



## Community Revitalization Program 2012

New Home Construction

Neighborhood Revitalization

A Brush With Kindness

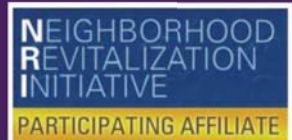
Weatherization

Homeowner Education

Family Services

ReStore

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## About Heartland Habitat for Humanity

The mission of Heartland Habitat for Humanity is to provide safe, decent, affordable housing for low income families in Clay and Platte Counties in Missouri, and Wyandotte, Johnson and Leavenworth Counties in Kansas. We seek to eliminate poverty housing and homelessness from the world, and to make decent shelter a matter of conscience and action. Heartland Habitat for Humanity ReStore, a home improvement and recycling store, supports the programs of Heartland Habitat through the collection and sale of surplus and salvaged building materials. These materials, diverted from the waste stream, are kept out of our landfills and in circulation where they can benefit the community.

Heartland Habitat for Humanity strengthens families and communities by increasing the number of quality, affordable homes for single-family residents in the Greater Kansas City area, and creating opportunities for low-income families to develop equity and independence through homeownership. We provide a **“hand-up”** not a “hand-out”.

## About The Community Revitalization Program

Heartland Habitat for Humanity International has recognized a need in our communities and neighborhoods beyond new home construction. It will help improve the quality of life in neighborhoods through local community-planning partnerships and by expanding Heartland Habitat’s housing services. This will increase the number of families that we can assist in living in safe, decent, affordable housing. The five (5) components of **Community Revitalization** are:

### **New Home Construction Neighborhood Revitalization A Brush With Kindness Weatherization Homeowner Education**

#### **1. New Home Construction**

What We Do: Build simple, decent, affordable homes for God’s people in need in Johnson, Wyandotte, Leavenworth, Platte, and Clay counties

Who We Do It For: The families Heartland Habitat serves

- Earn between 30%-60% of the Kansas City Median income;
- Are typically single, parent families;
- Are usually first-generation homeowners;
- Invest 350 hours of sweat equity in the building of their home;
- Purchase their Heartland Habitat home without interest

How We Do It: By engaging the community through sponsorship and volunteer labor.

#### **2. Neighborhood Revitalization Initiative (NRI)**

What We Do: Help improve the quality of life in neighborhoods through local community-planning partnerships and by expanding housing services.

Who We Do It For: The focus is to improve underserved communities.

How We Do It: Local community organizations and municipalities will decide on the work to be carried out locally, including:

1. New home construction
2. Rehabilitation of homes
3. Home repair
4. Weatherization
5. Neighborhood clean-up
6. Homeowner education

NRI marshals additional resources, mobilizes more volunteers, and advocates for policies and programs that meet the particular needs of communities struggling to recover from the housing crisis and economic recession.

### 3. **A Brush with Kindness (ABWK)**

What We Do: ABWK provides Heartland Habitat a broader community development strategy, a holistic approach, which assists communities as well as families by:

- Revitalizing the appearance of a neighborhood;
- Strengthening connections within the community and developing cooperative relationships with faith-based organizations, community organizations, city/county governments, local businesses, and schools; and,
- Preserving and creating affordable housing stock.

Who We Do It For: ABWK serves low-income homeowners impacted by age, disability, and/or family circumstances who struggle to maintain the exterior of their homes. ABWK follows the same basic tenets for eligibility (need, ability to pay, willingness to partner).

How We Do It: ABWK provides opportunities to sponsor and volunteer for ABWK projects.



### 4. **Weatherization**

What We Do: The weatherization program positively influences national energy consumption by increasing the energy efficiency of homes.

Who We Do It For: The weatherization program helps reduce the cost of energy for struggling families. As a result, more household money is made available for other basic necessities.

How We Do It: Opportunities to sponsor and volunteer for weatherization projects are available.



### 5. **Homeowner Educational Program**

What We Do: Heartland Habitat helps keep homeowners in their home through its Homeowner Educational Program. Heartland Habitat offers homeowners 50 hours of classroom time consisting of the following subjects: finances and budget, home repair and basic maintenance, landscaping, good neighbor training, home safety, and codes and ordinances.

Who We Do It For: Classes are primarily for Heartland Habitat for Humanity homeowners and partner families, however the codes and ordinance course is open to the public. The current homeowner education program has resulted in over 90% of Heartland Habitat homeowners remaining in their homes.

How We Do It: Participants will be charged a nominal fee to participate.



“ *When I found out I was going to be a Heartland Habitat for Humanity homeowner, I first cried with relief and then danced with joy!* ”

- Meghan Speak, Homeowner

*Building Homes. Building Hope. Building Communities.*

# Sponsorship Opportunities

## Community Revitalization Program

Supports all five activities including *New Home Construction, Neighborhood Revitalization, A Brush With Kindness, Weatherization, and Homeowner Education*

### Community Visionary Sponsor

**\$100,000**

This level of support will help us to fulfill the vision to build stronger, healthier communities by implementing all five of the Community Revitalization activities throughout Heartland Habitat's five county area.

#### Benefits:

- Your organization will receive first priority for volunteer participation on all of our community revitalization activities such as a home build, A Brush With Kindness, etc.
- Acknowledgement on Heartland Habitat's website with link to your organization's website
- Heartland Habitat t-shirt with your logo (limited to 100 volunteers)
- Online photo gallery of your community revitalization activities
- Your organization's name and logo will be included in all marketing and public relations materials including Heartland Habitat website, newsletter, and/or media releases
- Your organization's name and logo will be prominently displayed at community revitalization activities and events to include home sites, home blessings, homeowner education classes, and rehabilitation projects

### Community Foundation Sponsor

**\$50,000**

This level of support will help us establish a foundation for implementing community revitalization activities throughout Heartland Habitat's five county area.

#### Benefits:

- Your organization will receive priority for volunteer participation on community Revitalization activities of your choosing (up to 4 activities)
- Acknowledgement on Heartland Habitat's website with link to your organization's website
- Your organization's name and logo will be included in all marketing and public relations materials including Heartland Habitat's website, newsletter, and/or media releases
- Your organization's name and logo will be prominently displayed at community revitalization activities and events to include home sites, home blessings, homeowner education classes, and rehabilitation projects

### Community Partner Sponsor

**\$25,000**

This level of support will help us partner with other organizations for implementing community revitalization activities throughout Heartland Habitat's five county area.

#### Benefits:

- Your organization will receive priority for volunteer participation on community revitalization activities of your choosing (up to 4 activities)
- Acknowledgement on Heartland Habitat's website with link to your organization's website
- Your organization's name and logo will be included in all marketing and public relations materials including Heartland Habitat's website, newsletter, and/or media releases
- Your organization's name and logo will be prominently displayed at community revitalization activities and events to include home sites, home blessings, homeowner education classes, and rehabilitation projects

“ I've always dreamed of owning my own home, and I promised my children that one day they would have a home they could be proud of. ”

- Nicole Skinner, Homeowner

# Sponsorship Opportunities

## Build a Home Sponsor

Organizations or individuals can choose to fully or partially fund a home for a family in need. The lives of Heartland Habitat homebuyer families are dramatically changed when they own their homes and the whole family put down roots:

- Children go to the same school each year and their academic performance improves.
- Because mortgage payments are lower than their previous rent, Heartland Habitat homeowners have more disposable income to be spent in their local communities.
- Heartland Habitat families become neighborhood leaders, serving on PTA's, and community associations, encouraging changes that help transform whole neighborhoods.
- Since increasing homeownership lowers crime rates, public dollars are saved, while the quality of life in our entire community improves.
- Heartland Habitat homeowners contribute property taxes right back into their community.



A NEW HOME PROJECT

## Legacy Sponsor

**\$125,000**

This level provides your organization the opportunity to leave its legacy by fully funding one home for a family in need. This sponsorship supports all activities associated with the building of a new home including land acquisition, family selection, and construction.

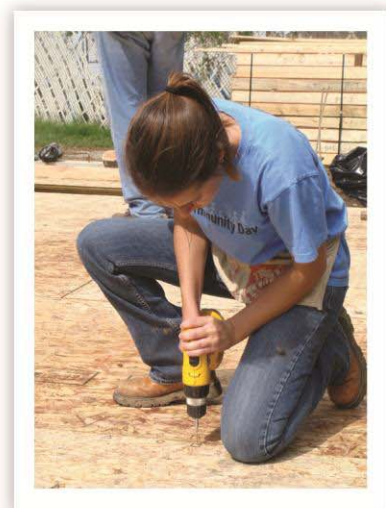
### Benefits:

- Your organization will receive first priority for volunteer participation on this home (volunteering is optional)
- Acknowledgement on Heartland Habitat's website with link to your organization's website
- Heartland Habitat t-shirt with your logo for your volunteers (limited to 100 volunteers)
- Online photo gallery of your Legacy Home activities, including, ground blessing, construction, and home blessing
- Your organization's name and logo will be included in all marketing and public relations materials including Heartland Habitat's website, newsletter, and/or media releases
- Your organization's name and logo will be prominently displayed at the Legacy Home build site and events associated with this home build

## Other Home Partnership Sponsor Options

<b>Hammer It Home</b>	<b>\$60,000</b>
<b>Adopt-a-Lot</b>	<b>\$30,000</b>
<b>Heart of the Home</b>	<b>\$20,000</b>
<b>More than Nails</b>	<b>\$10,000</b>
<b>From the Ground Up</b>	<b>\$5,000</b>
<b>Set a Foundation</b>	<b>\$1,500</b>
<b>Help Get it Started</b>	<b>\$ 500</b>

*Benefits: Vary based on the level of contribution.*



# Sponsorship Opportunities

## A Brush with Kindness (ABWK)

Heartland Habitat's home repair program is a great way to inspire and engage others to take action in revitalizing communities. The focus is critical repairs of existing homes – one home, one block, one neighborhood at a time. Repairs are related to general poor structural conditions, roof repair, safety, landscaping and painting, as well as special needs including ramps. Sponsorship supports identifying sites and obtaining permits, providing tools and materials, provides professional supervision to manage safety and direct volunteers, and overseeing quality control and obtaining required inspections.



### **Community Sponsor**

**\$50,000**

This contribution level will help to revitalize up to **100 houses**

#### **Benefits:**

- Your organization will receive first priority for volunteer participation in this neighborhood (volunteering is optional)
- Online photo gallery of your ABWK activities
- Acknowledgement on Heartland Habitat's website with link to your organization's website
- Your organization's name and logo will be included in all marketing and public relations materials including Heartland Habitat's website, newsletter, and/or media releases
- Your organization's name and logo will be prominently displayed at the site(s) of ABWK activities

### **Neighborhood Sponsor**

**\$25,000**

This contribution level will help to revitalize up to **50 houses**

#### **Benefits:**

- Your organization will receive first priority for volunteer participation in this neighborhood (volunteering is optional)
- Acknowledgement on Heartland Habitat's website with link to your organization's website
- Your organization's name and logo will be included in all marketing and public relations materials including Heartland Habitat's website, newsletter, and/or media releases
- Your organization's name and logo will be prominently displayed at the site(s) of ABWK activities

### **Block Sponsor**

**\$5,000**

This contribution level will help to revitalize up to **10 homes**

#### **Benefits:**

- Your organization will receive first priority for volunteer participation in this neighborhood (volunteering is optional)
- Acknowledgement on Heartland Habitat's website with link to your organization's website
- Your organization's name and logo will be included in all marketing and public relations materials including Heartland Habitat's website, newsletter, and/or media releases
- Your organization's name and logo will be prominently displayed at the site(s) of ABWK activities

# Sponsorship Opportunities

## Neighborhood Revitalization

Heartland Habitat for Humanity provides your organization an opportunity to have bigger impact on a community with a sponsorship to fix up homes in a neighborhood and build a *new* single family home. Your sponsorship will serve more families by providing safe, affordable, and good quality housing.



A COMMUNITY DEVELOPMENT PROJECT

### **Renaissance Sponsor**

**\$60,000**

This contribution will assist with the building of a single family home and help revitalize **9** homes. There is a total impact to **10 families**.

#### **Benefits:**

- Your organization will receive first priority for volunteer participation in this neighborhood (volunteering is optional)
- Online photo gallery of your home construction and ABWK activities
- Acknowledgement on Heartland Habitat's website with link to your organization's website
- Your organization's name and logo will be included in all marketing and public relations materials including Heartland Habitat's website, newsletter, and/or media releases
- Your organization's name and logo will be prominently displayed at the site(s) of the home construction and ABWK activities

### **Renewal Sponsor**

**\$30,000**

This contribution will assist with the building of a single family home and help revitalize **4** homes. There is a total impact to **5 families**.

#### **Benefits:**

- Your organization will receive first priority for volunteer participation in this neighborhood (volunteering is optional)
- Acknowledgement on Heartland Habitat's website with link to your organization's website
- Your organization's name and logo will be included in all marketing and public relations materials including Heartland Habitat's website, newsletter, and/or media releases
- Your organization's name and logo will be prominently displayed at the site(s) of the home construction and ABWK activities

### **Revival Sponsor**

**\$10,000**

This contribution will assist with the building of a single family home and help revitalize **2** homes. There is a total impact to **3 families**.

#### **Benefits:**

- Your organization will receive first priority for volunteer participation in this neighborhood (volunteering is optional)
- Acknowledgement on Heartland Habitat's website with link to your organization's website
- Your organization's name and logo will be included in all marketing and public relations materials including Heartland Habitat's website, newsletter, and/or media releases.
- Your organization's name and logo will be prominently displayed at the site(s) of the home construction and ABWK activities

“ Our dream - my dream for my children - is happening right now! This house will be where my children and grandchildren call home. ”  
- Mina Foster, Future Heartland Habitat Homeowner

# Volunteer Opportunities

**Interest. Enthusiasm. Commitment. Compassion.** These are the qualities that Heartland Habitat volunteers bring to the table. We know that by coming together, bringing our time, energy and talent, we will accomplish great things. We can end substandard housing. Heartland Habitat welcomes volunteers of all skills levels and interest into our Habitat family. The best value and the most powerful contribution come from the volunteer who wants to make a difference in the community. Volunteers can help Heartland Habitat in an abundance of ways.

## ***New Home Build***

This is an opportunity to help build a simple, decent, affordable home for a family in need by constructing a new home from foundation to finishing the interior. No previous construction experience is necessary.

- You receive priority of volunteer dates as a home sponsor
- Build days are Tuesday through Saturday, 8:00 a.m. to 4:00 p.m.
- You decide how many volunteers to provide for each date
  - Up to 25 volunteers per site per date
  - If you don't have 25 volunteers, Heartland Habitat will supplement from other organizations
- Orientation is conducted online
  - More convenient for your associates
  - If you prefer we can do an orientation on-site
- Minimum age to work on build site is 16 years old w/ restrictions, age 18 w/o restrictions
- Heartland Habitat provides all tools, materials, and safety equipment
  - Volunteers can bring their own tools
  - Volunteers can bring their own safety glasses and gloves if they desire



## ***A Brush with Kindness (ABWK) Neighborhood Revitalization***

This is an opportunity to participate in an effort to inspire and engage others to take action in revitalizing communities. Activities include repairs, renovation, and clean up of existing homes and neighborhoods.

- You receive priority of volunteer dates as a sponsor
- Project days will be determined and coordinated based on volunteer and staff availability
- Volunteer size will be dependent on the extent of the project and work to be conducted
  - You will decide how many volunteers to provide on the project day
- Orientation is conducted online and/or on-site
- There will be age restrictions based on the type of work for each project
  - Construction related activities will be consistent with home build age restrictions
- Heartland Habitat provides all tools, materials, and safety equipment for each project
  - Volunteers can bring their own tools
  - Volunteers can bring their own safety glasses and gloves if they desire



Participating in volunteers activities involves your employees or organizational members in positive team-building activities. We know that you, your family, or your organization will be enriched by the experience of supporting a hard working low-income family in maintaining a safe, decent, and affordable home. In addition to participating in the renewal of the city, members of your organization will be united by this hope-giving partnership, perhaps as never before.