
About Habitat for Humanity



Habitat for Humanity International

Since 1976, Habitat for Humanity International has provided shelter to nearly 1 million people around the world and in our community. We bring together families and communities in need with volunteers and resources to build simple, affordable housing. Homes are sold at cost—no profit, no interest—to low-income families who contribute hundreds of hours of “sweat equity” toward Habitat projects. Mortgage principal payments are recycled back to build or renovate more houses.

Habitat for Humanity Philadelphia

Habitat for Humanity Philadelphia builds and rehabilitates houses and neighborhoods by providing simple, decent, affordable homes in partnership with families in need. Reaching out from Christian roots across denominational, faith, economic and racial lines, Habitat works in partnership with prospective and existing homeowners, volunteers, donors, community organizations and all those who can help reach these goals. In 2003 four local affiliates serving across the city of Philadelphia united resources to form Habitat for Humanity Philadelphia. Since 1984, 130 homes have been provided for families who face a more hopeful future made possible by their hard work and the caring gifts of this community.

Habitat’s mission of providing simple affordable housing opportunities to Philadelphia residents is realized by a partnership between the many constituencies that comprise our great city, including corporations. Harnessing the energy of volunteers from all walks of life, as well as the skill levels and the financial resources of individuals, local community groups, and corporations, Habitat Philadelphia builds homes, builds hope, and builds community. Your organization has an opportunity to create a legacy of hope by working with us in fulfilling that mission.

Home Sponsorship

Home Sponsorship offers tremendous value. In 2005, Habitat for Humanity’s brand was evaluated by Interbrand and Peter Hart Research. Using metrics similar to those used in comparing other well-known brands, Habitat for Humanity was valued at \$5.2 billion. That places the HFH brand in the range of corporations such as Starbucks and FedEx. Your sponsorship of a Habitat for Humanity Philadelphia house affords your company/organization identification with a highly visible and well-respected brand known for transforming lives and communities.

In addition to the advertising value, your staff/members have the opportunity to actively engage with a future homeowner in building a house from the ground up. Habitat for Humanity Philadelphia provides a rewarding experience for corporate and organizational sponsors by providing a way to make a significant impact in our community, in the lives of our families and the lives of the volunteers who serve. We are able to tailor a program of involvement that addresses the interests of your company and your level of financial commitment.

Significant Accomplishments



- Habitat has built more than 135 homes in Philadelphia. Eighty-five of these are in North Philadelphia.



- Habitat Philadelphia recently broke ground on Green Affordable Philadelphia, a seven unit demonstration project of environmentally friendly homes that are part of the LEED for Homes Pilot Program. These homes are the first affordable green construction in the City of Philadelphia.
- In February 2007, Habitat Philadelphia hosted its first Green Building Conference in conjunction with Drexel University who served as host for the event. More than 250 people attended a wide range of workshops throughout the day. A multi-day event is planned for 2008.

- Thanks to continued support from **Jon Bon Jovi**, Habitat for Humanity Philadelphia is well on the way to completing two homes on Titan Street in the Point Breeze section of the City. Over the next several years Habitat Philadelphia will build a minimum of seven more affordable houses in this area.



- Thanks to **Morton's Steakhouse**, Habitat Philadelphia created a new signature event - our annual Homecoming Gala, honoring our newest homeowners, those sponsors who made their homeownership possible, and raises in excess of \$70,000 towards our continued efforts.



- On average, construction volunteers contributed 4,500 hours of sweat equity valued at \$67,500 at entry level wages.

The Housing Crisis in Philadelphia

- Philadelphia needs 60,000 additional units of affordable housing for low-income families in Philadelphia.
- The demand for shelter is rising. In 1995 the demand for shelter increased by 11%. In 2003 the demand for shelter rose another 13%. At the same time the stock of affordable housing has been shrinking. Statistics indicate a more than 25% decrease in housing stock over the past 25 years. Between 1997 and 1999 alone, the number of units of affordable housing for very low-income households dropped by nearly 2 million.
- Less than one-third of Philadelphians who are eligible for housing assistance get it.
- Almost 130,000 Philadelphia households have an annual income below \$20,000 and pay more than they can afford on housing.
- As reported in 2004 by the National Low Income Housing Coalition (NLIHC), a minimum wage earner (earning \$5.15 per hour) can afford monthly rent of no more than \$268, while the Fair Market Rent for a one-bedroom unit is \$596 and two-bedroom unit is \$962. In other words, a worker earning minimum wage must work 144 hours per week in order to afford a two-bedroom unit at the area's Fair Market Rent.
- The affordable housing crisis not only affects families - it affects the fundamental quality of life in our neighborhoods as well. Far too many Philadelphians worry about vacant and abandoned buildings on their block, about attracting younger families to the neighborhoods, and about ensuring that their houses are sturdy enough to pass on to their children and grandchildren.

SPONSORSHIP OPPORTUNITIES

WELCOME HOME SPONSOR \$100,000

Cover the costs of building a full home for a Habitat partner family.

- 24 build days, including 8 Saturdays and 16 week days
- Signage provided by sponsor throughout build time (up to 4' x 14')
- Sponsor provided signage at dedication
- Prominent article in e-newsletter
- Logo and link in 12 issues of monthly e-newsletter
- Logo and link to sponsor site from Habitat website
- Logo in 4 issues of quarterly print newsletter
- Acknowledgement in local papers
- Acknowledgement at Signature Fundraiser

RAISE THE ROOF SPONSOR \$75,000

Build from the ground floor through the bedrooms.

- 20 build days, including 6 Saturdays and 14 week days
- Signage provided by sponsor throughout build time (up to 3' x 10')
- Sponsor provided signage at dedication
- Prominent article in e-newsletter
- Logo and link 8 issues of monthly e-newsletter
- Logo and link to sponsor site from Habitat website
- Logo in quarterly print newsletter
- Acknowledgement in local papers
- Acknowledgement at Signature Fundraiser

SHELTER & SKY SPONSOR \$50,000

Build a strong foundation and a rock solid first floor.

- 16 build days, including 4 Saturdays and 10 week days
- Signage provided by sponsor on sponsored build days
- Sponsor provided signage at dedication
- Logo and link in eight issues of monthly e-newsletter
- Logo and link to sponsor site from Habitat website
- Logo in print newsletter
- Acknowledgement in local papers
- Acknowledgement at Signature Fundraiser

SOLID FOUNDATION SPONSOR \$25,000

Cover the costs of pouring the foundation and adding first floor joists and decking to the basement.

- 12 build days, including 3 Saturdays and 9 week days
- Signage provided by sponsor on sponsor build days
- Sponsor provided signage at dedication
- Link in six issues of monthly e-newsletter
- Link to sponsor site from Habitat website
- Logo in two issues of print newsletter
- Acknowledgement in local papers
- Acknowledgement at Signature Fundraiser

SPONSORSHIP OPPORTUNITIES **Cont'd**

CORPORATE BUILD WEEK **\$10,000**

Reserve the build site for your group and build camaraderie while helping Habitat Philadelphia build decent affordable housing.

- 6 build days, including 2 Saturdays and 4 week days
- Signage provided by sponsor on sponsor build days
- Link in e-newsletter
- Link to sponsor site from Habitat website
- Listing in print newsletter
- Listing in program book for Signature event

ONE DAY GROUP **SPONSORSHIP** **\$2,500**

Reserve the build site for your group and build camaraderie while helping Habitat Philadelphia build decent affordable housing.

- Weekday or Saturday build for up to 10 people, includes a boxed lunch.
- Signage provided by sponsor on sponsor build days
- Listing in print newsletter

Additional sponsorship levels are available. Please call Stephanie Thaw at 215.765.6000, ext 22, to discuss the level that fits your needs.



MEDIA IMPRESSIONS



Collateral Materials

Piece	Quantity	Impressions
Monthly E-newsletter	1,800	1,800
Quarterly Print Newsletter	12,000	48,000
Website Promotion	300	30,000
Annual Report	5,000	20,000

Media Coverage

Source	Impressions
Radio	2,000,000
Habitat Philadelphia sends PSA's of corporate support to all radio stations	
Newspaper	100,000
Working with neighborhood papers and the Inquirer, Daily News and Philadelphia Tribune, Habitat Philadelphia will highlight aspects of each partner's participation in our efforts.	
Total Est. Gross Impressions	2,199,800

AUDIENCE



The Habitat Philadelphia Community

11,000 Individual Donors

3,200 in Center City Philadelphia

3,800 in Western Suburbs

750 in New Jersey

1,800 individuals contribute annually with an average gift of \$461

1500 active volunteers


130 homes built in Philadelphia


21 families actively working on sweat equity hours towards home ownership

4 families ready to move into homes

The Habitat Philadelphia Sponsorship Community

 430 local corporations provide financial and in-kind support

 200 faith communities volunteer time and contribute dollars

 45 schools contribute community service hours



Projected Growth

In 2005 Habitat Philadelphia made homeownership a reality for 12 families. Within the next three years our goal is to increase that number to 20 homes per year.

Top Ten Reasons to Sponsor a House

1. Home Ownership Strengthens Communities

When people own the home that they live in, they are more likely to take pride in that ownership, resulting in better maintained homes and a more proactive interest in knowing their neighbors and building a community. Their children play there, attend the local schools, and are impacted by the surrounding community, so there is a much higher level of investment.

2. Strong Communities Mean Better Business

Children who grow up in stable homes are much more likely to get better grades and finish high school. This means a better-prepared, more educated workforce. And because a mortgage typically means lower monthly payments than rent and represents a capital gain, homeowners typically have more expendable income and thus are better able to contribute to the economy.

3. Philadelphia is Your Home

You make a living here. How about giving back some of what you get from this great City? Making an investment in affordable homeownership means Philadelphia - your hometown - will remain a vibrant place to live, work, and raise a family.

4. Corporate Team Building

You have invested in the guided role playing scenarios, the outdoor ropes course, and the inspirational posters, but you still haven't quite developed the staff camaraderie and teamwork you need. Instead of sending your staff to another contrived team-building exercise, why not give them a truly meaningful experience that builds confidence, fosters an atmosphere of teamwork and allows them to give back to the community? You could spend \$175 per person for a half-day training or you could put your money to work for both your staff AND Philadelphia's neighborhoods by helping Habitat provide decent affordable housing for low income persons in Philadelphia.

5. Building Corporate Presence

Help Habitat Philadelphia build a home and build your company's future. House sponsorships offer great visibility at the community level and regionally. Send your staff/members out to work on a build site and make a statement that you invest in the community with both money AND sweat equity.

6. Increase Employee Morale

In today's tightening job market, employers need to remain competitive in offering their employees the right mix of monetary and "soft" benefits to retain their quality workforce. One way to increase staff morale is to demonstrate that your company cares deeply about the community in which it operates. By supporting Habitat's mission AND offering an opportunity for staff to volunteer on a build site, you are showcasing your commitment to Philadelphia and your staff will enjoy seeing the physical rewards of their hard work.

7. Marketing Value

Habitat for Humanity is an excellent marketing value. In 2004, Habitat had its brand independently valued by Interbrand. Based on public recognition of Habitat and its associations with our mission, the Habitat for Humanity brand was valued at \$1.83 billion – comparable to well-known brands such as Starbucks and FedEx. By partnering with Habitat Philadelphia, your company has the opportunity to brand its name with the positive reputation and good will that Habitat's name engenders.

8. The Housing Crisis

According to a recent study, one out of every five households in Philadelphia (or almost 130,000 households) have an annual income below \$20,000 and pay more than they can afford on housing. More than 31,000 households live in overcrowded conditions and nearly 60,000 more affordable units of rental housing are needed in Philadelphia to meet this housing crisis. According to the 1999 American Housing Survey, 17 percent of Philadelphians pay more than half of their income on housing. For housing to be affordable, the cost should be no more than a third of income. Additionally, the Philadelphia Inquirer reported in May 2003 that homeless families now stay in shelters for an average of two years because of the lack of permanent affordable housing.

9. Housing is a Right not a Privilege

Think back to sixth grade science – the three things every living organism needs to survive are food, air, and shelter. It is estimated that there are approximately 6,500 persons who are homeless on any given day in Philadelphia. This includes only those who are in shelters, low-demand residences, transitional housing, or on the streets. Habitat Philadelphia works to **prevent** homelessness by ensuring that decent affordable housing is available and that homeownership becomes a reality for low-income persons. By sponsoring a house, you are supporting the right of every human to have a home.

10. Have a Lasting Impact on the Future

How many among us can point to a house and say, "I helped build that!" Sponsor a Habitat Philadelphia house and join an elite group of organizations and individuals who can make that claim.

15 More Reasons to Sponsor a House



Newest Class of Prospective Home Owners

UPCOMING PROJECTS

GREEN AFFORDABLE PHILADELPHIA PROJECT BRIEF

In early 2007, Habitat for Humanity will begin constructing Philadelphia's first low-income, LEED-certified green homes, to be sold through zero-interest mortgages to families in need.



Architecture firm Wallace Roberts & Todd has designed the seven row homes for an infill site on West Stiles Street. We intend to pursue LEED certification for these homes as part of a U.S. Green Building Council pilot program, in partnership with the Energy Coordinating Agency. Some of the innovative materials and systems we hope to include are:

- Insulated Concrete Form foundations
- High efficiency heating systems
- Energy Star rated windows
- Cement Board siding
- Low VOC paints and interior finishes
- Storm water management using pervious paving and landscaping
- Tankless Hot Water Heaters
- Bamboo Flooring

Community Context: The East Parkside neighborhood is located in West Philadelphia, adjacent to Fairmount Park and the Philadelphia Zoo. The entire neighborhood is certified as a National Historic Preservation District due to the architectural character of its residential buildings. After an era of major disinvestment and decline, new community energy and public and private investment are creating revitalization – but East Parkside continues to have significant need for affordable owner-occupied and rental housing.

We cannot succeed alone: Green Affordable Philadelphia presents an opportunity for Habitat and its partners to highlight both solutions to the crisis of affordable housing **and** the practicality of building “green” in a creative synthesis. We believe this truly can be a model to further progressive changes in Philadelphia’s housing industry.

2542 South 5th Street



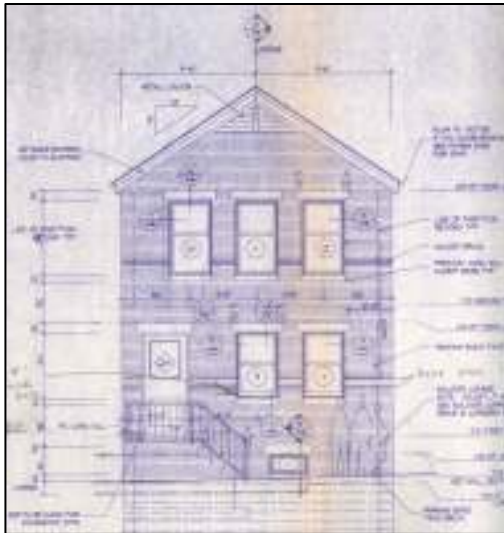
Thanks to a previously unaffiliated donor, Habitat Philadelphia recently came into possession of a South Philadelphia row home in need rehabilitation. Rose Godrey lived on 5th Street just above Shunk Street, until she passed away in 2005. Unknown to us, she had willed her home to Habitat for Humanity Philadelphia so that a low-income family could enjoy the stability of homeownership.

Unlike many gut-rehabs undertaken by Habitat in North and West Philadelphia, this property is structurally sound and the rehab process should proceed smoothly. With the help of volunteers and partner families, damaged floors and walls will be replaced and old fixtures removed. The building envelope will then be carefully sealed and insulated, so the occupants can remain comfortable with minimal utility usage. And as part of Habitat Philadelphia's transition to green construction, crews will install sustainable and healthy building materials and energy-efficient appliances.

Construction will begin in February 2007. The two-bedroom house will be ready for occupancy by mid-summer.

**75% of this home has been underwritten by
Thrivent Financial for Lutherans**

1900 Morse Street



In March of 2007 Habitat Philadelphia will break ground on 1900 Morse Street, turning two small vacant lots into a new three bedroom, single-family home. The project site is located around the corner from our offices on 19th Street in North Philadelphia, in a community where Habitat has been active for over two decades. Upon completion, the home will book-end the block, mirroring 1922 Morse, a Habitat home based on the same plans and completed in 1998. To date, on this short section of Morse Street, Habitat has rehabilitated four row homes and built seven new ones, all sold at zero-interest mortgages to low-income Philadelphia families. This home will be the final missing piece.

The 1900 Morse St. home is currently under design at architecture firm Krieger & Associates. A brick façade will maintain continuity with neighboring homes, while a side yard will afford space required by updated zoning codes.

The site, acquired from the Redevelopment Authority, has been vacant for nearly two decades. Yet after suffering heavy disinvestment, energy is now returning to this neighborhood –from the Temple University area to the east, and from the federal Homeownership Zone to the south. With the help of donations, volunteer labor, and the sweat equity of partner families, Habitat will add one more stable owner-occupied home to the mix.

2215 and 2217 Titan Street

The next set of **Jon Bon Jovi** sponsored homes will be located at 2215 – 2219 Titan Street, in the Point Breeze section of Philadelphia.

Extending north towards Center boundaries of South Broad Street Avenue, Point Breeze is at a nexus trends: a recent spike in street especially among youths, has real estate speculation and soaring. Though significant population to long-term vacancy and problems, community organizations intact and engaged. In partnership Breeze Coalition, John Gloucester South Philadelphia HOMES, Habitat Philadelphia is working to re-establish the area as a safe and affordable place for long-time residents and new families alike.



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In early November, Habitat crews and volunteers will launch the next phase of our involvement in the Point Breeze neighborhood of South Philadelphia. On Titan Street, just around the corner from a current Habitat rehab project, we will begin rehabilitating three more row homes which have sat vacant for the past twenty years.

Dating from an era when tighter living quarters were the norm, these homes are now too small to accommodate most Philadelphia families. A design from **CICADA Architecture** will combine two units into a single new four-bedroom home, and give new life to the third as a two-bedroom home. An original brick façade will be preserved, with contemporary flexible floor plans opening up behind it. And as part of Habitat Philadelphia's move into sustainable construction, we will use insulated concrete form (ICF) foundations, cement board siding, and engineered lumber. We will also install high-efficiency heating systems and EnergyStar windows.

New construction on several Latona Street lots, recently acquired from the Redevelopment Authority, will follow our Titan and 23rd Street affordable rehabs.

These two homes have been generously paid for by

**Jon Bon Jovi Family Foundation
SprintNextel**