist movement that is deliberately inclusive of all voices and amplifies the urgent need to activate just and equitable solutions to end youth homelessness, a systemic tragedy that disproportionately impacts people of color
- 5 Growing and fortifying our housing continuum**
Develop and support movement-wide real estate management systems and best practices
- 6 Continuing to grow our brand awareness and revenue diversification**
Grow net revenue, draw younger and more diverse audiences to our movement, and deepen the support we offer to our houses' local fundraising
- 7 Strengthening our operating model**
Implement enterprise-wide financial and risk management systems and unlock efficiencies by leveraging our shared purchase and investment power
- 8 Reinforcing our human capital management systems**
Create a strong performance culture by building a modern enterprise-wide human capital management system

