



**2026-  
2030  
Strategic  
Plan**

**December 19,  
2025**

**REBUILD • RESTORE • REVIVE**

# BUILDING BRIDGES TO TRANSFORM COMMUNITIES

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# OUR VISION

Our vision is to **rebuild, restore & revive** the community of Allison Hill.

# OUR MISSION

Our mission is building bridges to transform communities. We do this through the **Harrisburg Community Development Corporation** to provide affordable housing, **Love the Hill** to eliminate blight & beautify the community, and **The Hill Farm** to provide food security and educate on healthy living.

# OUR STORY



Wildheart Ministries is located in the heart of Allison Hill, an underserved neighborhood within Harrisburg, Pennsylvania. The founders of Wildheart, Tannon and Cristina Herman, moved into the Allison Hill Community in the fall of 2013. After living there for a few years, getting connected with other neighbors and discovering the needs of the community Wildheart was founded in April 2016 in an effort to promote awareness of the issues within the neighborhood and rally individuals, the public and private sectors to participate in meeting those needs. Since 2017, Wildheart has been instrumental in advancing revitalization efforts within Allison Hill by forming strategic partnerships within the community and championing the cause for transformation in the Hill.

# OUR VALUES

## HOPE

HOPE IS OUR ANCHOR  
PROBLEMS ARE OPPORTUNITIES  
WE LOVE PROACTIVELY

## HONOR

WE VALUE EXCELLENCE  
WHOLE IS THE GOAL

## SUSTAINABILITY

WE VALUE FAMILY OVER FUNCTION  
WE EMBRACE DIVERSITY

# A BRIGHTER FUTURE FOR THE HILL

Over the next five years, Wildheart will continue to help our neighbors envision a brighter future by providing affordable housing, beautifying the streets of Allison Hill, and offering fresh produce & education on healthy living in a food desert. We will do this through growing in *volunteerism*, *board & staff development* and focusing on *expanding our donor base*.



**WILDHEART  
MINISTRIES**

# AFFORDABLE HOUSING

We will specifically focus on on the main “lifelines” of Allison Hill to bring visibility, stability and strengthen the main streets through new construction, single home projects and owner occupied repairs to provide **115 affordable housing units** & commercial spaces to impact **358+ residents**.



## BLIGHT REMOVAL & BEAUTIFICATION

We will complete our comprehensive 10 year plan by the end of 2026, covering all **204 Blocks** of Allison Hill, impacting a total of **9,446 people and 3157 homes** by removing all dumpsites, installing planter boxes, repairing porches and basic landscaping. We will continue to maintain these areas and focus on creating strategic community assets each year.

## FRESH PRODUCE & EDUCATION

We will grow both our market and education area to provide produce to a total of **10,501 families and educate 8569 students**. We will also install a farming robot, build an indoor classroom space & storage facility.



# FOCUS AREA: REBUILD

## AFFORDABLE HOUSING



### HOUSING CRISIS



ABANDONED  
HOMES  
IN ALLISON HILL



ONLY **THREE**  
ACTIVE DEVELOPMENTS



**10,000**  
RESIDENTS  
WITHIN  
A SQUARE MILE

HCDC exists to provide affordable housing & economic opportunities for residents within Allison Hill. The community of Allison Hill has been suffering in multiple ways over the past few decades.

In Allison Hill alone, there are 822 abandoned or vacant properties. Of those vacant buildings, almost 60% were in deteriorating, dilapidated or suggest demolition condition.



Over the next 5 years HCDC will strategically focus on the main “lifelines” of Allison Hill to bring visibility, stability and strengthen the main streets through major new construction & single home projects to provide affordable housing & commercial spaces for the community that are truly affordable.

The total outcome of the Allison Hill Lifelines Project will impact 358 residents, through the creation of 58 residential units, 25 houses, 12 commercial spaces, 20 owner-occupied repairs and a sidewalk repair.

Each and every project will be guided by the following principles: truly affordable & accessible, quality & longevity and sustainable & responsible. We will do this through our multi-faceted approach to create Multi-Unit New Construction Projects, Single Home Projects, and Owner Occupied Repairs. We will also build up the Allison Hill Affordable Housing Coalition with Blueprint Communities for collaboration & sustainability.

115

UNITS

RESIDENTS  
IMPACTED

358

\$18M

ECONOMIC  
IMPACT

# FOCUS AREA: REBUILD

## AFFORDABLE HOUSING



### OUTCOME

### YEAR 1: COMPLETED EARLY 2027 - THE GATEWAY



These first two years will focus on Market st. between 13th & Cameron St. to bring both residential and commercial units to Allison Hill. Year 1 will create 9 residential units & 4 commercial units impacting 30+ residents.

### YEAR 2: EARLY 2028- THE GATEWAY PART 2

Year 2 will create 12 residential units & 4 commercial spaces impacting 36 residents.. We will also focus on completing 5 single home ownership projects and 5 owner-occupied repair projects.

### OUTCOME



### OUTCOME

### YEAR 3: 2029- THE CORRIDOR



The 3rd Year will focus on South 13th Street to bring more residential units to Allison Hill. Project plans estimate impacting 80+ residents through the 16 units to provide affordable housing through home ownership. We will also continue completing 5 single home ownership projects and 5 owner-occupied repair projects.

### YEAR 4: 2030- SCATTERED SITE

Berryhill Street will be a scattered site project focusing on multiple single-unit houses between 1300-1700 blocks. Other improvements include installing new sidewalks and sidewalk repairs between those streets. Estimated 10 houses and 32+ residents. We will also complete 10 more owner-occupied repair projects.

### OUTCOME



### OUTCOME

### YEAR 5: 2031- DERRY ST.



The 5th year project will focus on residential units on Derry St. It will directly affect 40+ residents through 2 separate buildings to provide 16 units of affordable housing and 4 commercial spaces. We will also continue completing 5 single home ownership projects and 5 owner-occupied repair projects.

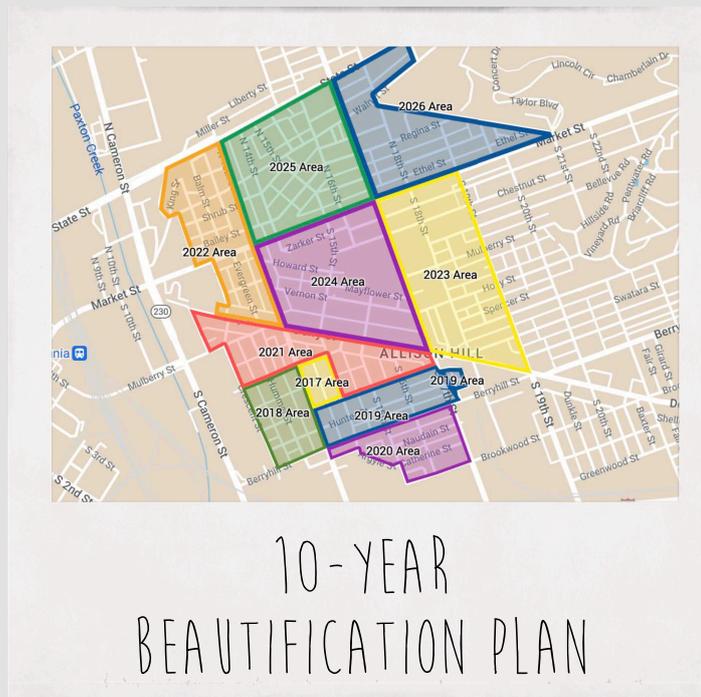
# FOCUS AREA: RESTORE

# BLIGHT & BEAUTIFICATION



We will complete our comprehensive 10 year plan by the end of 2026 of covering all **204 Blocks of Allison Hill** impacting a total of 9,446 people and 3157 homes by removing all dumpsites, installing planter boxes, repairing porches and doing basic landscaping.

Our goal for **2026** is to remove a projected **200,000 pounds of trash** in a 28 block area of Allison Hill (From 17th St. to 21st st, between Market St. & State St.), board up abandoned building and put up fencing to prevent further illegal dumping of materials and drug/criminal activity, clean up the sidewalks & mulch them repair 5 porches and serve a total of approximately **250 homes (750 people)** through all these activities.



From **2027-2030** we will continue to maintain these areas and focus on creating **key strategic community assets** each year.



Beginning in **2027**, we are putting even more power into the hands of our neighbors. By implementing a block captain program and focusing our development on the community assets our residents value most, we're working together to build a stronger, more resilient Allison Hill.

# FOCUS AREA: RESTORE

## COMMUNITY & WORKFORCE DEVELOP.



QUARTERLY  
BLOCK PARTIES

We will continue to host quarterly block parties to celebrate the transformation and connect our neighbors. From 2026-2030 we will host a total of 15 block parties, feed 4500 neighbors, give Christmas gifts to 1500 kids and give away flowers & plants to 3000 families among other things. **By the end of 2030 Wildheart will have hosted a total of 55 block parties to impact 14,830 people and given away 3937 christmas gifts through these events!**

**14,830 MEALS, 55 BLOCK PARTIES BY 2030**

We will also continue to grow our Teen Internship to impact 25+ Teens from 2026-2030. Wildheart's Teen Internship focuses on teens between the ages of 14-18, who benefit from workforce development, environmental advocacy, civic leadership skills training and personal food security during the summer months and part time during the spring & fall. They serve in both our Summer Project & The Hill Farm. **By the end of 2030 Wildheart will have impacted 65 teens through this internship program.**



TEEN INTERNSHIP

# FOCUS AREA: REVIVE

## FOOD SECURITY & EDUCATION



The Hill Farm is currently in the midpoint of Phase 2 of our four-phase development plan. As we approach 2027, we will continue to build on Phase 2 objectives, further expanding these programs to maximize their impact and drive overall sustainability.

**Local Community Supported Agriculture & Market Stand:** We anticipate generating annual revenues of \$15,000 to \$20,000 from this stream with a goal of \$20,000 by 2030 to be able to impact over 2000 families (6000 individuals). Current year-to-date sales are at \$6,832.88 and are expected to increase as the program matures. We accept FMNP, SFMNP vouchers and SNAP benefits, ensuring accessibility for low- to moderate-income individuals; currently, with over 50% of our sales utilize these programs. Produce is sold at affordable rates, with excess donations given to the community.

**Educational Field Trips & Outdoor Classroom Opportunities:** Wildheart has been designated as an EIO through the PA DCED's program allowing us to receive funds similar to the EITC program. Year to date donations received through this program is \$56,000 with 8 partners with a goal of **\$100,000 by 2030 with 25 partners.**

Additionally, we charge a small fee for student field trips and outdoor classroom activities, with a goal to **impact 8569 total and generate \$10,000 annually by 2030.** Year to date sales are \$3230 for this year with 574 total students impacted.



### 2026 PLANS & ACTIVITIES:

- **EDUCATION:** 1000 students/ \$5,000 in fees
- **MARKET:** 1200 families/\$13,500 sales
- **WHOLESALE:** 1 new partner/\$3000 sales
- **HARVEST:** 5000 lbs in produce
- **TEEN INTERNSHIP:** Host 2-4 students
- **PLANT FUNDRAISER:** \$4000 in sales
- **IMPROVEMENTS:** Install a farming robot, build an indoor classroom space & storage facility.

# FOCUS AREA: REVIVE

## FOOD SECURITY & EDUCATION



### 2027 PLANS & ACTIVITIES:

- **EDUCATION:** 1200 students/ \$6,000 in fees
- **MARKET:** 1450 families/ \$14,500 sales
- **WHOLESALE:** Establish 1 new partner/ \$4000
- **HARVEST:** 6000 lbs of produce
- **PLANT FUNDRAISER:** \$4000 in sales
- **IMPROVEMENTS:**

### 2028 PLANS

- **EDUCATION:** 1500 students/ \$7500
- **MARKET:** 1700 families/ \$17,000 sales
- **WHOLESALE:** Establish 1 new partner/ \$5000
- **HARVEST:** 7000 lbs
- **PLANT FUNDRAISER:** \$5000 in sales
- **IMPROVEMENTS:**

### 2029 PLANS

- **EDUCATION:** 1750 students/ \$8750
- **MARKET:** 1950 families/ \$19,500 sales
- **WHOLESALE:** Establish 1 new partner/ \$6000
- **HARVEST:** 8000 lbs
- **PLANT FUNDRAISER:** \$6000 in sales
- **IMPROVEMENTS:**

### 2030 PLANS

- **EDUCATION:** 2000 students/ \$10,000
- **MARKET:** 2200 families/ \$22,000 sales
- **WHOLESALE:** Establish 1 new partner/ \$7000
- **HARVEST:** 9000 lbs
- **PLANT FUNDRAISER:** \$7000 in sales
- **IMPROVEMENTS:**

### PROJECT GOALS

- Utilize the space as an operational urban agriculture hub and learning laboratory.
- Foster and encourage advocacy for personal food security within the community.
- Empower entrepreneurial activity for those seeking to market their skills.
- Serve as a model for other communities on how to provide access and opportunity in these areas for historically disadvantaged, low-income and minority communities.



# VOLUNTEER GROWTH

Wildheart only exists due to the spirit of volunteerism as we build bridges to the community of Allison Hill. To date we have had over **16,000 volunteers** come through our doors & serve our community. In order to accomplish these strategic goals we need to continue to grow our volunteer base. Over the next 5 years we plan to almost double our total volunteers with a cumulative total of **30,000 volunteers** by the end of 2030. We also plan to double the total organizations who serve with us yearly to 200 organizations.



We also plan to grow our committees to increase to over **100 Committee members** over the course of the next 5 years with a total of 15 new members every year. This will help with sharing our story, connecting to resources and raising funds to accomplish our goals.

# BOARD & STAFF GROWTH

We plan to grow our board from a current 6 members to **15 members** over the next 5 years in order to continue our impact on The Hill. We are strategically looking for board members in the following areas of expertise: law, architecture, marketing, donor development, non-profit experience and event coordination. Our goal is to recruit 3 new members each year from 2026–2030 and replace current members as their terms are up.

In order to meet our current needs we will need to expand our current staff team of 6 full time & 1 part time. This will mean hiring an additional 5 team members to be a total of **12 staff by 2030**. This will include a Farm Assistant, Donor Developer, *Communications Director*, *Educational Program Manager* and a *Grant & Compliance Manager*. Our goal is to hire 1 new team member from 2026–2030. As our team grows, we will focus on **prioritizing our culture and values**, hiring skilled individuals committed not only to our mission but align with our values and culture.

# FUNDRAISING GROWTH

Wildheart only exists through the spirit of generosity as we build bridges to the community of Allison Hill. By 2030 we plan to increase our overall budget to a total of 1 million annually, with HCDC budget of 5 million annually. This will happen through increase of grants for HCDC (4.5M) and Wildheart (\$400,000) per year, advocate program to \$10,000 a month, church partners to 15 (\$7500 a month) and general donations to \$40,000 yearly by 2030.



We plan to grow our fundraising events as well, in order to meet these goals. The total raised through our annual *Swing for The Hill Golf Fundraising* event to \$100,000 with a total of 100 sponsors by 2030.



We will grow our annual *Celebrating Transformation Fundraising Gala* to 600 people by 2030 with a total raised of \$250,000 in one evening through 120 sponsors.



We plan to grow *HCDC* through continuing to apply for grants (3-4 million annually), commercial space rental income, Tax credit programs like the Neighborhood Assistance Program and in-kind donors. We want to grow our current SPP partners to 10 yearly, with a total of \$200,000 by 2030.

We plan to grow our *Love the Hill Projects* to bring in \$120,000 dollars through expanding our Summer Project by recruiting 200 kids each summer for our Summer Project Missions experience.

We plan to grow *The Hill Farm* through increasing grants to \$120,000 with, \$20,000 in market sales, \$7,000 in wholesale, \$7,000 in plant sale fundraiser, \$10,000 in educational programming and \$100,000 in EIO funds and partners to 50 annually by the end 2030.

# SUMMARY: 5 YEAR STRATEGIC PLAN



**FOCUS AREA:**  
**REBUILD**  
AFFORDABLE HOUSING

118 AFFORDABLE HOUSING  
UNITS & COMMERCIAL  
IMPACT 358+ RESIDENTS  
STEWARD BLUEPRINT  
COMMUNITIES &  
AHAH COALITION



**FOCUS AREA:**  
**RESTORE**  
BLIGHT & BEAUTIFICATION  
COMMUNITY & DEVELOPMENT

FINISH 10 YEAR PLAN  
OF 204 BLOCKS  
IMPACT 9446 PEOPLE &  
4 MILLION LBS OF TRASH  
CREATE 4 COMMUNITY ASSETS  
15 BLOCK PARTIES (55 TOTAL)  
FEEDING 14,830 MEALS  
GROW TEEN INTERNSHIP  
25 TEENS (65 TOTAL)



**FOCUS AREA:**  
**REVIVE**  
FOOD SECURITY &  
EDUCATION

GROW 9000 POUNDS  
PRODUCE ANNUALLY  
44,483 POUNDS TOTAL  
IMPACT 10,501 FAMILIES  
EDUCATE 58569 STUDENTS

**VOLUNTEER  
GROWTH**

14,000 TOTAL VOLUNTEERS/ 30,000 CUMULATIVE  
100 COMMITTEE MEMBERS

**STAFF & BOARD  
GROWTH**

5 NEW STAFF MEMBERS/15 TOTAL BOARD MEMBERS

**FUNDRAISING  
GROWTH**

1 MILLION ANNUALLY / HCDC 5 MILLION ANNUALLY

# CONCLUSION

*A note from our  
Founder & Director*



We are filled with gratitude as we reflect on the incredible partners, neighbors, businesses, churches, volunteers, and friends who have stood by us. Your support has been the driving force behind the tangible transformations we're witnessing in our community. As we look ahead to the next five years, our excitement for The Hill and all that's unfolding here is palpable!

Let's come together in this pivotal moment to rebuild, restore, and revive Allison Hill. Together, we can create a brighter future for our community! We invite you to join us in making an impact—whether through giving, volunteering, sharing your time, praying, or rallying others to our cause.

Your participation is essential! Together, we can shape the future of Allison Hill. Let's continue to BUILD BRIDGES and embrace the incredible TRANSFORMATION that awaits us in the years ahead. Thank you for being a vital part of this inspiring journey!

*Tannon Herman*

**WILDHEART  
MINISTRIES**



**Contact Us For More Info!**

[www.wildheartministries.net](http://www.wildheartministries.net)

