

EXECUTIVE SUMMARY: STRATEGIC PLAN 2023-2026



INTRODUCTION:

3Keys—a 35+-year-old nonprofit organization that provides permanent housing and onsite supportive services for adults facing the challenges of mental illness and homelessness—is one of metro Atlanta’s largest housing providers, offering nearly 500 affordable, permanent supportive housing (PSH) units at six properties. This executive summary highlights our mission, vision, values, and strategic goals for growing our capacity and deepening our impact to support more neighbors in need.

MISSION:

To develop and manage affordable permanent housing with onsite supportive services for adults facing the challenges of mental illness and homelessness.

VISION:

3Keys will be a leader in supportive housing solutions for the mentally ill and most vulnerable populations in metro Atlanta.

OF THOSE
ACCEPTED INTO
PSH PROGRAMS
100%
HAVE EXPERIENCED
HOMELESSNESS &
HAVE DISABLING
CONDITION

VALUES:



We are **resident-first** in all we do, supporting independence and recovery.



We are **active partners** with local private and public agencies to develop a broad array of creative housing and service solutions.



We are **problem solvers**, aggressively seeking new and innovative avenues to expand services and solutions for our residents.



We are **open**, accepting diverse individuals and populations.



WE SERVE:

- Single Adults
- Veterans
- Formerly Incarcerated/ Returning Citizens

Who experience:

- Mental illness
- Physical disability
- Substance abuse disorders
- HIV/AIDS

To learn more about our mission and impact, visit www.the3keys.org.



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3keyshousing



the3keysatlanta



3keysinc



GOALS 2026:

At the heart of our goals over the next few years is our commitment to the people we serve, and to the people who carry out our mission.

1 **3Keys lives up to its value of being resident centered.**

- Members of the Board of Directors will be more engaged in resident life and staff will receive improved training to ensure they are effectively meeting residents' changing needs.
- Our residents' quality of life needs will be more fully addressed through a comprehensive program of activities and social engagements.

2 **3Keys' support services model is scalable, stable, and effective.**

- We will engage service provider partners that can better meet the diverse needs of our residents.
- 3Keys will implement a gold standard of service for our residents.

3 **3Keys' team members are well trained and engaged in their work.**

- The organization will focus more on recruiting and retaining staff, offering professional development and training opportunities, and offering competitive pay.

4 **Overall funding increases 10% per year for the next few years with an emphasis on increased unrestricted private giving.**

- 3Keys will implement a new and diversified approach to fundraising.

5 **The Board of Directors provides effective governance through the work of its committees and by recruiting new board members and volunteers to support its goals.**

- Standing committees will be established and they will set clearly defined objectives.
- The Executive Committee of the Board will lead efforts to identify and recruit board members with the background, skills, and networks to effectively lead the organization to achieve its goals.

6 **The organization has a clear understanding of the needs of its current properties and has identified prospects for acquiring new properties and/or programs.**

- 3Keys will explore opportunities to increase its footprint and deepen its impact.

SUPPORT OUR MISSION: As a nonprofit organization, we could not accomplish our mission and strategic goals without those in our community who donate, volunteer, or support 3Keys in other ways. Learn how you can get involved: the3keys.org/get-involved.