REMOTE MEETING INSTRUCTIONS FOR THE FUNDRAISING AND COMMUNITY INVOLVEMENT SUBCOMMITTEE MEETING OF THE MUSEUM ADVISORY BOARD ON JUNE 22, 2021

No physical location will be set up to view or participate in this meeting.

• You can provide input/public comment for this meeting by emailing your comments to Sarah Saxe (Sarah.Saxe@Greeleygov.com). Comments may also be submitted in real-time during the meeting using the chat feature. Comments received before and throughout the meeting will be read into the record at the appropriate time.

• To view the meeting and/or participate in real-time, email Sarah Saxe (Sarah.Saxe@Greeleygov.com) before the meeting begins to receive the log-in credentials. Instructions on how to access and participate in the remote meeting will be provided at that time.

Fundraising and Community Involvement Agenda
June 22, 2021, 10:00 a.m.

Meeting Link: https://zoom.us/j/95643449716
Email Sarah.Saxe@GreeleyGov.com for password

Call to Order

Roll Call

Review of Case Statement example materials

Case for Support development

- WHY, HOW, WHAT
- Key info and storytelling aspects to include
- Whom should we involve/ whose testimonial should we use for support

Communication strategy

- Approaches to delivering our case statement
- Marketing collateral needed

Next steps

Next Meeting

Adjourn

The Case for Support

Tell our potential donors why we do what we do and what the results/impacts are

Communicate a community need, our organization's response, and why the donor should contribute

Convey feeling of importance, relevance, and urgency

1. WHY we do what we do (mission driven)
2. HOW we will do this
3. WHAT we will deliver

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en#t-183733

See pg. 4 for more details

Examples:

- Center for Healthcare Innovation (see pg. 5-15)

- Habitat for Humanity (see pg. 16-31)

- Texas Historical Commission:
  The story of San Felipe de Austin is a story of leadership, vision, and tenacity that demands to be more fully told. For decades, the story of the birth of the Republic of Texas has been told piece by piece.Until now those pieces have formed an incomplete whole, with a key piece – San Felipe – missing. To truly understand the birth of Texas as a nation and the depth and complexity of our State's rich history, one must understand and appreciate the role that Stephen F. Austin and San Felipe de Austin played in Texas' earliest days as well as on its journey to independence from Mexico.

  An improved San Felipe de Austin State Historic Site, with its museum, enhanced exhibits, educational programs, and archeological opportunities will offer visitors a powerful opportunity to understand how many of the State's most revered people and events can be traced back to this place on the banks of the Brazos River where the story began.

  These improvements depend on the success of the capital campaign for the development of the San Felipe de Austin State Historic Site.

  Please join us in bringing this important chapter of Texas history to life for future generations by supporting this campaign.

Who to involve (see pg. 32)

- People we serve, family members of those we serve, board members, long-time donors, first-time donors, other staff, foundations, event sponsors, vendors, elected officials.

Additional Resources:

https://www.gotostage.com/channel/7250b0de6d0c441b886d3da43f6ee171/recording/dcbacd9a26584c0b9342152a54991242/watch?source=CHANNEL

Key information to include in the case statement:

1. The problem (or opportunity) to be addressed
    - Talk about community need. Talk about the people who need and want your service.

2. Trends affecting the problem (or opportunity)
    - Demonstrate your knowledge and insight. What is happening in the world and your community, which has produced this problem and what is happening now (and what do you anticipate happening in the future.)?

3. Your response to the problem (or opportunity)
    - How does/will your organization respond to the community problem or opportunity? How will you respond to the trends?

4. Your mission
    - Now is the time to weave in your mission. You exist (your mission) because you wish to respond to community situations. Explain how your response to this particular community situation fits in with your overall mission. (Please don't just reprint your mission statement!)

5. Your history, track record and marketplace position
    - Explain why you are the right organization to respond to this community situation. Talk about your track record. Demonstrate why the prospective donor should believe that giving money to your organization is a sound investment. Make sure you position your organization within the marketplace. How are you different than other organization doing the same or similar work? Talk about collaboration.

6. Goals, strategies and objectives
    - Provide detail about how you will respond to the community situation. What, specifically, are you going to do? Why? When?

7. Organizational resources
    - Justify, prove that you have the resources necessary to address this situation. Describe your staff, professional expertise, volunteer structure, operations, and so forth. Talk about money. How do you currently finance your organization? How do you propose to finance this new activity? What kind of money is necessary? How will you raise the money and who is helping you raise the money.

8. Accountability and evaluation
    - You must assure the prospective donor that you will comply with all relevance regulations and laws, and that you are good organization, its programs and finances. Also describe how you evaluate program and institutional health.

9. Future plans for your organization
    - Present your future organization goals and activities that will continue to help the community address the situation in the future.

10. Role of the prospective donor
    - Engage the prospective donor. Describe how a prospective donor might participate in addressing the community problem or opportunity. Talk about how you can help the prospective donor achieve his or her own goals and dreams. Describe donor acknowledgment and recognition opportunities. Focus on target audiences and the key messages for each audience.

FUNDRAISING CASE STATEMENT

"CHI increases knowledge and understanding of the opportunities and challenges of maximizing healthcare value to

IMPROVE HEALTH & QUALITY OF LIFE.

We aim to **MAKE THE WORLD A HEALTHIER PLACE.**"

CENTER FOR HEALTHCARE INNOVATION

: 222 S. Riverside Plaza (#1900), Chicago, IL 60606

: +1.312.906.6153

: info@chisite.org

CHI is a 501(c)(3) non-profit, charitable organization, and all donations are tax-exempt. Federal Tax ID # 27-3041119.

Center for Healthcare Innovation

Who We Are

The Center for Healthcare Innovation (CHI) is a non-profit research and educational institute that helps patients and providers increase their knowledge and understanding of healthcare value, which we define as high-quality care that is accessible to all.

Our Mission

Our mission is to help patients and providers increase their knowledge and understanding of the opportunities and challenges of maximizing healthcare value to improve health and quality of life. We aim to make the world a healthier place. CHI encourages and enables meaningful and executable innovation that aims to improve healthcare through communication, education, training, symposia, reports, and research. By bringing the best and brightest healthcare leaders from all over the world together to share their ideas and expertise, CHI creates a unique opportunity to address and improve healthcare value, which we view as a function of quality of care, accessibility, and costs for consumers.

What We Do

CHI has 5 primary areas of focus:

1. Bring together key stakeholders to develop collaborative relationships to positively impact healthcare value
2. Increase understanding of the definition, framework, and metrics of healthcare value
3. Produce primary, objective, and impactful research focused specifically on the intersection and interplay of healthcare quality, access, and cost
4. Analyze fundamental drivers and trends of rapidly rising healthcare costs
5. Identify and disseminate best practices for optimizing healthcare quality and access

Our History

CHI was formed in 2009 to be an independent, objective, and interdisciplinary research and education institute for healthcare. CHI was founded in Chicago by Dr. James Gillespie, PhD, JD, MPA, healthcare researcher, thought-leader, and scholar; Michel Feldman, JD, corporate attorney with over 35 years of experience in pharmaceuticals and medical devices; and Joseph Gaspero, healthcare entrepreneur and thought-leader. We have since grown to an 11-member Board of Directors, 6-member volunteer Executive Advisory Council, 6-member volunteer Research Group, and full-time Management Team.

CHI's Founders set out to create an organization that serves a healthcare need and fills an empty niche around healthcare value, as no other such institutes existed. Through personal healthcare experiences, we realized the dramatic need for such an organization. Our aim has been to provide patients, providers, pharma, pharmacy, payers, and policymakers with the latest healthcare value insights through research reports and educational programs. We have served as a neutral convener to bring diverse healthcare groups together to share ideas on how to make healthcare more efficient, effective, and innovative through our symposia, roundtables, and workshops. We have also aimed to provide new insights around accessible,

"An outstanding cross-sectional representation of healthcare experts provided the basis for a stimulating discussion on the meaning of patient-centricity and healthcare value from diverse perspectives" – Dr. Greg Gilmet, MD, MPH, Vice President Medical & Scientific Affairs, Upsher-Smith Laboratories

quality healthcare in our research reports.

Our education and research have tackled a wide array of the most pressing healthcare issues, including how to define and deliver patient-focused care that is accessible to all, how to make clinical trials and quality healthcare accessible to minorities, unintended consequences of healthcare legislation, integrating patient-focused thinking into new technologies, drug pricing and value for consumers, and inspiring young girls to explore careers in healthcare by showcasing successful women. Since 2009, we have grown from a small, local organization with 2 annual events, smaller research initiatives, and a limited amount of stakeholders to a fully-staffed, global organization with a full series of educational workshops, symposia, and research reports serving thousands of stakeholders across the U.S.

The Value of Sovaldi: Societal Cost Issues of New Interventions on Hepatitis C

Click to download or visit chisite.org/research

What Makes CHI Different

- We focus solely on research and education that aims to increase knowledge and understanding of healthcare value.
- We are a 501(c)(3) non-profit, charitable organization that exists only to make the world a healthier place.
- We are rigorously objective, unbiased, and non-partisan.
- We are an independent, neutral institute, not associated with or captive of industry, academia, government, or other institutions.
- We approach our research, solutions, and education through a multi-perspective lens, including patient, provider, pharma, pharmacy, payer, and policymaker perspectives.
- We are a global organization, and we view healthcare through a global lens.
- We are an interdisciplinary group of innovative healthcare leaders, physicians, executives, entrepreneurs, authors, academics, and innovators.
- We operate for the benefit of other healthcare groups – including patients, providers, pharma, pharmacy, payers, and policymakers – and we incorporate each unique perspective into our research.

Frequently Asked Questions

1. What is CHI? We are a healthcare research and educational institute.
2. What type of organization is CHI? We are an independent, objective 501(c)(3) non-profit.
3. What does CHI hope to accomplish? We aim to make the world a healthier place by helping others maximize healthcare value.
4. What activities does CHI do to accomplish these goals? We research, educate, communicate, train, convene, and report on healthcare value, quality, access, and costs.
5. How does CHI make the world a healthier place? Our research and education focuses on

"CHI's Diversity Symposium was an incredibly valuable and thought-provoking experience that allowed healthcare and diversity experts discuss best practices and innovations for facilitating diversity and promoting inclusion in healthcare" – Dr. Tom Summerfelt, PhD, MS, Vice President of Research & Innovation at Advocate Health Care

improving healthcare quality, reducing costs, and increasing access.

6. How does CHI support and stimulate innovation for healthcare? We bring the best and brightest healthcare leaders from all over the world together to share their ideas and expertise, thus creating a unique opportunity to address and improve healthcare value.
7. How is CHI funded? CHI is funded through a combination of grants from philanthropic foundations, program revenue from educational events, and individual and corporate donations.
8. What are CHI's future goals? (1) Increase the quantity and breadth of our research and education, (2) continue to attract the best and brightest human talent and grow our team, and (3) increase our impact around making the world a healthier place.

Why We Need Your Support

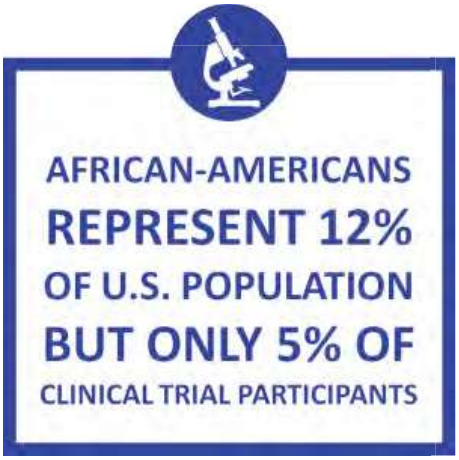
CHI has historically been supported through a myriad of funding sources listed above. However, as we seek to increase our research and education, we need additional funds to further support our programs and initiatives (see below), continue to attract the best human talent and grow our team, and further increase our impact and reach of making the world a healthier place.

How We Will Use Your Support to Accomplish Our Goals

We will use your funds and donations to directly support our research and education, including:

1. Training patient advocates and industry professionals on how to establish and optimize communication between patients, medical innovators, payers, and policymakers in order to deliver a more informed, value-driven approach to healthcare. (February 2016)
2. Researching patient perspectives on healthcare value and developing a comprehensive research report for industry executives and key decision makers on best practices for implementing patient-driven healthcare value. (March 2016)
3. Organizing the world's leading symposium focusing specifically on diversity and inclusion in healthcare and the life sciences and creating a collaborative discussion around how to make clinical trials and healthcare more accessible to minorities, vulnerable populations, and historically under- represented patient groups. (June 2016)
4. Researching best practices on creating earlier collaborations and intersections between patients and industry in order to incorporate patient-driven thinking and ideas into the development of new medical innovations. (July 2016)
5. Researching the strategies, tactics, opportunities, and challenges of making healthcare more diverse, including an exploration of diversity in clinical trials, how diversity and inclusion drive innovation, and how organizations are attracting minorities. (September 2016)
6. Bringing together the country's leading patient advocates and healthcare executives in a roundtable discussion on defining patient-driven healthcare value and devising the strategy and tactics needed to deliver value. (October 2016)
7. Researching the value of a drug and analyzing how the costs and benefits of the drug re-

late to the treatment of a disease or indication. (November 2016)



Who Will Benefit from Your Support

CHI operates for the benefit of others, ultimately aiming to make healthcare better for patients. Our multi-perspective research and education are designed to help all healthcare stakeholders - including patients, providers, pharma, pharmacy, payers, and policymakers. Our initiatives provide new ideas and innovations on how to improve patient-driven healthcare quality (e.g. – bringing patient advocates and industry professionals together to develop strategies around patient-driven healthcare), exploring costs and value for patients (e.g. – researching the relationship between costs and value of drugs and treatments), and increasing access (e.g. – organizing the world's leading symposium focusing specifically on diversity in clinical trials and the healthcare ecosystem). Your funds will directly and immediately support these initiatives. We are currently serving over 400 stakeholders across the country via our educational programs and distributing our research to over 1,200 stakeholders. With additional support, our aim is to increase our reach by at least 30% in 2016.

What are Specific Examples of the Impact of CHI's Work

We know that potential supporters want to know specifically how the organization they support impacts the world and makes it a better place. We've detailed how CHI researches, educates, trains, and brings others together to impact healthcare quality, access, and costs, but we wanted to provide very specific examples on the impact of our work, so we've included two examples:

In June 2015, we brought 150+ of the country's leading healthcare, diversity and inclusion, and clinical trial experts together at our annual Diversity Symposium to discuss how to make clinical trials and healthcare more accessible to minorities and underrepresented patient groups. The discussion also focused on how to make the organizations that serve these patient groups more diverse. Topics included overcoming mistrust of clinical trials by minority groups, inadequate outreach, and developing cultural competencies. The discussion also focused on how providers can build trusting, comfortable relationships with patients through adequate outreach and education. From this discussion, we further researched healthcare access deficiencies surrounding clinical trials. In September 2015, we produced a comprehensive 30+ page research report capturing the insights and ideas from the symposium on how to make clinical trials more accessible and other key diversity issues in healthcare.

In October 2015, CHI led a roundtable discussion on how to define and deliver patient-focused care. The Roundtable featured CEOs and senior executives from some of the country's leading patient advocacy organizations, including the American Brain Tumor Association, Cystic Fibrosis Foundation, and National Osteoporosis Foundation, to share patient perspectives on what healthcare value means to patients. They shared these ideas with healthcare industry leaders in order to help providers, pharma, pharmacy, and payers understand and deliver patient-driven care. We are currently in the midst of producing a compre-

"The Healthcare Executive Roundtable on Patient-Centric Healthcare Value was excellent. The quality of the program and the expertise of the other executives added extreme value to the experience. It was an excellent use of my time." Matt Portch, Team Lead Commercial Effectiveness, Pfizer

hensive research report designed to help the healthcare industry deliver patient-driven care through five strategies: (1) patient and family engagement, (2) enhancing communication, (3) creating transparency and trust, (4) staying current with interoperable data networks, and (5) increasing educational programs. This research, designed to impact care for patients, will be published in March 2016.

Click to watch video recap or visit chisite.org

Why Should You Support CHI

There are thousands of worthy charities in the U.S. all asking for your support. However, CHI fills a unique void, as we are the country's only independent, charitable research and education institute focusing specifically on the opportunities and challenges of healthcare value. We aim to address specific challenges and in 3 distinct ways. First, we are rigorously objective, unbiased, and non-partisan. Next, our research and education are interdisciplinary. Finally, we are an independent, neutral institute. Thus, CHI is inherently different from any other organization, and your support invests in solutions that address specific challenges of healthcare access (An average of 26% of Americans reported barriers that restricted access to care), healthcare costs (U.S. healthcare spending is expected to reach $4.8 trillion by 2021), and healthcare quality (Only 75% in the U.S. perceive health care as only being moderately safe). In addition to the benefits donors receive by investing in a worthwhile cause, CHI donors are also widely recognized and acknowledged on our impact report, website, newsletters, event programs, research, and other widely distributed materials. With your support, together we can impact healthcare value by researching and educating on how to make healthcare more inclusive and accessible to all patients, how to maximize quality of care that focuses on patients' and their families' needs, and how industry can lower costs for consumers by making healthcare more efficient and effective.

How Much is Needed to Fund CHI's Goals

In order to accomplish our future goals, we have set a fundraising goal of $25,000 for 2015. Your support, combined with other revenue sources detailed earlier, will ensure the continued sustainability of CHI's efforts and allow us to increase our impact, reach, and breadth in 2016. Additionally, CHI will continue to minimize all unnecessary expenses and overhead. In order to keep our non-essential expenses low and invest your support directly into our programs, CHI has secured pro-bono resources, including free office space with full amenities, utilities, supplies, accounting, and other professional services. For a full breakdown of CHI's income and costs, as well as financial statements, please contact us.

How CHI Measures Goals and Accomplishments

We understand that support of CHI is an investment in and a belief of our ability to impact a unique healthcare problem, and we take that responsibility seriously. Thus, we utilize an array of tools to help us measure progress, define problems, develop metrics, devise strategy, and ensure we accomplish our goals. These tools include direct stakeholder engagement, satisfaction surveys, stakeholder meetings, focus groups, feedback sessions, data analytics, and Board of Director meetings and retreats.

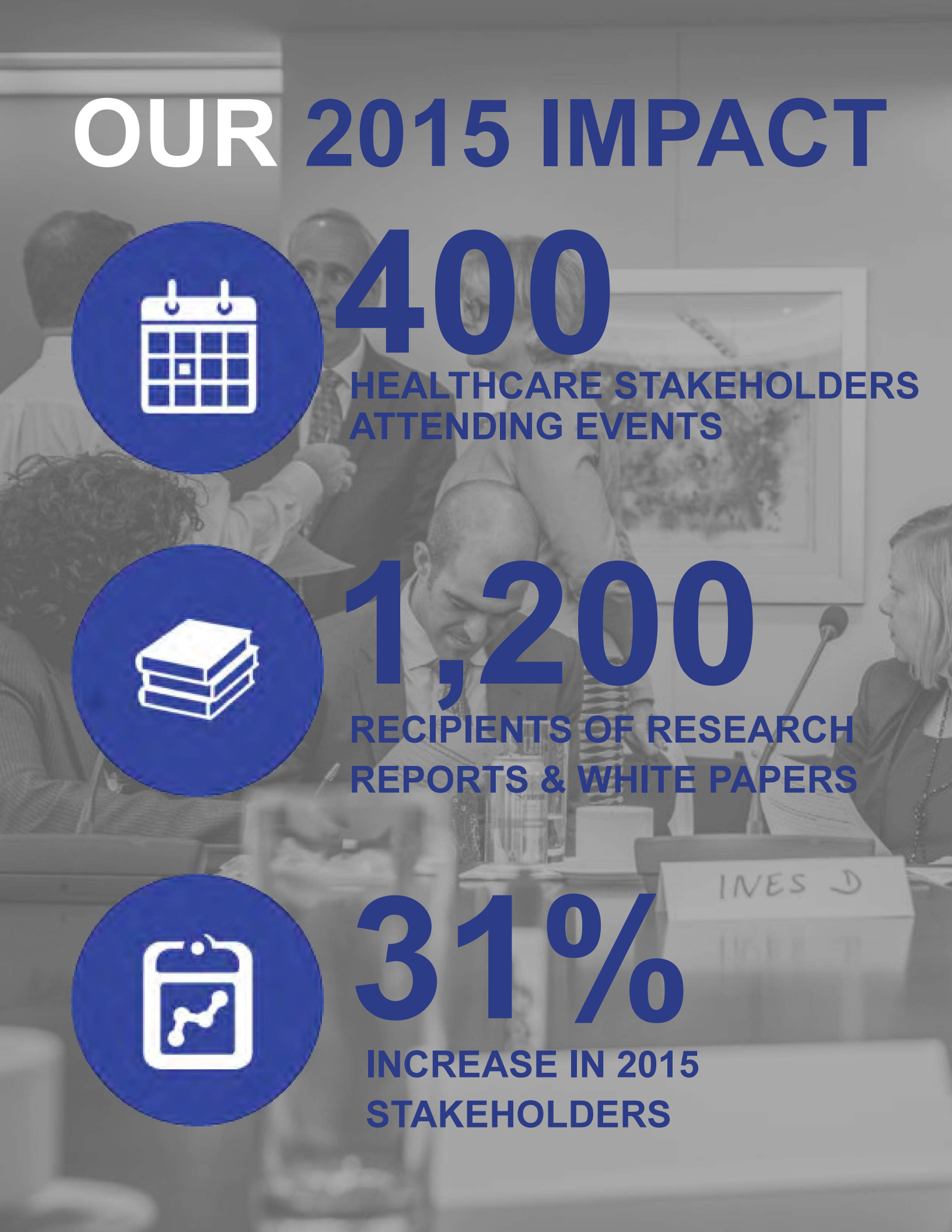
Who Else Supports CHI

CHI has a variety of contributors from industry, academia, government, private foundations, and individuals, including supporters from the patient, provider, pharma, pharmacy, payer, and policymaker sectors. For a full list of 2014/15 supporters, please review our 2015 Impact Report on the CHI website or contact us directly.

How Can You Support CHI

You can support CHI through personal donations, organizational donations, grants, and matching corporate contributions. We also have other ways to contribute through CHI memberships and event sponsorships. CHI is a 501(c)(3) tax-exempt, charitable organization, and all donations are 100% tax-deductible. For more information on how to contribute, or if you have other questions, please contact Mr. Joseph Gaspero, President and Co-Founder, at 312-906-6153 or joseph@chisite.org.

OUR 2015 IMPACT



400

HEALTHCARE STAKEHOLDERS ATTENDING EVENTS

1,200

RECIPIENTS OF RESEARCH REPORTS & WHITE PAPERS

31%

INCREASE IN 2015 STAKEHOLDERS

CHI LEADERSHIP

BOARD OF DIRECTORS

Mr. Michel Feldman (Chairman), JD, Senior Partner, Seyfarth Shaw
Dr. Cheryl Beal Anderson, PharmD, MBA, Vice-President, Head of Regulatory Affairs at Upsher-Smith
Dr. Benée Brown, PharmD, Senior Medical Science Liaison, Sanofi
Mr. Chris Caruso, MBA, Partner at Deloitte
Dr. James Gillespie, PhD, JD, MPA, Chief Executive Officer, Center for Healthcare Innovation
Mr. Sanjay Kadaveru, Founder and President, Action For India
Ms. Lynn Hanessian, Chief Science Strategist, Edelman
Mr. Joff Masukawa, President, Diligentia
Mr. Julius Pryor III, Head of Innovation, Diversity & Inclusion at Genentech/Roche
Dr. Andrea Small-Howard, PhD, MBA, Chief Science Officer, GB Sciences
Mr. Douglas Swill, JD, Partner & Chair of Health Care Practice Group at Drinker Biddle & Reath

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Dr. Laurent Audoly (Vice Chairman), Global Head R&D, Pierre Fabre
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Dr. G. Randall Green, Program Director, Cardiac Surgery, St. Joseph's Hospital Health Center
Dr. Marco Quarta, Director, Inst. for Bioengineering in Stem Cell & Regenerative Medicine, Stanford
Dr. Kate Rosenbluth, CEO, Cala Health
Dr. James Su, Chief Science Officer, Lap IQ

MANAGEMENT TEAM

Mr. Joseph Gaspero, President & Co-Founder, Center for Healthcare Innovation
Dr. Sarah Wamala, Swedish National Institute of Public Health
Dr. Tina Shah, Chair-Elect of Resident and Fellow Section, American Medical Association
Ms. Ritu Kamal, Global Project Manager, Biodesign Program, Stanford University
Mr. Joshua Limp, Senior Project Manager, Center for Healthcare Innovation
Ms. Sandra Mumanachit, Senior Consultant at CVS health

CENTER FOR HEALTHCARE INNOVATION

: 222 S. Riverside Plaza (#1900), Chicago, IL 60606

: +1.312.906.6153

: info@chisite.org

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Center for Healthcare Innovation

Habitat for Humanity®

Our case for support

Help us build strength, stability and self-reliance.

Habitat for Humanity is a global leader

As a global organization delivering local impact, Habitat is uniquely positioned to address the world's shelter crisis.

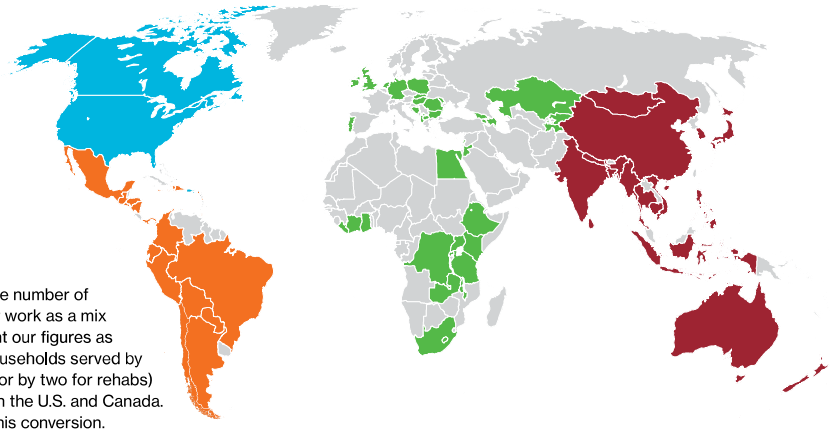
Our work in **more than 70 countries** and across **all 50 states in the U.S.** has helped transform the lives and communities of **29 million people** through housing since 1976.

With the help of **more than 1.4 million volunteers** each year, Habitat serves a family somewhere around the world **every 21 seconds**.

individuals served

FY2019

Habitat for Humanity's strategic plan looks at the number of individuals impacted by our work. We report our work as a mix of households and individuals, and so, to present our figures as individuals, we multiply by five the number of households served by our international work, and we multiply by four (or by two for rehabs) the number of households served by our work in the U.S. and Canada. The data presented below have been through this conversion.



U.S. and Canada	
New and rehab construction	16,320
Repairs	16,540
Market development	710
Total	33,570

Latin America and the Caribbean	
New and rehab construction	35,345
Incremental construction	29,525
Repairs	64,825
Professional services	30,790
Market development	1,847,575
Total	2,008,060

Europe, Middle East and Africa	
New and rehab construction	3,860
Incremental construction	114,435
Repairs	16,770
Professional services	34,440
Market development	1,676,655
Civil society facilitation	3,275
Total	1,849,435

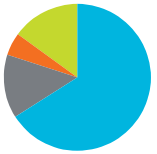
Asia and the Pacific	
New and rehab construction	38,055
Incremental construction	273,990
Repairs	15,050
Professional services	70,675
Market development	1,598,875
Civil society facilitation	1,180,010
Total	3,176,655

financial statements

FY2019

Audited consolidated

FY2019 Use of funds *(in thousands of dollars)*		
42%	Program – U.S. affiliates	$121,512
30%	Program – International affiliates	$85,843
6%	Program – Public awareness and advocacy	$16,647
17%	Fundraising	$49,265
5%	Management and general	$14,986
	Total expenses	**$288,253**



FY2019 Sources of funds *(in thousands of dollars)*		
66%	Contributions	$197,354
14%	Donated products	$42,191
5%	Government grants	$15,753
15%	Other income	$45,221
	Total revenue	**$300,519**

Unaudited combined

The audited financial statements of Habitat for Humanity International reflect only part of Habitat's work around the world. As autonomous nonprofit organizations, Habitat for Humanity affiliates and national organizations keep their own records of revenues and expenditures.

To better demonstrate the magnitude of the movement, we annually compile combined (unaudited) financial amounts for Habitat for Humanity in total. For the fiscal year that ended June 30, 2018, we estimated the total impact of the entire Habitat for Humanity mission was as follows:

Total revenue of
$2.3 billion

Total net assets of
$3.1 billion

FY2018 Use of funds		
84%	Program	$1.6 billion
7%	Fundraising	$139 million
9%	Management and general	$178 million

FY2018 Sources of funds		
35%	Contributions and grants	$800 million
31%	Donated product	$713 million
28%	Sales of homes	$641 million
6%	Other income	$128 million

We have tremendous friends

Habitat Humanitarians are high-profile volunteers recognized for their invaluable contributions. This generous group serves as mission champions, advocates and spokespeople to raise awareness of the need for decent, affordable shelter in the U.S. and around the world.

Our Habitat Humanitarians are **former President Jimmy Carter, former first lady Rosalynn Carter**, country music stars **Garth Brooks and Trisha Yearwood**, and world-renowned construction and real estate experts **Drew and Jonathan Scott**.

Other supporters include:

"In the same way bricks form the foundation of a home for a family, the gift of a Habitat house provides the foundation for community growth and development. A home is instrumental in breaking the shackles of poverty from one generation to the next.

"Sometimes, God looks down on the world, and he says, 'Why do my children treat each other like this?' God looks down on the world today and sees you. God smiles because he sees you doing fantastic work."

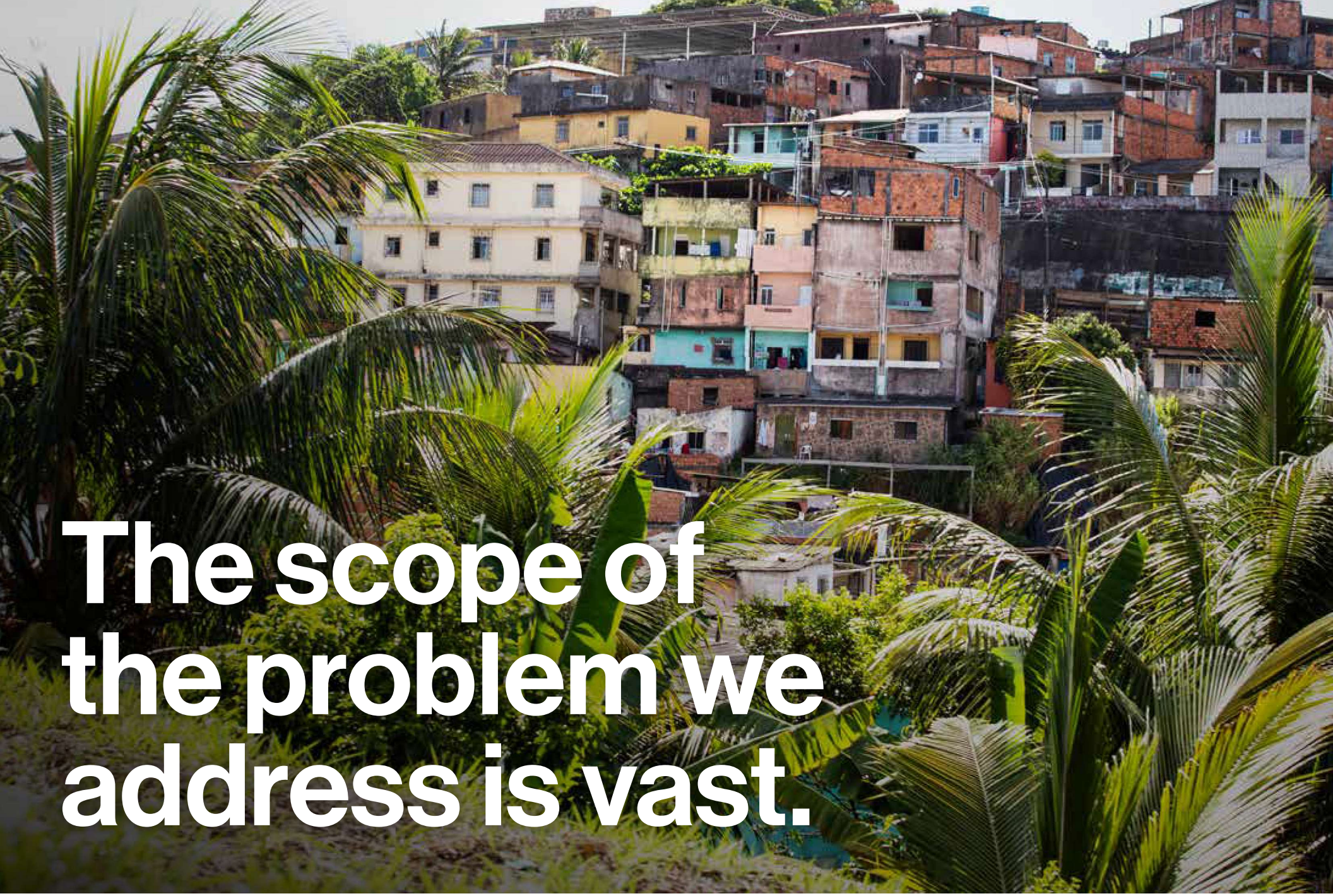
ARCHBISHOP EMERITUS DESMOND TUTU, PATRON OF HABITAT FOR HUMANITY SOUTH AFRICA

"When I volunteered on Habitat builds, I saw how readily families contributed their own labor. They worked as hard as the volunteers because they were building their own house. At the house dedication, there was no mistaking the joy and pride on their faces. I've heard how parents build on the stability of a Habitat home to enable their children to achieve greater strength and self-reliance. I know these stories are true as I've met some of the families myself."

BOLLYWOOD ACTRESS AND HABITAT VOLUNTEER JACQUELINE FERNANDEZ

"I remember that first day in the house. Just seeing my mom's smile, just seeing my little brother and sister. You know, after we got the house, I started separating myself from negative things. I was able to come home and work on my craft as a student and as an athlete. The Habitat house really helped me focus and mature."

HOUSTON TEXANS QUARTERBACK, COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP MVP AND HABITAT VOLUNTEER DESHAUN WATSON



The scope of the problem we address is vast.

1 in 4 people in the world need decent housing.

The need for housing:

- **More than 37 million households** in the U.S. — 31.5% of all households in the country — are paying more than 30% of their income on housing, according to the 2019 *State of the Nation's Housing* report.

- **Ninety percent** of cities around the world do not provide affordable housing of adequate quality, according to the World Economic Forum. (*Habitat* magazine, September 2019)

- **Three-quarters** of the world's population does not have legal documentation of their property rights, according to the World Economic Forum.

- The World Health Organization says those living in poor conditions "are exposed to greater personal and environmental health risks, are less well-nourished, have less information and are less able to access health care, thus they have a higher risk of illness and disability."

- The United Nations estimates that **1 billion people** around the world live in informal settlements, and **600 million more** do not have adequate housing.

We have the unmatched ability to address this need.

Driven by the vision that everyone needs a decent place to live, Habitat has partnered with families for 43 years to build and improve places they can call home.

Our work focuses on increasing access to homeownership and housing finance, improving housing affordability and quality, helping communities prepare for and respond to natural disasters, and building strong and resilient neighborhoods.

Our work today includes:

New construction where our houses and work processes are designed for their specific local settings and use locally available materials.

Improvement and repair of existing houses. In the U.S., this work is done as part of our neighborhood revitalization efforts. Outside the U.S., we help families build incrementally and help create access to housing microfinance loans.

Advocacy, which advances access to adequate and affordable housing through changes to policies and systems. This includes a campaign called Cost of Home, which aims to change housing policies across the United States to help make housing more affordable.

Habitat works alongside the families who partner with us.

Each family invests their time and effort building their own home and the homes of others. This sweat equity can take many forms – from construction to working in a Habitat ReStore – and includes homeowner classes where families learn about their mortgage, insurance, maintenance, safety and more.

See the results:

We are aided by our volunteer-led model.

Each year, Habitat mobilizes 1.4 million volunteers to build, advocate and raise awareness about the worldwide need for shelter.

Habitat is a global community, with partners from all walks of life who lift their hands, hearts and voices to move our life-changing work forward worldwide. Volunteers, donors and families together increase our impact.

Hear from our volunteers:

"I have always felt very clear within myself that this is what I am supposed to be doing. As each attempt to explain myself fell short, I eventually resorted to responding, 'It doesn't so much feel like a choice as it does a calling.'"

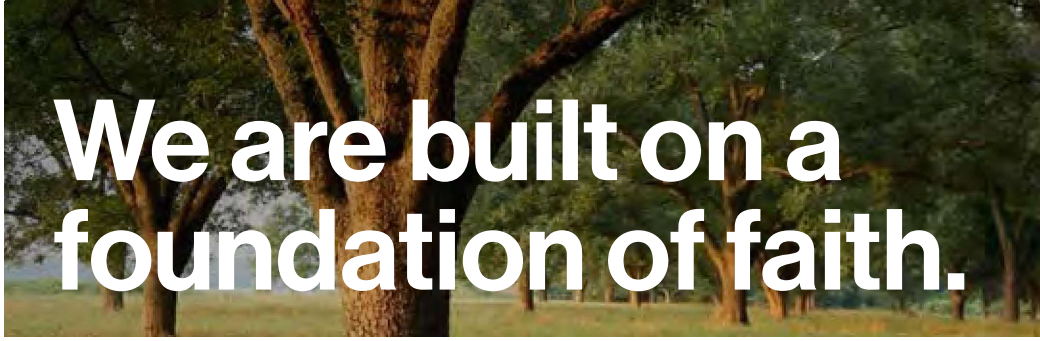
HABITAT VOLUNTEER
DONNA RICCA

"I had no idea that the to-be residents help to build homes — their home and their neighbors' homes. Frankly, it's beautiful. That was the moment I remember feeling empowered. I was a lucky man to be working with men and women all committed to a plan greater than themselves, committed to the idea of community."

HABITAT VOLUNTEER DILLON KEEFE

"I've been lucky in life to be able to make a good living doing what I love to do. And I figure now it's my turn to give back. It wasn't just building, it wasn't just getting out of the house. There is something bigger involved. And it keeps me coming back."

HABITAT VOLUNTEER TED MARSTILLER



We are built on a foundation of faith.

The idea that became Habitat first grew from the fertile soil of Koinonia Farm, a community farm outside of Americus, Georgia, founded by farmer and biblical scholar Clarence Jordan. Koinonia was established to serve as a "demonstration plot of the kingdom of God."

While personal faith is not always the motivating factor for all Habitat volunteers, our mission has always been based on the idea that we serve God by serving others.

Habitat partners with all people — of different faiths or of no faith — whether they are seeking housing or joining us to help.

Habitat's global prayer

God, teach us humility so that we may...

listen,
confess and forgive,
serve in relationship with the poor,
persevere in our mission,
unify as one body with many different parts, and

act with courage and boldness.

Amen.

Affordable housing is the foundation on which families and communities thrive.

A decent place to live can remove barriers to opportunity, success and health that might have been a part of a family's life for years, if not generations.

Better, affordable living conditions lead to improved health, stronger childhood development and give families the ability — and financial flexibility — to make forward-looking choices. Proper shelter creates jobs, revitalizes neighborhoods, attracts employers, increases consumer spending and government revenues, and lowers the risk of foreclosure, all while bringing transformative benefits to families and developing resiliency in communities.

"There's hope that I'll be able to help the kids get to colleges or buy their first cars, things that never would have been possible before Habitat."

LORRIE, HABITAT HOMEOWNER

Significant economic impact

Habitat Canada's work has returned **almost $42 million** in societal benefits to the community. Research proves that the Habitat homeownership model generates a societal benefit return of $175,000 per family.

More than 17,000 low-income families have learned valuable skills about managing their household finances through regional financial education programs.

Habitat's MicroBuild Fund has disbursed **$132.53 million** in capital to 54 financial institutions serving low-income households and has provided access to better housing for **more than 827,000 people in 31 countries**.

Seventy-four percent of homeowners in Georgia are better able to save money since purchasing their Habitat home, and approximately 71% say they're better able to pay bills on time.

Habitat Charlotte homeowners have contributed **$17 million** in property taxes since 1983.

Greater Green Bay Habitat homeowners **pay $268,000** in property taxes each year, adding a **total of $11.8 million** to the tax base since 1987.

Long-lasting improvements for families

Ninety percent of surveyed Habitat homeowners in 44 U.S. cities said they could not have owned a home without help from Habitat.

Seventy-four percent of surveyed U.S. Habitat homeowners say their **health has improved** since moving into their homes.

Families living in the more than 5,000 homes built by Habitat India in the rural interior of Maharashtra have reported a **higher standard of living and lower medical bills**, thanks to less exposure to weather, insects and predators.

Ninety-five percent of Habitat Cambodia homeowners report **reduced stress**, and 86% report that their children were now able to study at home. Sixty-nine percent of families report **increased income**, with 123 families starting their own microbusinesses.

Fifty-seven percent of adults in surveyed U.S. Habitat households are **furthering their education**.

Thanks to solar shingles, one Habitat Houston homeowner's electricity bill was reduced to $39 per month. She previously lived in an apartment where her monthly bill often reached $300.

"I feel good knowing that my house will go to my family, that they will have a place to live if I die."

YOANNA, HABITAT HOMEOWNER

Positive impact on communities and society

More than 800,000 families in Pernambuco, Brazil, could benefit from the State Policy on Prevention and Mediation of Urban Land Conflicts that Habitat helped pass in 2015. The public policy provides vulnerable populations with **secure land tenure and property rights**.

A Habitat project partnering with Roma families in Slovakia to improve their living conditions identified that there had been "significant improvement in the health of the community through the provision of **safe, clean drinking water**."

A survey of Habitat homeowners in Sacramento revealed that 48% families feel **more connected to their community**.

The U.S. Department of Housing and Urban Development says studies show that "homeowners accumulate wealth as the investment in their home grows, enjoy better living conditions, are often more involved in their communities, and have children who tend on average to do better in school and are less likely to become involved with crime."

"Healthy communities are places that foster good health, and basic conditions to thrive are available to everyone."

DON SCHWARZ,
Robert Wood Johnson Foundation's senior vice president of program. The foundation is a financial supporter of Habitat's neighborhood revitalization efforts.

Habitat's strategic plan supplies the framework for exponentially expanding our worldwide impact so that we can partner with more families to build or improve places to call home.

Our Global Impact Fund supplies the flexible funding for that expansion, which enables us to build impact at the community, sector and societal levels.

Habitat's Global Impact Fund moves our mission forward by:

- Leveraging resources to respond to the world's housing need.
- Building the capacity of our global network.
- Investing wisely to sustain our programs through tough economic times.
- Designing innovative programs that reach ever-growing numbers of families.
- Practicing good stewardship in order to increase our efficiency and ensure the trust of our generous donors.

Habitat for Humanity®

285 Peachtree Center Ave. NE, Suite 2700, Atlanta, GA 30303-1220
322 W. Lamar St., Americus, GA 31709-3543 USA
(800) 422-4828 fax (229) 928-8811 publicinfo@habitat.org habitat.org

habitat.org

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Who to Ask Your Open-Ended Questions?

WHO TO ASK	SAMPLE OPEN-ENDED QUESTIONS
People you serve	• What was your life like before you came here? • How has our team helped you? • What is your life like now?
Family members of people you serve	• What are the differences you've seen in your loved-one's life since they came to us?
Board members and former members	• Why did you join our board? • What is the most important part of our work for you? • Do you have a special "mission moment" you remember about someone you met who was helped by our organization?*
Long-time donors	• Why do you make a financial gift to us? • What is special for you about our work? • Do you have a special "mission moment" you remember about someone you met who was helped by our organization?
First-time donors	• What brought you to us in the first place? • What is special for you about our work?
Other staff	• Do you have a special "mission moment" you remember about someone you met who was helped by our organization?
Foundations	• Why have you funded our programs? • What is different/special about our work that compels your foundation to make a grant?
Event sponsors	• What do you know about our work? • Why do you make a financial gift to us? • Do you have a special "mission moment" you remember about someone who was helped by our organization?
Vendors	• What do you know about our work? • Do you have a special "mission moment" that you remember about someone you met who was helped by our organization?
Elected officials	• What do you know about our work? • Do you have a special "mission moment" that you remember about someone you met who was helped by our organization?

* This question can be asked of nearly anyone you come into contact with. It's powerful and a great conversation starter.