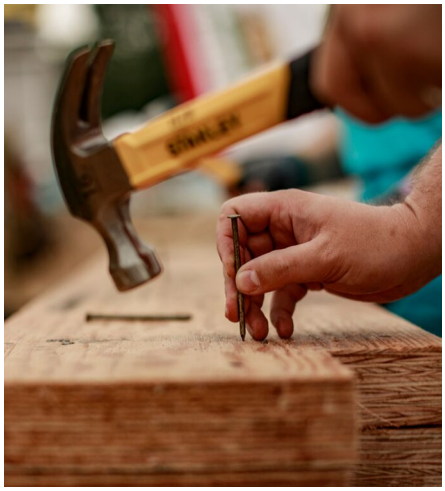
Habitat for Humanity®
of Pinellas & West Pasco Counties



Building brand value through partnership

Together, we will create a world where everyone has a decent place to live.

Habitat is uniquely positioned to address one of today's most urgent social issues: housing.

1 in 6 families in the U.S. spend more than 50 percent of their income on housing.

1 in 4 families globally are in need of decent, affordable housing.

1 in 7 families in Florida spend more than half their paycheck on housing.

When families spend disproportionately on housing, they are forced to make impossible choices on other basic needs, such as food, health care, transportation.

DID YOU KNOW?

Habitat was founded in 1976 in Americus, Georgia.

President and Mrs. Carter became volunteers in 1984.

We don't give houses away. Habitat homeowners help build their houses and pay an affordable mortgage or loan.

Habitat for Humanity of Pinellas and West Pasco Counties is the 2nd largest affiliate in the US, based on homes built.

In 2017, Habitat ReStores kept nearly 300,000 tons of material out of local landfills.

Better, more affordable housing leads to stronger childhood development and creates the ability – and financial flexibility – for a family to make forward-looking choices.

- Children do better in school and see improved graduation rates.
- Families achieve improved physical and mental health.
- Stability allows homeowners to make investments for the long-term.
- Families are in a better position to seize new and better opportunities.

Together, we can both build stronger brands — while we build a better world.

“When employees feel that their work has meaning, they become more committed and engaged. They take risks, learn and raise their game.” — Harvard Business Review, July/August 2018

Why should my business get involved in the community?

Corporate social responsibility

Customers today expect companies to be socially responsible and involved in their local community. The good news for companies and business owners is often this results in more revenue for the business.

The 2017 Cone Communications for Corporate Social Responsibility Study reveals these major takeaways for companies:

92% of customers say a company that supports a social issue has a more positive image

87% of customers will buy from a company based on their values

Retaining & recruiting staff

Today’s employees want to be involved in the community and make a difference.

55%

of individuals said that a company’s community involvement will determine if they work there or not

We inspire. We are loved and respected.

From 2002 to 2017, the value of the Habitat for Humanity brand has grown more than 300 percent, from $5 billion to

$15.6 billion.

The World Value Index measures how brands ranging from for-profit to social movements are perceived for their ability to inspire Americans to actively support and purchase. Habitat's 2018 rank:

No. 5
of 200

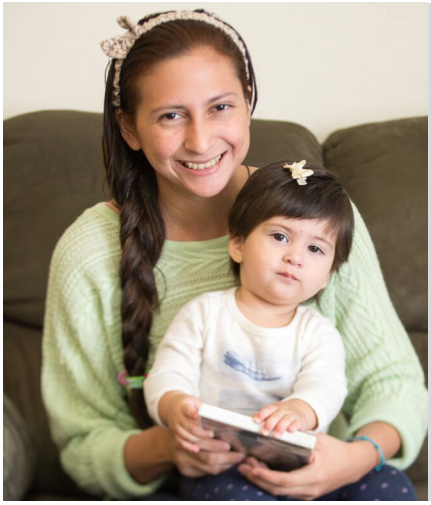
The Enduring Brands Index evaluates brands best positioned to endure in their industries and to deliver longterm growth. Habitat's 2018 rank:

No. 1
among nonprofits &

No. 1
overall

The Harris Poll EquiTrend Study is an annual survey that measures the brand equity of for-profit and nonprofit organizations in the U.S. In the 2018 social services nonprofit category,

Habitat ranks first in both love and trust.



Habitat Pinellas & West Pasco enjoys a highly engaged social folowing.

over 12k
fans and followers

What will we build together?

With a shared purpose as our platform, you will:

- Form a deeper connection with your customers, building loyalty through purpose
- Engage your employees by demonstrating your corporate commitment to community impact
- Make a tangible and lasting difference by leveraging corporate assets for social change

Let us leverage our trusted brand reputation and leadership positioning to drive a successful partnership with you.

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home sponsorship opportunities

$50,000 New Home Sponsor

New Home sponsors are a critical element in meeting the housing needs of low-income families. Work alongside future Habitat homeowners to build their home from the ground up.

- Ability to reserve build date(s) for your family or organization
- Name/Logo recognition as the “Home Sponsor” on the signage in front of the family’s home for the duration of home construction
- Inclusion in any media releases issued by Habitat concerning the sponsorship, build or dedication, including a quote from yourself or your spokesperson
- Name/Logo and sponsor acknowledgment in the home dedication e-vite, program and on social media
- Recognition on the Habitat website with a link to your website
- Permanent recognition on our Donor Wall at the entrance to our Pinellas ReStore

"Our house will be a new beginning for my kids."

- Carol Sparling

Became a Habitat Homeowner June 2019

home sponsorship opportunities

$25,000 Half Home Sponsor

Half Home sponsors are also a critical element in meeting the housing needs of low-income families. This level will help Habitat to fund half of the home build.

- Ability to reserve build date(s) for your family or organization
- Name/Logo recognition as the “Co-Home Sponsor” on the signage in front of the family’s home for the duration of home construction
- Inclusion in any media releases issued by Habitat concerning the sponsorship, build or dedication, including a quote from yourself or your spokesperson
- Name/Logo and sponsor acknowledgment in the home dedication e-vite, program and on social media
- Recognition on the Habitat website with a link to your website
- Permanent recognition on our Donor Wall at the entrance to our Pinellas ReStore

$15,000 Foundation Sponsor

Foundation Sponsor provides Habitat with the resources to develop the foundation for one home including: concrete slab, exterior walls, driveways and sidewalks.

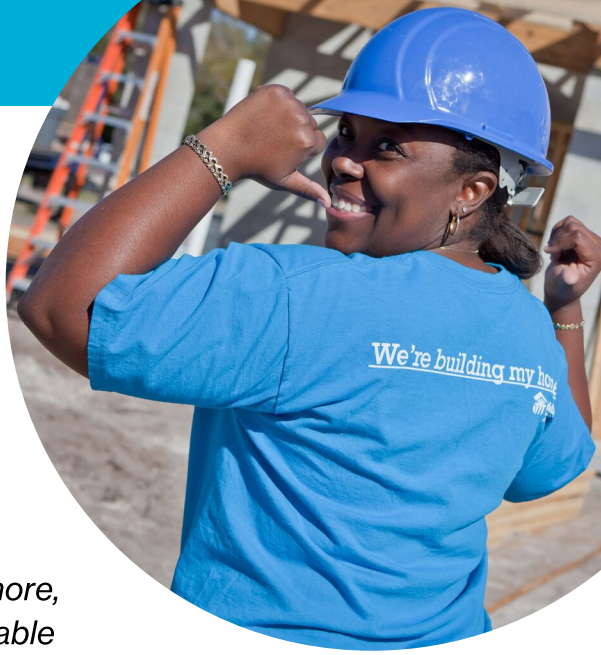
- Ability to reserve build date(s) for your family or organization
- Permission to use the Habitat for Humanity logo to promote your community involvement as a sponsor for Habitat
- Recognition as the Site Sponsor on the signage in front of the family’s home throughout construction and at the home dedication
- Permanent recognition on our Donor Wall at the entrance to our Pinellas ReStore

$10,000 Trim Sponsor

Trim Sponsor provides the funding to purchase materials to trim an entire home.

- Ability to reserve build date(s) for your family/organization
- Recognition as Trim Sponsor on the signage in front of the family’s home for the duration of the project
- Recognition at the home dedication as the Trim Sponsor
- Permanent recognition on our Donor Wall at the entrance to our Pinellas ReStore

team build day sponsorships



We are building new homes for 70+ families this year and need YOU to make it happen! Organize a team of 5-15 coworkers or friends and help us build a home for a local family.

From setting trusses to building walls, painting, landscaping, and more, this is a great way to get your hands a little dirty while gaining valuable team building skills.

$2,500 Donation

- Team build day for 8-12 people
  - Check presentation and photo opportunity on site
  - T-shirts for your group
  - Snacks provided
  - Yard signage for the day
- Commemorative picture frame with team photo
- Online company recognition
  - Personalized Donor Highlight blog post about your company and your volunteer day experience on our website
  - Donor Highlight shared on Habitat's blog, on social media and in the Habitat e-newsletter
  - 2 additional social media mentions

$1,500 Donation

- Team build day for 5-10 people
  - T-shirts for your group
  - Snacks provided
  - Yard signage for the day
- Online company recognition
  - Personalized Donor Highlight blog post about your company and your volunteer day experience on our website
  - 1 additional social media mention

$500 Donation

- Team build day for 5 people
- Social media mention

"We had a blast and truly felt like we're making a difference. Looking forward to volunteering again."

–Damicco' Robinson, Whirpool

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sponsorship commitment form

Thank you for partnering with us to build safe, affordable housing in our community!

Home Sponsorships

- ☐ New Home Sponsor $50,000
- ☐ Half Home Sponsor $25,000
- ☐ Foundation Sponsor $15,000
- ☐ Trim Sponsor $10,000

Build Day Sponsorships

- ☐ Package One $2,500
- ☐ Package Two $1,500
- ☐ Package Three $500

contact information

Organization Name: _____

Main Contact Name: _____

Organization Address: _____

Email Address: _____ Phone Number: _____

Please check how you will be making your donation:

☐ Check

make payable:
Habitat for Humanity of Pinellas and West Pasco Counties
13355 49th Street Suite B Clearwater, FL 33762

☐ Credit Card

call Val Brinkley at (727) 536-4755 ext. 236

for more information

Please contact Natalie Melillo at nmelillo@habitatpwp.org or (727) 536-4755, ext 215