

2022 REPORT

INCLUDING 2020-2021 FINANCIALS

Our 2020-2021 fiscal year marked the 36th anniversary of Habitat for Humanity of Pinellas and West Pasco Counties. Thanks to your support, hundreds of homeowner partners have had the opportunity to improve their housing situations through a zero-percent interest mortgage, providing a safe and affordable place to live for years to come.

Through the commitment of our Habitat partner homeowners, board of directors, volunteers, donors and staff, our affiliate was able to make a deep impact in Pinellas and West Pasco Counties this past fiscal year:

- 60 homes completed in fiscal year 2020-2021 (July 2020 June 2021), despite navigating the pandemic.
- More than 50,000 volunteer hours helped construct these homes.
- A new ReStore location was opened in Palm Harbor to better serve our community at large.
- Habitat Pinellas and West Pasco received a 4 Star Charity Navigator rating and the Guide Star Platinum Seal of Transparency, which is the highest level of transparency.
- For the 4th consecutive year, Habitat Pinellas and West Pasco is ranked as the second largest affiliate based on new home construction, out of over 1,100 affiliates in the Habitat network.
- Partnerships were formed with Feeding Tampa Bay, Kids Pedal Power and other organizations in our community to make a greater imapact on the families we serve.

We are proud of our families for their dedication to improve not only their lives, but also the lives of their children. We thank you for continuing to support Habitat through your generous donation of time, talent and treasure.

In partnership,

Mike Sutton

President & CEO

Brandon Brayboy Board Chair

board of directors

Brandon Brayboy, Board Chair Alfredo Anthony, Immediate Past Chair Heather Ford, **Treasurer** Ken Ginel, Secretary Frank Starkey, Vice Chairman Patti Templeton, Executive Committee Bruce Terwilliger, Executive Committee Rebecca Watson, Executive Committee Massimo "Max" Bosso Sean Bunner **Kristi Cheatham Pettit** Tamara DeBose Jarrett Dixon **Davisha Earley Caprice Edmond** Matt Godri David Longspaugh **Kristen Lewis Dav Mosby** Dana Mayo Karl Nurse **Amy Rettig** Lynn Skelton **George Spowart Gerald Thomas Doug Woolard**





year in review















building homes, community, and hope

Your contributions and volunteerism help Habitat make life-changing differences for struggling families and, in the process, positively impact our neighborhoods.

Every day, thousands of local hardworking families have to decide between paying rent or buying groceries. Monthly rent in the area has escalated, leaving a significant gap between what families can afford and what's available. We are working hard to make affordable homeownership a reality, because we believe everyone deserves a decent place to live.

Habitat served 60 families in fiscal year 2020 - 2021. Hard work and generosity made it possible for these homeowners to have something that most of us take for granted – peace of mind and a stable place for their children to thrive.

A hand up, not a handout. Habitat

homeowners work hard; they don't ask for handouts. At the end of the homeowner's journey they have put in at least 350 hours of "sweat equity," made a modest down payment and received a zerointerest mortgage. Our homeowners are physically and financially invested in their homes and are set on the right path toward responsible homeownership. The homeowner classes they are required to complete as part of their covenant with Habitat provide them with the tools to be successful homeowners and contributing citizens in their local communities.

In Florida, 1 in 6 households spend half or more of their income on housing. With help from our supporters, we can make the cost of home affordable for everyone. People are often surprised by how much we can

do with their donations. With as little as \$30 we can put up a wall in a Habitat home, buy several bags of concrete or a bundle of shingles. That is impressive, seeing as \$30 isn't enough to fill up a gas tank these days.

Even the smallest donations can make a big difference, and our supporters know their money is going to a good cause.

Habitat Pinellas and West Pasco received a 4 Star rating from Charity Navigator and the GuideStar Platinum Seal of Transparency. The Platinum Seal is the highest level of transparency, which means you can trust we are being responsible with your donations.

Habitat's homeownership program benefits our community:

- Revitalizes neighborhoods
- Increases the tax base
- Encourages volunteerism
- Removes substandard housing
- Provides employment for subcontractors

2020 - 2021 **financial report**

total revenue \$23,516,246

total program - 94% \$17,691,184

> fundraising - 3% \$554.826

general & admin - 3% \$516,084



total contributions - 38% \$9,054,760

> transfers to homeowners - 52% \$12,137,001

> > restore sales - 6% \$1.563.185

fundraising events - 2% \$411,069

other - 2% \$350,231

total expenses \$18,762,094



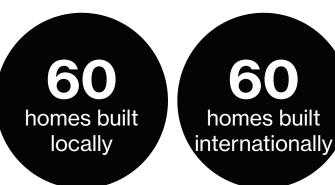
the habitat story

our mission

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

our strategic pillars





our vision

A world where everyone has a decent place to live.

our values

Purposeful. Inclusive. Driven. Compassionate.

Habitat for Humanity of Pinellas and West Pasco Counties builds and sells homes at no profit and no interest to households who do not qualify for a traditional mortgage. Candidates that participate in our program are required to complete a variety of components to become successful homeowners, including sweat equity and educational classes.



The 2020-2021 fiscal year allowed for the preparation of the **Truist** Foundation sponsored Homeowner Education Center. The addition of a dedicated education center will enhance our program by providing a first-rate educational experience for our homeowners and our devoted instructors. The space includes three breakout rooms for one-on-one conversations with mentors thanks to Joe Trepani, Marion Rich and Republic Bank Foundation. And, thanks to Tibbetts Lumber Co. LLC, the Homeowner Selection Area will allow homeowners to make personal touches on their new home built through the program. As education is the cornerstone of the Habitat Homeownership Program, the buildout of this space will allow for greater impact throughout the community. Homeowners will experience transformational growth through this pillar of our program.

It was a dream come true that I finally have the opportunity to build a stable and positive environment for me and my kids.



Gericka Brown, a single mother raising two children and working a full time job at Baycare Health System as a patient access service representative, achieved her dream of homeownership in 2021. She has a fiveyear-old daughter named Gabrielle, who is very excited to have her own room and to invite friends over for sleepovers. Gericka also recently welcomed a newborn baby boy named Onyx. "I am so very thankful for this opportunity to be able to provide a safe and stable home for my kids and I so they will be able to enjoy their own private space with a nurturing and loving environment."

Prior to Habitat, the Brown family moved in with Gericka's grandmother in her three bedroom, two bathroom home. They shared one bedroom while her grandmother and aunt occupied the others. "The conditions frequently brought stress upon the household because of limited space and freedom. I tried to remain positive and keep the energy afloat to make me and my daughter comfortable, but sometimes it was challenging trying to raise a child under someone else's roof."

After being accepted into the Habitat program, Gericka said "It was a dream come true that I finally have the opportunity to build a stable and positive environment for me and my kids. It was a very emotional moment, and I couldn't believe it at first."

"Owning my new home will give me a sense of maturity and responsibility. I will learn new characteristics throughout the entire journey." Gericka now has a sense of pride and ownership and has learned basic home maintenance to allow her to become more independent as a single mother.

"By lending a helping hand to others in the Habitat program you become a blessing by paying it forward."



home sponsors

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A home is a safe haven where special bonds and memories are built with family and friends.



The support of the Pinellas and West Pasco communities is crucial to our mission to promote family stability by providing innovative and affordable housing solutions to qualified individuals and families. In partnership with our community, we work toward our ultimate goal of eliminating substandard housing.

Our affiliate serves the whole of Pinellas and West Pasco Counties, Florida. It is you, our donors - those listed in this publication and all who labor in any way to help Habitat Pinellas and West Pasco – who enable us to advance our vision of a world where everyone has a decent place to live. Thank you for your commitment!



lifetime giving

as of the 2020-2021 fiscal year

VISIONARY \$1,000,000 and up

Bank of America **Publix Super Markets Charities**

COMMUNITY BUILDER \$500,000 - \$999,999

City of St. Petersburg Clearwater Tovota **Crown Automotive** Duke Energy HSN Cares Lokey Automotive Group - Lokey Charities Mid-Atlantic Finance Company **Raymond James Financial Thrivent Financial** The Valspar Championship & **Copperhead Charities** Wells Fargo Bank

CORNERSTONE \$250,000 - \$499,999

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FOUNDATION \$50.000 - \$99.999

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AAA Electrical Contractors Achieva Foundation Achievement Center for Children & Families Foundation AgileThought Anona United Methodist Church Bay to Bay Properties Bay Tech Label- Karl Nurse **BBMC** Mortgage **Betsy Schweitzer Bloomin' Brands** Brandon and Christian Brayboy Cathedral Church of St. Peter Central Christian Church of Clearwater Charles and Mary Franckle **Clearwater Police Department** City of Clearwater David Glynn **DEX** Imaging Edward Ohst Eileen Holohan Eleanor McKinley Episcopal Church of the Ascension Evelyn Lynch Extravaganza Productions Inc. Florida Association of Realtors. Homeownership for All, Inc. Franklin Templeton Investment Health Management Associations, Inc. Homebanc Foundation Indian Rocks Rotary Foundation Jason and Janna Clement Jay and Karin Hartenbach Joe Trepani Loan Ranger Acquisitions LLC Mary Elizabeth Kenyon Maria Irene Ostberg Marion Rich Mary-Ellen Howells **Michael Schmidt** Mike and Amy Neeb Mike and Debbi Young Mike Sutton My Florida Safe Home Project Neil and Mindy Grossman

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SII VFR \$15,000 - \$24,999

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Wanda Fyfe Wayne Wilford West Elm West Pasco Board of Realtors Wood Window Makeover WorkNet Pinellas, Inc. ZaZoo'd

BRONZE \$5,000 - \$9,999

2012 Tampa Bay Host Committee Aetna Ala' Bella Interiors Aldersgate United Methodist Church All Saints Catholic Church All Saints Episcopal Church American Baptist Church of the Beatitudes Deby Reid America's Charities Andrew Park Ann Leavine Barry Scarr/Scarr Insurance Group **Beach Bank Beachside Hospitality Group** Betty M. Ashley Big Storm Brewing Co. **Bill Gernazian** Blue Moon Trading Company Blue Skies Wedding and Events Bob Heilman's Beachcomber Restaurant **Bouchard Insurance** Brad Mcmurtrey Braun's Fine Flowers Brian and Constance Hale Bridgepoint Church **Bright House Networks** C & L Graese Foundation **Calvary Baptist Church** Calvary Episcopal Church Calvin and Priscilla Nystrom **Candace Barber** Carol Haque Carol Kline Carol Marguardt Catered Lifestyle & Kate Ryan Linens Central Oddities/FUNK Living Ceridian Chapel by the Sea **Cheryll Geer Memorial Foundation Christ Evangelical Lutheran Church**

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Marguerite Thomer Mark and Mary Kay Liston Mary Ellen Fiore Marv Wheeler Master Restoration McManus & MaManus, P.A. Melba Rilott Melissa LaRosa Interiors Miani University of Ohio Michael and Barbara Bice Michael and Madeline Dunsizer Michael and Nicola Dillon Michael and Sharna Epstein Milner Inc. Nall Lumber Co. Nancy Jahr Nancy Mink National Association of Senior Friends Norm Bungard Oakhurst United Methodist Church **Ohio Capital Impact Corporation Outback Bowl** Palm Lake Christian Church Palm Pavillion of Clearwater, Inc. Pasadena Community Church **PDR Certified Public Accountants** Peer Title Inc Peter & Joyce Wortman Charitable Fund Peter and Christina Barli Peter and Joyce Wortman Peter L. McNamara Peter Pav **Pines Presbyterian Church** Presbyterian Church of Palm Harbor Presbytery of Tampa Bay Preston and Tiffany Faykus **Priority Foundation** R & S Manufacturers Rep Inc **Rob Bowen Design Group Robbie Robins** Robert and Mary Jo Swiggett Rotary Club of Dunedin North Rowland Inc Sage Software Sam Carothers Sandra Waters Scott and Laurie Daigle Scott Wilson Sean and Ellen Bunner

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2020-2021 BANK PARTNERS

RAYMOND JAMES[®]

First Citrus 🚵 Bank **Beach**Bank FIRST HORIZON PILOT.BANK REPUBLIC Valley BANK It's just easier here

In addition, thank you to all the individuals and companies that donated under \$5,000 this year and/or over a lifetime. We appreciate all donations equally, and each and every dollar makes a positive impact in our community and in the lives of Habitat homeowners.



Throughout the 2020-2021 fiscal year, Habitat's volunteer efforts were put on pause while the world navigated through the pandemic and changing times. The organization anxiously awaited voluntunteers on build sites and ReStores, and officially welcomed everyone back on July 1st, 2021.

50,621

total volunteer hours

(July 2020 - November 2021)

weekday warriors



homeowner selection committee

- Max Bosso Sean Bunner **Julie** Cline Carol Downing Carol Dunn **Davisha Earley** Gloria Haut
- Phil Lallucci Kristen Lewis **David Longspaugh** Dana Mayo **Ruth McGuire** Jim Moran Amy Neeb

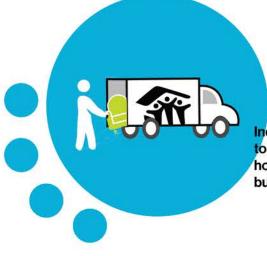


I support Habitat because all people should have safe, secure and affordable housing. This stabilizes not just families, but the broader society.

Home is my safe haven away from the happening of the world. I believe in the mission of Habitat, and helping deserving families achieve homeownership.

I've been out here volunteering for over 10 years now. People better appreciate what they work hard for, and Habitat's homeowners always show

Betty Oldanie Bob Potter Karen Sherrets Lynn Skelton Susan Sullivan Cheri Wedding



donate

Individuals and companies decide to donate new and gently used home improvement goods and building materials. recycle

ReStore donations and purchases save hundreds of tons of usable goods from local landfills, conserving resources and providing an alternative shopping experience for eco-consicous and socially responsible consumers.

resell

Customers can afford quality home improvment items at a fraction of retail prices. Plus, you're giving items a new life! A good deal for you, the environment, and our community.

you shop, we build

\$1,436,874 total restore sales

750 tons kept out of landfills

3,609 total restore volunteer hours

Habitat ReStore is a nonprofit retail center where new and gently used building materials and home furnishings are sold at discounted prices. The ReStores are our solution for turning these donations, from generous and environmentally concerned individuals and businesses, into money to build homes in our community.

Clearwater

13355 49th Street North, Suite B Clearwater, FL 33762

Palm Harbor 31541 US Highway 19 Palm Harbor, FL 34684

New Port Richey - Coming Soon! 6431 US Highway 19 New Port Richey, FL 34652





Profits of the ReStore directly support Habitat's local work right here in your community. We build more affordable homes, and revitalize our neighborhoods.



Throughout the past year, our affiliate has made a further commitment and investment advocating for the advancement of affordable homeownership. While providing monthly advocacy updates to better educate and advocate for housing policies, our affiliate is dedicated to sending various calls to action to involve supporters in our advocacy efforts. By engaging as an Advocacy Ambassador with Habitat, new opportunities will arise to engage with our organization and continue to be a local, state and national voice for affordable homeownership.



Advocated for local mortgage assistance programs by identifying rule changes in federal funding and advocating for local governments to create special mortgage assistance programs. First Legislative Priorities Document was created

Joined the St. Pete Catalyst Impact Council. Led successful effort with the City of Largo to expand "set-aside" requirements for designated "Affordable Housing Development" (AHD). New regulations expand developable land in the City of Largo for affordable housing. Awarded the Habitat for Humanity International Cost of Home Advocacy Grant to advance our advocacy and policy goals



Up to \$3,000 per home constructed in Town & Country Villas was made by supporting the City of New Port Richey Sewer & Water Impact Fee Abetment.



Candidate questionnaires on affordable housing topics were sent to those running for office in order to educate and inform the community on each candidate's stance on the housing issues directly impacting them.

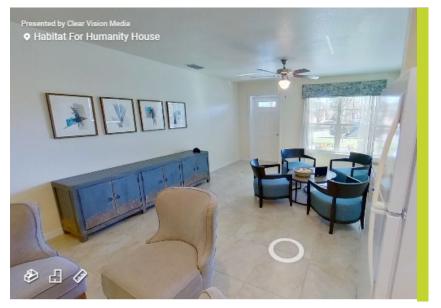
In partnership with Florida Senator Ed Hooper, President & CEO, Mike Sutton, led a tour for local elected officials of our Town & Country redevelopment in New Port Richey.

Created our affiliate's first Economic Impact Report. "Government & You" homeowner education class was created to inform our future homeowners on important advocacy efforts in the community. Joined the Florida Housing Coalition presentation during their statewide webinar series "Land Use Planning Training 2: Regulatory Reform for Affordable Housing".



2020 - 2021 highlights

a virtual start to the year



\$4,050 was raised through At Home With **Habitat Virtual Auction**



Virtual Habitat **Home Tour**

was created for the first time (check it out on our website's apply page!)

> Home **Dedications** and Homeowner Classes went virtual through **Facebook Live** & Zoom Meetings

Recognized as a **One Tampa Bay** honoree for the second year in a row

Partnerships began with Feeding Tampa Bay and Kids Pedal Power to provide another hand up at every home dedication.



July

August

September

October

November

Over **\$121,000** was raised at the 10th Annual **Golfing Fore Habtiat**



The Habicast

was launched to highlight our mission, community impact, and the partners that help make it happen.

December

The grand opening of our **Palm Harbor ReStore** allowed for greater impact to be made across our service area





Over **508**00 was raised during our first Virtual Community **Builders Hour.**

Over \$32,000

was raised towards our Women's Build during the Hammers & Heels Virtual 5K.

awards

- One Tampa Bay honoree Mike Sutton recognized

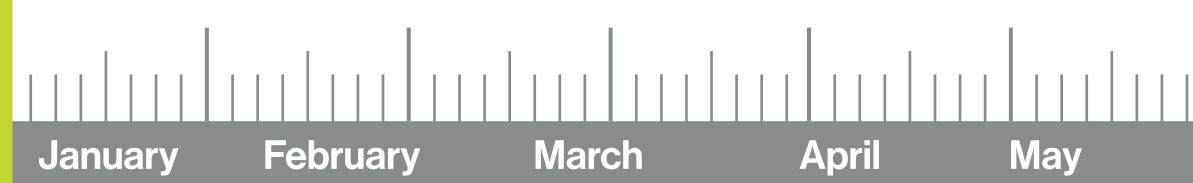
Presented a check for **9.888**

representing the tax Habitat homeowners paid in 2020.





as a Power 100 leader



The **relocation** of our administrative offices allowed for a build out of our **Homeowner** Education Center to begin

• 4-Star Charity Navigator • Energy Star Efficiency

Over **\$481,000** was raised at Havana

Nights, our first in-person fundraiser of the year

June



Administrative Headquarters 14010 Roosevelt Blvd, Suite 704 Clearwater, FL 33762

Clearwater ReStore & Education Center 13355 49th Street North, Suite B Clearwater, FL 33762

Palm Harbor ReStore 31541 US Highway 19 North Palm Harbor, FL 34684

St. Pete Resource Center 1350 22nd Street South St. Petersburg, FL 33712

New Port Richey ReStore – COMING SOON! 6431 US Highway 19, New Port Richey, FL 34652

OUR MISSION

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

habitatpwp.org | (727) 536-4755