



**Habitat for Humanity**<sup>®</sup>  
of Greater Charlottesville



**VOLUNTEER • ADVOCATE • DONATE**

**ANNUAL REPORT 2014**

*“A life is not important except in the impact it has on other lives.”*



This quote by the immortal Jackie Robinson succinctly describes the calling that brought together so many people this year to support our hard-working Partner Families.

From volunteer Matt Sweeney, to Partner Family Advocate Mike Van Doorn, to loyal donors Scott and Beth

Solak, more than 2,900 people answered the call this year to impact the lives of their neighbors.

And that impact is huge.

Beverly Anderson, a beloved long-time local public school teacher, couldn't afford a safe place to raise her two young sons until she found Habitat. Today, she is a proud homeowner at Sunrise where the connection she feels with her neighbors makes all the difference. “We are each other's support system,” she said when talking about parents who get together to stay informed about school functions and look after one another. “I'm not rich, but I feel rich now.”

We've always known in our hearts the profound transformation the program has on partners like Beverly. But we wanted to quantify that impact. So this year we asked UVA's Weldon Cooper Center to conduct an economic impact study of our work.

What they found was extremely encouraging. The poster in the center of this report highlights some of the wide-ranging findings of the study. From Habitat's positive contribution to the local economy, to significant cumulative savings realized by our partner families, to very impressive educational outcomes linked to Habitat partnership, the impact goes way beyond homes.

What impact would you like to make this year?

Can we count on you to swing a hammer on the jobsite, or stand with a family as an advocate, or stretch yourself to make a bigger donation than last year? When you join with us, you'll provide a hand up to the more than 2,000 local low-income residents who will go to sleep tonight with a solid roof over their heads thanks to Habitat's supporters. Just as importantly, you'll kindle hope in the hearts of the next 2,000 of your neighbors whose lives will be impacted permanently and for the better because you cared enough to make a difference.

Best,  
Dan Rosenswieg  
President|CEO

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**MISSION** Habitat for Humanity of Greater Charlottesville works to create simple, decent, affordable housing in partnership with low-income families, volunteers and the communities of greater Charlottesville

“

The house we live in now has cracks in the walls, bad pipes and not enough space. When I found out I was going to be a Habitat Partner Family, I started jumping up and down, crying and hugging my grand kids. I'm picturing our first Christmas, my grandchildren having friends in the neighborhood to play with, sitting on the front porch sipping tea and talking with my neighbors - now I see joy for my future.

I see simple human kindness at work with Habitat. I want to give back to those who have helped us. I wanted a better life for my grandchildren - this is a dream come true!

- Deborah Tyler  
Habitat Partner Family



“now I see joy  
for my future”

“my volunteering was making a difference in other people’s lives.”



At Habitat, volunteerism is not limited to the job site. The Habitat Store contributes significantly to our central homebuilding mission, and is fueled by volunteers like you. In 2014:

**732** volunteers worked  
**17,000** hours at the Store, contributing  
**\$227,080** in labor savings

**- EXPANDING THE IMPACT -**

Supporting the Habitat Store also plays an important environmental role. 70% of all merchandise is donated or recycled, saving an estimated 2,200 tons of material from reaching local landfills.

# VOLUNTEER

“Even on chillingly cold days, the Habitat construction site is an awesome place to be. After my first couple of times volunteering this winter, I was hooked; I knew I had to keep coming back every week. The staff and Partner Families are so welcoming – they make you feel like part of the family.

My first time meeting a Partner Family was my favorite moment so far. Deborah was so enthusiastic and really took the time to let us know how much it meant to her that we were there. It really opened my eyes that my volunteering was making a difference in other people’s lives. I think anyone who has an extra couple of hours should volunteer with Habitat!

- Matt Sweeney  
*Habitat Construction Volunteer*



“ I couldn't have predicted how getting to know Partner Families would touch my heart ”

At Habitat, we measure our impact not just by the number of homes we build, but also by how we are able to educate, inform and change the conditions that lead to substandard housing. In 2014:

- 55** Habitat staff, supporters + volunteers facilitated
- 10** Good Neighbor and Kids Connect training sessions for
- 167** Partner Family members

### - EXPANDING THE IMPACT -

Last year, Habitat hosted the 2nd Community Conversation on Generational Poverty. Almost three hundred community members representing more than 75 foundations, non-profits and citizen advocacy groups convened for a discussion lead by Dr. Ruby Payne, internationally-renown for her work helping people build bridges out of poverty.

# ADVOCATE

“ I couldn't have predicted how getting to know the Partner Families would touch my heart. I first worked with a refugee family from Africa. I was struck by how, no matter the challenges they faced, they could always see the positive opportunities. When I was with them, my day-to-day troubles didn't seem like such a big deal. Working with this family changed my life.

I recently had the chance to work side-by-side with Yussuf on the job site. Working together gave us the opportunity to get to know each other in new ways that hadn't come up during the family dinners we've shared. It's a privilege to be an extension of their family and support system during this process, and amazing to see the changes happening in their lives right in front of me.

- Mike Van Doorn  
Partner Family Advocate

“everyone deserves access to decent housing -  
regardless of their income  
level”

By donating to Habitat, you not only allow families to escape dangerous and unhealthy living conditions, but you help break the cycle of generational poverty and provide an investment in the community's long-term financial security. In 2014:

**\$700K** worth of in-kind donations augmented the  
**\$1.2M** in monetary gifts, contributed by  
**1,070** individual donors and foundations

### - EXPANDING THE IMPACT -

Donations come in all forms - for example, this year we received a buildable lot donation, allowing us to provide safe, decent, affordable housing for a family who had previously been unable to find a home that met their special needs.

# DONATE

“Habitat for Humanity advances the deep idea of ownership for real people. Making affordable housing available - not a small undertaking at all - is only the start for Habitat. Securing home ownership is crucial, and Habitat stands beside buyers over time. And, all along the way, Habitat works under the guidance of local residents, who know best how to build strong neighborhoods and uphold community traditions. This is cutting edge practice, here in Greater Charlottesville.

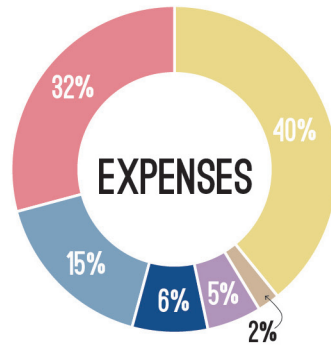
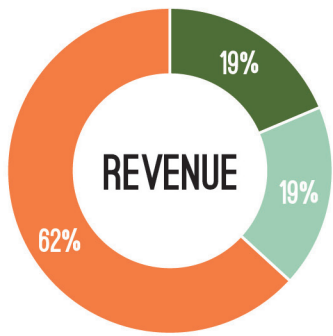
- Anne Scott

*President & CEO, Charlottesville Area Community Foundation*

Everyone deserves to have access to decent housing - regardless of their income level. No organization is doing more to ensure this in our community than Habitat for Humanity of Greater Charlottesville. Leadership always sets ambitious goals and continues to achieve them each year. Those of us who are fortunate enough to not worry about our living conditions should consider partnering in this effort.

- Scott Solak

*Senior Associate, SNL Financial*



Partner Family Mortgages & Other Income [rent, lot sales, store proceeds, etc.]	\$3,833,000	Program	\$2,445,000
Private Donations [individual donors, sponsorships, grants, etc.]	\$1,150,000	Construction in Progress [CIP]	\$1,953,000
Government Grants	\$1,139,000	Land Costs	\$897,000
<b>TOTAL</b>	<b>\$6,122,000</b>	Management	\$331,000
		Development	\$283,000
		Debt Services	\$146,000
		<b>TOTAL</b>	<b>\$6,055,000</b>

## MEASURING THE IMPACT

In 2014, The Weldon Cooper Center for Public Service conducted an Economic Impact Study measuring Habitat's contribution to families and the community. The attached pull out page summarizes those findings.

Additionally, 81 Partner families were surveyed by the Batten School for Public Policy to examine some of the qualitative changes in their lives since becoming Habitat homeowners.

The results link the Habitat program with improved life satisfaction and self-esteem, finances and human capital.

Please visit [www.cvillehabitat.org/eis](http://www.cvillehabitat.org/eis) to read the report in full.

# FINANCIALS

2014- Inclusive of Core Operations, Sunrise, Southwood and the Habitat Store

I'm not a rich person, but living in Sunrise makes me feel rich. I have this big network of people who are there for me, and we are each other's support system. It makes such a big difference having a group of neighborhood kids who all go to school together and look out for one another. It's even made my kids' grades improve! Life is so much better now that we own our own home.

- Beverly Anderson  
Habitat Partner Family



# THANK YOU

for your generosity! Your support is helping to transform the lives of hard working local families!

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“Having a home is a very big accomplishment for my family. I’m really proud of this chance to become a homeowner”

-Ammar Abas

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“There is a growing sense of pride at Southwood. Habitat has supported us in our efforts to support each other and work together as a community.”

-Mercedes Gomez & Hermenegildo Castillo

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“When we were accepted into the program last January it was like a dream come true”

-Jessica Childs

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“I have my own bedroom, I can't believe it.  
 I love Habitat – I love everything  
 about it!”

-Nahida Anwary

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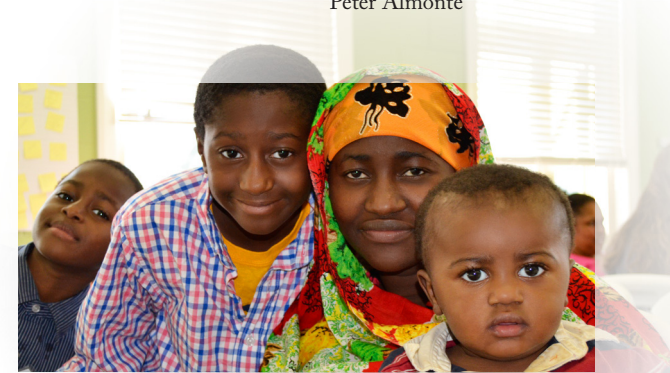
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“My dream is to raise my kids where I feel safe and comfortable”  
 -Muslimo Raslow



“When I’m working on the jobsite, I like to picture the smiles I know will come to my kids’ faces the day we open the door of our Habitat home”

-Phyllis Turner

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-Laura Jungo

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# 2015 in FOCUS

## PROJECT 20

In 2015, with your support, we will extend a hand up to more families than ever by working on 35 new homes and completing at least 20. We are working in three great new communities: Burnet Commons II: The Woods, Burnet Commons III: The Park, and Harmony Ridge, all in the heart of Charlottesville.

## SOUTHWOOD

At the same time as we meet our Project 20 promise to the community, we will be creating a redevelopment plan for Southwood. This plan will be based on extensive engagement with the residents, taking into account their needs, desires and abilities – and those of other stakeholders in the community. Purchased by Habitat in 2007, Southwood is the region's greatest remaining opportunity for inclusive, affordable housing and mixed-income neighborhood revitalization.

## BY THE NUMBERS



new Habitat homes under construction this fiscal year



home equity gained by Habitat Partner Families since 1991



cumulative savings for Partner Families through Habitat's zero interest mortgage program



gross sales at the Habitat Store, a continuous source of revenue for homebuilding



increase in annual property tax revenue after the Sunrise Park redevelopment



increase in property values for existing homes within 1000 feet of Habitat builds



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How will you help us expand our impact this year?



**150**

homes built by Habitat  
since 1991



**2000+**

local low income residents  
housed affordably