

# 2024 REPORT

**INCLUDING 2022-2023 FINANCIALS** 



#### A MESSAGE FROM THE BOARD CHAIR & CEO

Our 2022-2023 fiscal year marked the 37th 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 homeownership partners, 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:

- 80 homes completed in the 2023 calendar year.
- More than 40,000 volunteer hours helped construct these homes.
- Celebrated our 800th home dedication milestone in March 2023 with the Clayton family in the Lealman community in St. Petersburg.
- Broke ground on three multi-family developments including the Greenway, the Shelldash townhomes, and Longlake Preserve
- Received a Four-Star Charity Navigator rating and the GuideStar Platinum Seal of Transparency, which is the highest level of transparency.
- Presented with the John 6:9 Award from Habitat International, recognizing our affiliate's lifetime tithe that totals more than \$3M+.
- Partnerships were continued with Feeding Tampa Bay, Kids Pedal Power, General Federation of Women's Clubs, and other organizations in our community to make a greater impact on the families we serve.
- Affiliate leadership raised minimum pay to \$17 an hour for all employees.

We thank you for continuing to support Habitat through your generous donation of time, talent and treasure.

In partnership,

**Heather Ford**Board Chair



Alorthon Rade



Mike Sutton President & CEO

#### board of directors

**Heather Ford, Board Chair** Chief Financial Officer, Power Design

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Ryan Companies US, Inc.

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**Iris Gonzalez**Founder/Principal, Links-G Consulting

**David Longspaugh** Owner, RE/MAX Sunset Realty

**Charlie Rogers**Community Volunteer

**George Spowart** Owner, StretchLab

**Alicia Tennell**Digital Strategy & Fintech Analyst, Franklin
Templeton

**Bruce Terwilliger** Owner, Terwilliger Brothers' Residential

Marilyn Turman Community Activist, Clearwater Urban Leadership Coalition



# year in review











# building homes, communities and hope

Habitat served 80 families in the 2023 calendar year. 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 to thrive.

A hand up, not a handout. Habitat homeowners work hard; they don't ask for handouts.

Homeowner candidates must demonstrate:

- A housing need
- Ability to pay a mortgage
- Willingness to partner with Habitat

At the end of each homeowner's journey they have put in at least 350 hours of "sweat equity", made a modest down payment, and received a zero-interest 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 impact their donation makes.

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 Four-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

## our strategic pillars



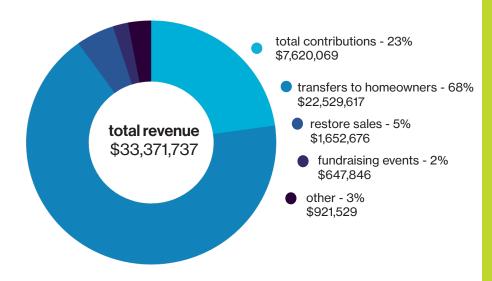


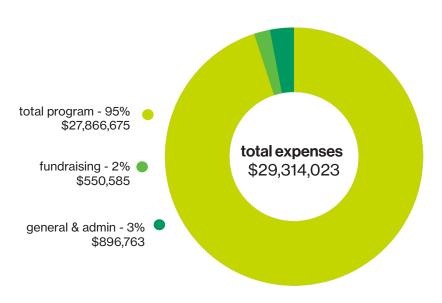






# 2022 - 2023 financial report







#### education is the cornerstone of the habitat program

Habitat's program gets to the core of poverty by offering a person of lower income a chance to help themselves. Although everyone thinks of houses when they think of Habitat, the educational component truly is the cornerstone of the program.

Through this program, the lives of many local families are changed. Once accepted into the program, each homeowner candidate attends 36 educational classes that prepare them to become a lifelong homeowner. Successful candidates will achieve new home buying knowledge through financial literacy, home maintenance and much more.

Habitat prepares them before they become a homeowner so they can maintain a lifetime of homeownership and self-sufficiency.



education hours completed



#### habitat education timeline



joining the

habitat family Welcome to Habitat

**Budgeting 101** 

How to be a Homeowner Candidate

**Habitat Ambassadors** 



building the homeownership

**Budgeting 102** 

**HUD Certification** 

Home Maintenance 1

Home Maintenance 2

Home Maintenance 3

On-Site Maintenance

**Energy Conservation** 

Being a Good Neighbor

Fire Safety

Hands-On CPR

Tree & Landscaping Class

**Budgeting Best Practices** Homesteading, Property Taxes, and You



**Warranty Class** 

Insurance Class

**Budgeting 103** 

**Mortgage Documents** 

How to be a Homeowner

#### engaging with the community

Government & You

Design on a Dime

**Emergency Preparedness** 

**Healthy Habits** 

Live Your Best Life

Principles of Leadership

The Playhouse: How to be a Habitat Kid

The Clubhouse: How to be a Habitat Teen

**Nuts & Bolts** 

Well & Septic Info Session

Townhome HOA Essentials

Couponing



# homeowner bio the diaz-gonzales family

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We are building because you don't just get handed the keys. Hard work pays off. Put in blood, sweat, and tears into something and you will feel accomplished."



Alex Diaz, Christina Gonzales, and their three children, achieved the dream of homeownership in 2023 in the Lealman Community in St. Petersburg. Alex is a cook at Captain Bills Oyster Bar and has been cooking for over nine years. Christina is a beauty stylist at Ulta Beauty Salon and has already passed on her love for makeup and nail polish to her 4-year-old daughter, Olivia.

Prior to Habitat, the family was living with Christina's mother for almost five years. They had no window insulation, which made hot summers and cold winters difficult. The concrete floors also had chips and cracks, which made it difficult for their children to walk and crawl safely. They had no space to keep their clothes, so they stored everything in small bins scattered around their room. The family of four slept in one bed, all while Christina was pregnant with their third child.

Getting the news that they were accepted into the Habitat homeownership program was life changing. "My first thought was God has a plan for me and my family. I thank God for my acceptance into Habitat," Alex said.

"Habitat is not just educating us and guiding us, but also rewarding us with sweat equity hours by taking the time to learn something for OUR FUTURE! It's a win-win with Habitat."

The Diaz-Gonzales family was this year's CEO Build partner family. The couple was able to volunteer on their home alongside 55+ leaders from around the Tampa Bay area.

On April 24th, 2023, Alex Diaz and Christina Gonzales recieved the keys to their forever home. This home dedication was made extra special when Alex turned to Christina during his speech. "I know we are going to spend the rest of our lives together," said Diaz, in front of a crowd of friends, family, CEOs and Habitat staff. "But there is one thing missing." Alex then pulled out a ring and dropped to one knee to propose to the love of his life. She said "Yes!"







#### partners making homeownership dreams come true

#### The Hough Family Challenges Affordable Housing Crisis

In August 2022, Habitat for Humanity of Pinellas and West Pasco Counties received a \$500,000 challenge grant from The Hough Family Foundation. This leverage of \$500,000 led to \$1.5M total funds raised by the challenge. This funding aided the purchase of land acquisition within the South St. Petersburg Community Redevelopment Area (CRA).

#### 2022 - 2023 Bank Partners

#### **RAYMOND JAMES**®









#### **Municipality Partners**

City of Clearwater City of Pinellas Park Pinellas County
City of Dunedin City of Safety Harbor Pasco County

City of Largo City of St. Petersburg
City of New Port Richey City of Tarpon Springs

# lifetime giving

#### as of the 2022-2023 fiscal year

The support of the community is crucial to Habitat's mission to promote family stability by providing innovative and affordable housing solutions to qualified individuals and families. It is you, our donors - those listed in this publication and all who labor in any way to help Habitat - who enable us to advance our vision of a world where everyone has a decent place to live.

Habitat for Humanity of Pinellas and West Pasco Counties celebrates philanthropy and recognizes our most loyal donors since our inception in 1985. It is our honor to recognize donors with total lifetime giving of \$5,000 or more.

At Habitat, we appreciate all support of our mission. If you find your recognition level may be incorrect, please reach out to our office at (727) 536-4755. While every gift is important to the mission, records from the early days of Habitat are scarce. We appreciate your understanding and grace and will work to correct any errors.

#### \$1,000,000 and up

Bank of America - Bank of America Foundation Dan and Carolyn Stowers Habitat for Humanity of Florida Mortgage Settlement Funds

Lokey Automotive Group MacKenzie Scott Pinellas County Board of County Commissioners

Publix - Publix Super Markets Charities Raymond James Bank Wells Fargo - Wells Fargo Foundation

#### \$999.999 - \$500.000 Bankers Financial Corporation

City of St. Petersburg Clearwater Toyota Crown Automotive **Duke Energy EverBank** Faith Build Sponsors **HMC Hospitality Group (Formerly** Hooters Management Corp.) Hough Family Foundation Kane's Furniture MaintenX MarineMax Mid-Atlantic Finance Company

Raymond James Financial, Inc. The Valspar Championship and Copperhead Charities

Thrivent Financial Women's Build Sponsors

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

Arthur Family Foundation Catalina Marketing Charitable Foundation Northwood Presbyterian Church City of Clearwater City of Largo Dana Beck Fancher Foundation EllMar Foundation Inc. Fishman Family Foundation and Jeffrey and Brandy Fishman Frenchy's Restaurants JPMorgan Chase & Co.

Michael and Carolina Holtz and MPH Hotels Power Design Republic Bank Tony and Carol Griffith TradeWinds Island Grand Resort Valpak Westphal Family Foundation and St. Pete Hospitality Group Whirlpool Corporation

#### \$249.999 - \$100.000

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Norm Bungard Pinch-a-Penny Pinellas Community Foundation Roger and Karen Hessel Schneider Electric - Square D Stansburry Trust Steven and Shirley Dehmlow

Tampa Bay Rays TD Bank

TD Synnex (Formerly Tech Data) The Milkey Family Foundation The Roy and Ana Zellars Foundation

The Strong Foundation Transamerica and Aegon Transamerica Foundation Valspar, A Sherwin-Williams

Company

#### \$99,999 - \$50,000

800th Home Sponsors America II Amerisure Insurance Company Anona United Methodist Church Ark Royal Insurance

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and Lakeland Liquidation Bruce K. Terwilliger

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First Home Bank

First Presbyterian Church Frank Starkey and Mike

Patterson Fremont Allen & Nina Allen

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Subaru of Port Richey Suncoast Chapter, Community Associations Institute (CAI)

Tampa Bay Lightning Foundation The Home Depot Foundation Tibbetts Lumber CO. LLC Tom and Signe Oberhofer Truist Foundation

Susan B. Wood

#### \$49.999 - \$25.000

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Charles and Mary Franckle Charles Moore Clearwater Police Department

Coulson Consulting LLC Craig and Jan Sher

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Mindy and Neil Grossman Montana Massa My Florida Safe Home Project

Our Lady of Lourdes Catholic Church Palm Harbor United Methodist

Church Pam & Les Muma Pasadena Community Church

Pasco County Housing Authority Pinellas County Sheriff's Office Prince of Peace Lutheran

Church ELCA ProSource Wholesale ProVise Management Group, LLC Rami and Mary Zohar and Adobe

Ray and Kim Ferrara Regions Bank Robert and Gladys Hackworth Rotary Club of Clearwater

Homes Inc.

Rotary Club of Indian Rocks Beach, Inc. RSM US LLP Ruby Davis Bortz

Ryan Companies US, Inc. Scott and Julie Klavans Scott Leroy

Senior Citizens Services, Inc. St. Michael the Archangel

Catholic Church St. Paul's Lutheran Church

St. Timothy Lutheran Church Star Media Enterprises Stearns Bank

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Trinity Presbyterian Church Foundation United Way of Pasco County

United Way Suncoast \$24,999 - \$15,000

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Anna Ruth Johnson Trust Barbara Beck Beachside Hospitality Group Bob and Lorraine Dutkowsky

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GTE Financial and GTE Foundation Guillermo and Edelmira Cosma **HCA** Healthcare Heather Ford

Heritage United Methodist Church Honeywell International Foundation Hugh and Florence Bell

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#### \$9.999 - \$5.000

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Tom Hoke
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William Kasper
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Yonnette Taylor

★ Legacy Society members include Habitat for Humanity of Pinellas and West Pasco Counties in their estate plans and make a lasting impact on families in need of a decent and affordable place to call home, breaking the cycle of poverty.

### honoring our supporters



#### **Carol Dunn**

#### 2023 Norm Bungard Lifetime Achievement Award

Habitat honored longtime volunteer Carol Dunn posthumously with the 2023 Norman Bungard Lifetime Achievement Award. Carol volunteered with Habitat for over 25 years.



Gabriela Camacho

#### 2023 Norm Bungard Lifetime Achievement Award

Gabriela Camacho, Former Chief of Construction, was honored for her 13 years of dedication and service to our mission. Gaby has played an integral part of our affiliate's growth and success.



Tom & Signe Oberhofer

#### 2023 Silver Nail Legacy Award

Tom and Signe Oberhofer have supported Habitat and our mission for 30 years. We estimate Tom has put in at least 30,000 volunteer hours on our construction sites.



Hooters Restaurants & HMC Hospitality Group

#### 2023 Golden Hammer Award

Since 2014, Hooters Restaurants has donated over \$600,000, sponsored seven families on their journey to homeownership, and put in over 2,000 volunteers hours to make those homeownership dreams a reality.



## SCEO BUILD

#### leaders working together

building homes, communities, and hope.

Over 55 CEOs and business leaders across our community joined together to build a safe and affordable home for a deserving family at the second annual CEO Build.







#### Thank you to our CEO Build Participants

Marc Banning CEO of Banning Lumber

Rondé Barber General Chairman of Copperhead Charities

**John Barrett** President & CEO of First Citrus Bank

Bridgette Bello CEO & Publisher of Tampa Bay Business & Wealth

**David Bennett** CEO of Pinellas REALTOR® Organization & Central Pasco REALTOR® Organization

Bill Brand (Honorary Co-Chair) CEO of Rue21 and Habitat for Humanity International Board Member

**Ravi Chari, MD** President of HCA Healthcare West Florida

Ronald Christaldi Tampa Managing Partner and President & CEO of Shumaker Advisors

Jason Clement Founding Partner & CEO of Sports Facility Companies

John Couris President & CEO of Tampa General Hospital

Susan Crockett President & CEO of Ruth Eckerd Hall

Bill Cronin President & CEO of Pasco EDC

Thomas Del Zoppo CEO of New Hotel Collection Group

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**Elodie Dorso** President & CEO of Evara Health

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President of FKQ Advertising & Marketing

Ray Ferrara Executive Chairman of ProVise Management Group

Scott Fink VW of Wesley Chapel, Subaru of Wesley Chapel & Fink Five Foundation

**Jeffrey Fishman** President of Investors Title & Settlement Services

Vincent Forese President & CEO of Link-Systems International

Wendy Gattis CEO of DITEK Corporation

Bill Goede Tampa Bay President of Bank of America

Robert Glaser President & CEO of Smith & Associates Real Estate

Leo "LJ" Govoni CEO of Big Storm Brewery & Distillery

Mindy Grossman (Honorary Co-Chair) Partner & Chair of Consello Group Former CEO WW & HSNi

Russ Hallenbeck CEO of Tibbetts Lumber Company

**Kevin Hawkins** CEO of MidAtlantic Finance Company & Owner of Crown Automotive Group

Keri Higgins-Bigelow Founder & CEO of livingHR

Dr. Patrick Hwu President & CEO of Moffitt Cancer Center

Neil Kiefer CEO of HMC Hospitality Group, Inc.

CEO, Chairman, and Founder of Climate First Bank

Sharon Leite CEO of Ideal Image

**Brett McGill** President & CEO of MarineMax

**Brooke Mirenda** President & CEO of Sunshine State Economic Development Corporation Robin Moch Partner at M.E. Wilson Company

John Moore
President of Bayfront Health St. Petersburg

Frank Musolino CEO of Power Design

T. Corey Neil President & CEO of The Bank of Tampa

Karl Nurse President of Bay Tech Label

Amanda Payne President & CEO of Amplify Clearwater

Steve Raney Chairman & CEO of Raymond James Bank

Bill Roberti Managing Director of Alvarez & Marsal

Elliott Ross President of The Ross Realty Group

Ryan Ross (Honorary Co-Chair) President of Neiman Marcus

Melissa Seixas Florida State President of Duke Energy

Kuleen Shah Founder of Connecting Tampa Bay

**John Strong** Chairman & CEO of Bankers Financial Corporation

Mike Sutton President & CEO of Habitat Pinellas and West Pasco

Brian Van Slyke Regional President of Kolter Urban LLC

Randy Ware Founder & CEO of WestCMR

Tracy West President of Copperhead Charities and Valspar Championship Tournament

Tom Zernick President of Bay First National Bank







40,967
total volunteer hours
(January 2023 - December 2023)

2,567 unique volunteers

25,147 hours on the build sites

10,323 hours in the restores

5,497 hours at special events

1,598 hours at the valspar championship

## homeowner selection committee

The Homeowner Selection Committee plays the first crucial step in the approval of qualified applicants into the Habitat for Humanity program. Comprised of volunteers from our community, the committee verifies and validates an applicant's need through a review of basic financial information and an in-person interview.

Christopher Hackney

David Battle
Carolina Conner
Leo Diaz
Carol Downing
Davisha Earley
Antoine Everett
Jose Gomez

Iris Gonzalez

Maureen Ballock

Evette Hunter
Brian Kilczewski
David Longspaugh
Chris Majeski
Dana Mayo
Jim Moran
Amy Neeb

Lynn Graves

Betty Oldanie Kashmir Parker Stacy Shawn Karen Sherrets Susan Sullivan Yonnette Taylor Leighann Watson Cheri Wedding





\$1,652,676 total restore sales

800 tons kept out of landfills

10,323 total

restore volunteer hours in 2023







Habitat ReStores are nonprofit retail centers where new and gently used building materials and home furnishings are sold at discounted prices. The ReStores are our solution for turning 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

### **New Port Richey**

6431 US Highway 19 New Port Richey, FL 34652





Throughout the past year, our affiliate has made a further commitment and investment advocating for the advancement of affordable homeownership.

From Tallahassee trips to build days, we created numerous opportunities for engagement with elected officials at the local and state level. We also held a series of "Affordable Housing 101" virtual workshops that provided volunteers, homeowners, and donors the basics of affordable housing and how they can make an impact.

We will continue to create new opportunities to advocate at the local, state and national level for affordable homeownership.

## engaging our local elected officials







# development updates 2024 and beyond...

## We are Building: 8 developments (underway and pending) 191 total units 143 multi-family units 48 single family units



Shell Dash Townhomes

10 Townhomes | St. Petersburg



Pelican Place
44 Townhomes | St. Petersburg



The Grove
11 Townhomes | St. Petersburg



Longlake Preserve 54 Townhomes Largo



Lake Belleview 24 Townhomes Clearwater



Little Road 24 Single Family Homes New Port Richey



The Greenway
12 Single Family Homes | Lealman



Gooden Crossing
12 Single Family Homes | Largo

## 2023 highlights



Hosted our second **Community Leaders Build Day** with 25
elected officials from across Pinellas County.

Dedicated the home of Erica Baker, the 2023 **Women's Build** homeowner partner, located in Clearwater.





Celebrated our 800th home dedication with the Clayton Family in the Lealman community in St. Petersburg.

Recognized as one of the **Best Places to Work** in Tampa Bay, ranking #7 in the Large Employer category.





CEO Build through which \$160,000 was raised by 55 CEOs committed to creating affordable housing solutions.

Hosted the second annual

January February March April

Presented a check to the Pinellas County Board of County Comissioners for \$1,321,859 representing the taxes Habitat homeowners paid in 2022.





Over \$852,000 was raised at Habitat's Disco Ball Gala to support affordable homeownership opportunities for deserving families.

Celebrated a record-breaking fiscal year with 73 new homes constructed in our community with our Admin HQ Expansion Open House.





Hosted the New Port Richey

Community Builders Hour

where members of the community came

where members of the community came together to raise \$200k in support of building more affordable Habitat homes.

Named the winner of the Tampa Bay Times **Best of the Best** Awards in the new home building category.



May June July August

# Hosted the **Top Producers Symposium** for the top producing Habitat affiliates in the United States.





The 13th Annual Golfing Fore Habitat Tournament raised over \$150,000 for Habitat families.

Partnered with Warrick Dunn Charities to surprise a single father with a fully furnished home on their dedication day.





Broke ground on two Multi-Family Developments that will be home to 66 deserving Habitat families.

Continued our partnership with **Kids Pedal Power** to provide 116 bikes to children in the Habitat program at their home dedication.



## HABITAT MILESTONES



#### 976

Millard and Linda Fuller start Habitat for Humanity International (HfHI) in Americus, Georgia.



#### 1985

Habitat Pinellas is formed and is recognized as an official Habitat affiliate.



#### 2019

Habitat Pinellas merges with West Pasco

1986	2003	2008	2014	2017	2018	2020	2021	2023
1st Habitat Home	100th Home	200th Home	300th Home	400th Home	500th Home	600th Home	700th Home	800th Home

### habitat achievements

#### affiliate accolades

- Recognized as the second largest Habitat Affiliate based on new home builds across nearly 1,000 US affiliates
- Presented with the John 6:9 Award from Habitat International, recognizing the affiliate's lifetime tithe that totals more than \$3M+.
- 2023 Tampa Bay Business Journal One Tampa Bay Recipient
- 2023 Energy Star Partner of the Year Award Winner
- 2023 Tampa Bay Business Journal Best Places to Work Recipient
- 2023 Amplify Clearwater Environmental Steward Award Recipient
- 2023 Upper Tampa Bay Chamber of Commerce Nonprofit of the Year
- 2023 Tampa Bay Times Best of the Best New Home Builder
- 2023 Good 'Burger Large Community Consious Award Recipient

#### team member accolades

- Mike Sutton, President & CEO, recognized as a 2023 USF Fast 56 Honoree, a
  Tampa Bay Business and Wealth Magazine Philanthropist of the Year Honoree, and
  was featured on Tampa Bay Business Journal's Power 100 List for third year
- Gaby Camacho, former Chief Construction Officer, selected as a 2023 Tampa Bay
   Business Journal Business Woman of the Year Honoree
- Habitat Homeowner and Board Member, Davisha Earley, recognized with the Tampa
   Bay Lightning Community Hero Award
- Habitat's Marketing Team recieved the Award of Excellence for the 2023 CEO Build Toolkit at the PRSA PRestige Awards.

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

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

New Port Richey ReStore 6431 US Highway 19, New Port Richey, FL 34652

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

habitatpwp.org | (727) 536-4755

#### **OUR MISSION**

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