

sv @home

STRATEGIC PLAN

2025
—
2029



MESSAGE FROM OUR LEADERS



“True transformative change requires collective effort, and with the strength and commitment of all our members, we are confident that together we can achieve housing justice in Silicon Valley.”
~ Regina Celestin Williams



We are excited to share that after months of thoughtful planning, collaboration, and engagement, our new five-year strategic plan is here. This vision makes a bold commitment to transforming housing systems so that we all flourish in Silicon Valley, and we know that what we seek is possible!

Our new core statements provide clarity of purpose and approach, increasing our focus and deepening our commitment to housing justice. These pivots seek to find healing and create communities of care and resilience, strengthening our collective responsibility to each other and to those most vulnerable to displacement within our region.

At the heart of this plan is a simple truth: we cannot do this work alone. Affordable housing advocacy requires the power of collaboration, the strength of community involvement, and the tireless efforts of allies, advocates, leaders, and residents to create long-lasting change. We appreciate how you have contributed to this plan, and we are grateful for your ongoing partnership, which is essential as we move forward.

Regina Celestin Williams
Executive Director, SV@Home

Aubrey Merriman
Board Chair, SV@Home and CEO, LifeMoves

STRATEGIC PLAN PROCESS



We Listened

Our strategic plan was shaped by **listening to our members and partners**, whose insights and experiences guided us every step of the way. In the past year, we engaged over 60 stakeholders through dozens of individual interviews, four focus groups, and an online survey.



What We Heard

Our stakeholders told us that we have been a **valued partner** and a **critical resource** in shaping and advocating for affordable housing policy in Silicon Valley. They urged us to leverage these assets to **push harder** around key issues and priorities.



“They have the ability to be a trusted partner across so many constituencies. They could lean into this even more and maximize it.”

OUR HOUSING SYSTEM IS INSUFFICIENT

Our current system of housing falls short for far too many people. Too many people are unhoused and housing insecure. At any given point in time, there are approximately 10,000 unhoused people in our county. And, for every 1 unhoused person, there are approximately another 40 people who are housing insecure and are at risk of becoming homeless or being displaced from their current housing. Our housing shortfall means that we need 130,000 additional homes in our county, of which 50,000 will need to be affordable to lower-income people.



... AND INEQUITABLE

The burdens of our inadequate housing system fall more heavily upon historically marginalized communities, including those who are BIPOC, LGBTQIA+, people with disabilities, and immigrants.

42%

of White renters in Santa Clara County are rent-burdened.

60%

of Black renters in Santa Clara County are rent-burdened.

55%

of Latinx renters in Santa Clara County are rent-burdened.

NOTE: Rent-burden is when a household pays more than 30% of their monthly income towards rent. In Santa Clara County, there are approximately 140,000 rent-burdened households, or about 45% of renters.



OUR CORE BELIEFS

Vision

We envision equitable and thriving communities that provide homes for all.



Mission

Our mission is to build our collective power and advocate for systems change to achieve housing affordability and justice in Santa Clara County.



Housing Justice Statement

Housing justice will be realized when all communities are inclusive and community members have the resources and power to lead the development of our communities.



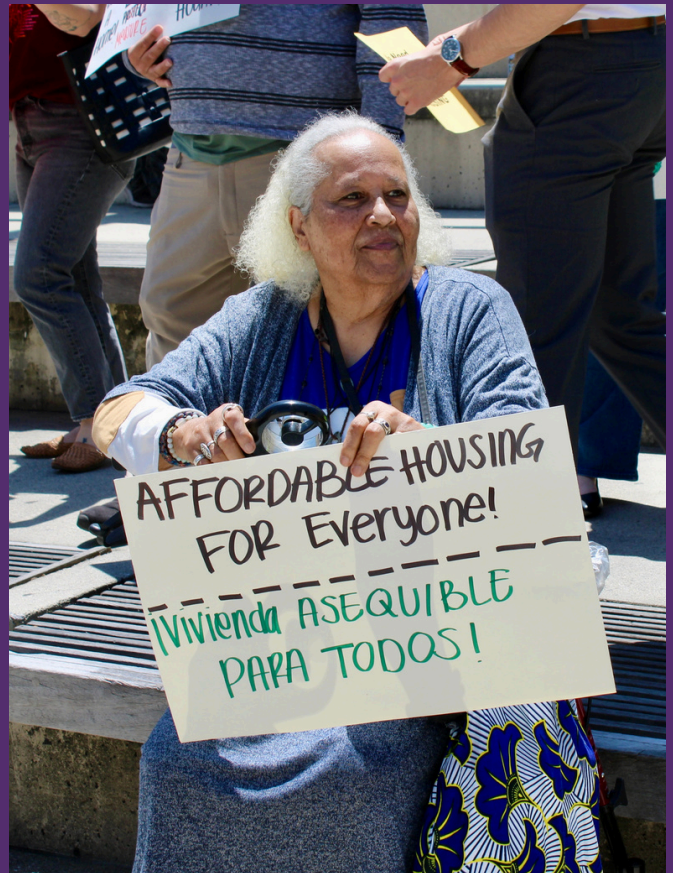
We believe that the path to housing justice is through centering the communities that have been historically marginalized and helping to build power to reverse the legacy of racial and economic exclusion.



OUR APPROACH

As a membership organization, we bring people together.

We build relationships, we convene, we act in coalition, we advocate, we share knowledge and resources. We support and invest in individuals, organizations, and movements. We hold space for people to come together. We do this work in ways that are strategic and that build trust. We strive to be inclusive, connected to multiple communities, informed by data, and transparent.



STRATEGIC PRIORITIES

Advocacy

We advocate to *transform housing systems*.

Narrative Power

We *move people to support housing justice* through communications and public education.

Leadership Development

We *champion community leadership* through mutual support and capacity building.

Organizational Resilience

We *reinforce our internal capacity* through investing in administrative systems, fund development, and staff support.

OUR COMMITMENT TO DEIL

SV@Home commits to centering **diversity, equity, inclusion, and liberation (DEIL)** in our work and culture. To truly seek systems change in a country formed by colonization and extraction, everyone working towards creating equitable and thriving communities, including SV@Home, must commit to identifying and combating housing policies and practices that historically and presently oppress Black, Indigenous, and people of color (BIPOC).

D

Diversity means embracing all of our unique experiences. We uplift voices historically marginalized in housing, including BIPOC, LGBTQIA+, people with disabilities, and immigrants.

Equity is ensuring fair treatment and access for all, regardless of their background. We work to dismantle barriers to safe, stable, and affordable housing.

E

I

Inclusion means welcoming and valuing all voices. We empower community members—especially those excluded—to shape housing decisions.

Liberation redefines housing justice by reimagining the systems we operate within. We work to transform these systems, fostering freedom, agency, and community power for marginalized groups.

L

THANK YOU!

Join SV@Home and be part of a powerful movement for housing justice! As a member, you will help shape policies, elevate community voices, and drive real change in affordable housing across our region. Together, we can make a lasting impact—become a member today by scanning the code below.



350 W Julian St. #5
San Jose, CA
95110
siliconvalleyathome.org



for Affordable Housing, Rooted in Justice