



Corporate Giving Guide



benefits of partnering with habitat for humanity

strong and stable homes help build strong and stable communities

Habitat for Humanity builds mutually beneficial relationships with local businesses as we work together to create a community where everyone has a decent place to live. Corporate partners receive numerous social, organizational, marketing, and fiscal benefits while helping local families achieve the American dream of homeownership.

Through shelter, we empower. Habitat homeowners build their own homes alongside volunteers and purchase a home with an affordable mortgage. A decent home gives us the strength, stability, and independence to take care of ourselves and build our own futures.

corporate social responsibility (csr)

- **Measurable Results:** Your investment creates local impact with measurable results. Since 1982, our affiliate has helped more than 1,500 families throughout Lee and Hendry Counties achieve affordable homeownership, with a less than 1% foreclosure rate. Homeownership affects a family's health, financial status, educational opportunities, and safety.
- **Employee Engagement:** Employee volunteerism and charitable giving improves morale, builds teamwork, and directly impacts a company's bottom line.

social impact

according to the 2017 cone communications csr study:

92%

of consumers have a **more positive image** of companies that support social issues

72%

of consumers want companies to **address important social justice issues**

87%

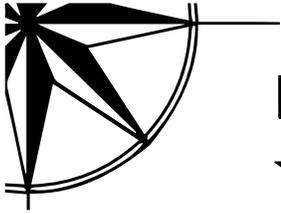
of consumers **purchased a product** because a company advocated for an issue they care about

marketing

- **Brand Alignment:** Partner with one of the world's "Most Loved" and "Most Trusted" brands (Harris Poll, 2016 & 2017)! Habitat offers multiple marketing and PR opportunities to generate recognition for your company's local impact.
- **Market Connections:** Engage a wide variety of local Habitat stakeholders, including homeowners, donors (~2,000), volunteers (~6,000), and other community partners. **Those who engage with Habitat are most often categorized as "Successful Doers" and "Social Influencers."** Access passionate and successful community individuals and partners and connect them with your business.

fiscal

- **Fiscal Responsibility:** Habitat for Humanity of Lee and Hendry Counties has consistently earned a 4-star rating from Charity Navigator (America's largest independent charity evaluator) and a perfect score on our Accountability and Transparency.



**CHARITY
NAVIGATOR**
★ ★ ★ ★

95¢

of every dollar goes directly into Habitat for Humanity of Lee and Hendry Counties' mission to build homes, communities and hope.

high impact partnerships

Habitat works alongside local and national partners to create measurable impact in our community while optimizing corporate social initiatives.



As both a local and national partner, Chico's FAS participates in numerous campaigns designed to advance affordable housing options.

Local Chico's employees built homes in Nashville, TN as part of the 2018 "Home is the Key" campaign.

FineMark National Bank & Trust helped build strength, stability, and self-reliance in the Harlem Heights Community after sponsoring the infrastructure of a new neighborhood.

Unveiling of the permanent FineMark Village neighborhood sign.



Each year Publix supports Habitat through its statewide granting efforts while engaging local employees through days of service. Since 2014, 400+ employees have volunteered over 2,800 hours!

Publix employee on a Lehigh Acres jobsite.





fund the mission

partnering to build safe and affordable homes

A corporate partnership supports Habitat's mission to put God's love into action...bringing people together to build homes, communities, and hope. Your sponsorship helps Habitat for Humanity of Lee and Hendry Counties purchase land, lay the foundation of a home, raise the walls, and create communities, fulfilling our vision of a world where everyone has a decent place to live.

Buy the Land: Revolving Land Fund

Tax-deductible contributions to the Revolving Land Fund support the purchase and development of property across Lee and Hendry Counties. Identifying and securing land is critical to Habitat's ability to build future homes and neighborhoods. The Revolving Land Funds allows corporate partners to impact Habitat in a significant manner, paving the way for future sustainable growth.



Build the Home: Home Sponsorship Opportunities

Tax-deductible contributions help subsidize the costs of building homes in Lee and Hendry Counties. Habitat provides both new construction and the rehabilitation of existing homes. There are two ways your company can participate:

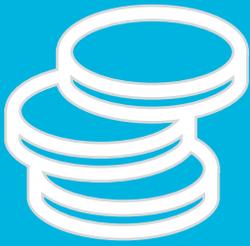


- **Community Contribution Tax Credit Program (CCTCP) - Limited Availability**
Provides a financial incentive via an income tax credit or sales tax refund to encourage qualified Florida businesses to make donations toward community development and housing projects for low-income persons. A business can "donate" a specific Habitat home through a 50/50 cash and in-kind sponsorship - a cash donation and the contribution of at least 200 volunteer hours toward the construction of a home. The business will receive 50% of the value of the donation (based on home appraisal) back, which equates to the full amount of the cash portion paid.
- **Corporate Giving: Tax Deductible Donations**
Tax-deductible charitable contributions of \$5,000 or more help subsidize the construction costs of new and rehabilitated homes for partner families.

Create a Community: Name the Neighborhood!

Naming opportunities are available as we develop and build eight Habitat communities throughout Lee County! Neighborhoods range from a small cul-de-sac in Bonita Springs to a 20-acre parcel (up to 150 homes!) in Harlem Heights. Habitat neighborhoods build a sense of community, cohesion, and support amongst homeowners through their shared experiences. Together, families can live in safe, affordable homes that improve their health, education, and quality of life. Whether naming a street or naming the neighborhood, sponsors leave a lasting legacy and become an integral part of a community's transformation. Join us as we build for the future of Lee County homeowners!





fund the fun!

sponsorship and other opportunities

Special events offer corporate sponsors the opportunity to partner with Habitat at a variety of levels and take advantage of numerous marketing and PR benefits. Proceeds from these events support the Habitat mission.

Women Build

Presented by Title Sponsor Chico's FAS

March — May

Women Build is a national initiative to engage women in the effort to provide safe and decent homes for families in need of affordable housing. By recruiting, educating, and inspiring women to build, we transform raw materials into homes that will empower Women Build families for generations.



Verandah Golf Tournament

October

Join us for our annual "Golf Fore Homes" tournament! Hosted at the Verandah, this charitable golf tournament features ample marketing and recognition opportunities for corporate sponsors.



Company Day of Service: Employee Volunteer Opportunity

Looking for a fun and meaningful way to engage your team? Employee service activities build teamwork, increase productivity, and improve morale all while working together to help provide a safe and affordable home for a family in need of a hand up.

Employer Matching Gift Program/Employee Giving Program

Participation in your company's Matching Gift Program or automatic payroll deductions are simple and effective ways to maximize the impact of your donation! Contact your HR representative to learn more and help support Habitat's vision of a world where everyone has a decent place to live.

For more information on corporate partnership opportunities, please contact Sara Jordan at 239-994-1354 or SaraJ@Habitat4Humanity.org.

Thoughts from our partners...



PAM AVESIAN

Vice President of Internal Audit, Chico's FAS

Habitat Board Member

“Chico's FAS, Inc. is an organization that is committed to women's health, well-being and empowerment. Habitat for Humanity doesn't just provide shelter, it provides the foundation upon which women and families can gain the confidence they need to grow and flourish. The partnership between the two organizations is a natural fit. I volunteered for my first Women Build 8 years ago and immediately saw the direct impact this organization had on a family's life and our community. I became deeply committed to Habitat and currently serve on their Board of Directors here in Southwest Florida.”

ROBERT M. ARNALL

*Executive Vice President & Chief Credit Officer,
FineMark National Bank & Trust*

Habitat Board Member



“FineMark's vision is to 'make a positive impact on the individuals, families and communities we serve while being good stewards of FineMark's resources.' We believe our community partnership with Habitat for Humanity of Lee and Hendry Counties is a great example of living out our vision. Habitat works tirelessly to make a positive impact on the lives of individuals and families in our community by providing safe, affordable housing solutions to those in need. FineMark is honored to continue our support of this outstanding organization.”



SANDRA STILWELL YOUNGQUIST

Owner, Stilwell Enterprises & Restaurant Group

“It has been a very rewarding experience for our whole team at Stilwell Enterprises & Restaurant Group to sponsor two homes last year. We helped with the construction and were present at the Home Dedication Ceremony. Our partnership with Habitat helped create a spirit of camaraderie knowing that you are, as a group, helping a family experience homeownership for the first time.”

GARY GRIFFIN

President, B & I Contractors, Inc.



“B & I's partnership with Habitat for Humanity gives us an opportunity to support our community by lifting up the lives of those who are in need. We appreciate all of the elements that Habitat encompasses, bringing people together not only to build homes but also the spiritual components of their mission. As a construction company, we like to build things and we especially like to build things together as a team. It is another way for us to cement the teambuilding concept within our company.”

TIM BYAL

Vice President, Miromar Development Corporation

Habitat Board Member



“Habitat for Humanity addresses a critical affordable housing need in our community. They are a quality organization that offers companies like Miromar Development the opportunity to give back to the community in a meaningful way. Our participation in the CCTCP program allows our employees to interact with these future homeowners and experience the emotional impact Habitat has on the families it serves. From the initial wall raising to the home dedication, Miromar Development is able to participate alongside the Habitat homeowners. As an employee, I take pride in the contribution that Miromar Development makes to Habitat for Humanity and as a board member I recognize the tangible benefit that corporate involvement brings to the organization and the community.”



DIANA & SCOTT WILLIS

Owners, Jason's Deli of Southwest Florida

“Our Jason's Deli team is a proud partner of our local Habitat for Humanity as we understand the need for more affordable workforce housing. We have embraced the mission to help families achieve their dreams of home ownership as a strong component to the success of their families. When families are stable we see the betterment of our community in such positive ways. We look forward to helping more dreams come true.”

GARY AUBUCHON

President, Aubuchon Team of Companies

Habitat Board Member



“Our Team at Aubuchon Homes had the honor to complete Habitat for Humanity of Lee and Hendry Counties' first Builder's Blitz home in June 2017. The build was exhilarating and became a great team building endeavor for all of us. It not only brought our employees closer together, but it rekindled decades old relationships with our trade partners, our city staff and elected officials. The logistics and challenges of building an entire house in one week, coupled with the incredible feeling that came with working side-by-side with the future homeowner, created a spirit of camaraderie and can-do attitudes that defined the experience. In the end, it brought the community together and we felt as fortunate as the homeowner to have been a part of the build.”



MARK WILES

Owner, Wayne Wiles Floor Coverings

“As a local family-owned and operated business, we take pride in our Southwest Florida community. At Wayne Wiles Floor Coverings our team recognizes the value of hard-work, collaboration, and service to all. We believe that actions speak louder than words, and our partnership with Habitat for Humanity allows us to put our values into action. I know that when we come together to work alongside a Habitat homeowner, we are creating lasting, meaningful change for that family and our community as a whole.”

Every partnership makes a difference.
Thank you!

National Partners



Major Corporate Partners



Vision: A world where everyone has a decent place to live.

Mission: Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope.



Sara Jordan | Corporate Impact Officer
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