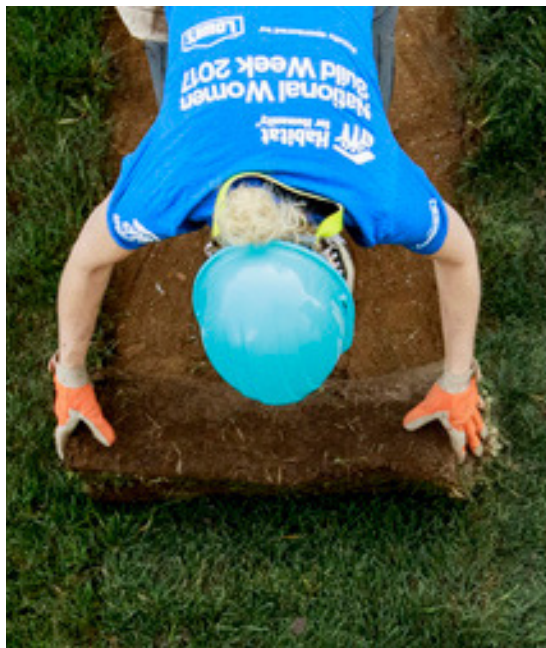




Partnership Opportunities

2024





2024 PARTNERSHIP OPPORTUNITIES



the impact of your support

Partnership with Habitat for Humanity Capital Region is more than a campaign to raise money. It is a concerted effort that supports and sustains safe, decent, and affordable housing to uplift our community. It is engaging to create affordable homeownership opportunities, complete critical home repairs, and build accessibility ramps.

We need you as our partners to continue this mission in Mid Michigan.



Partners like you understand the true difference between a house and a home and, because of your generous support, Habitat Capital Region is able to help low- to moderate-income families experience the dream and stability of homeownership.

Join our fight for safe, affordable housing!

By partnering with Habitat Capital Region, you will help to cover the costs of construction materials, supervision, and other building expenses.

Partners receive a number of benefits, including signage on the construction sites, recognition on our website and digital media channels, and exclusive volunteer opportunities.



Thank you for considering how you can support our mission to build homes, communities, and hope.



Program Opportunities

Homeownership

Habitat homeownership is attainable for low- to moderate-income families because Habitat Capital Region subsidizes the cost through grants, partners, donations, and volunteer labor.

A decent and affordable place to live can help homeowners build wealth, invest in education, pursue new opportunities, and have more financial stability. Habitat homeowners work alongside volunteers to build their homes, then purchase them with an affordable mortgage.

Full House Partner - \$80,000

As a thank you, please enjoy:

- Your logo on construction signage for twelve (12) months.
- Ten (10) volunteer days* for employees, clients, or vendors (up to ten (10) people per day).
- Recognition on Habitat Capital Region website, digital media, e-newsletter, print communications, and Annual Report (minimum of ten (10) mentions/cross promotions).
- Media/speaking opportunities during the house build, home dedication, project blessing.
- Listed as prominent event partner for minimum of two (2) annual events.

Half House Partner - \$40,000

As a thank you, please enjoy:

- Your logo on construction signage for twelve (12) months.
- Five (5) volunteer days* for employees, clients, or vendors (up to ten (10) people per day).
- Recognition on Habitat Capital Region website, digital media, e-newsletter, print communications, and Annual Report (minimum of five (5) mentions/cross promotions).
- Media/speaking opportunities during the house build, home dedication, project blessing.
- Listed as prominent event partner for minimum of one (1) annual event.

Program Opportunities

🏠 House Framer Partner - \$10,000

As a thank you, please enjoy:

- Your logo on construction signage for twelve (12) months.
- Two (2) volunteer days* for employees, clients, or vendors (up to 10 people per day).
- Recognition on Habitat Capital Region website, digital media, e-newsletter, print communications, and Annual Report (minimum of three (3) mentions/cross promotions).
- Invitation to a project blessing and/or the home dedication.

🏠 Raise the Roof Partner - \$5,000

As a thank you, please enjoy:

- Your logo on construction signage for twelve (12) months.
- One (1) volunteer day* for employees, clients, or vendors (up to 10 people per day).
- Recognition on Habitat Capital Region website, digital media, e-newsletter, print communications, and Annual Report (minimum of two (2) mentions/cross promotions).
- Invitation to a project blessing and/or the home dedication.

"I am a single mother of four... I am so grateful for the opportunity I was given to own my own home."

- SHEILA, Habitat Capital Region Homeowner -



Program Opportunities

Critical Home Repair

Habitat Capital Region works to ensure that everyone in our community has a safe, decent, and affordable home to live in dignity and safety. The Critical Home Repair Program addresses exterior repair needs for low-income homeowners. By assisting homeowners with these repairs, Habitat Capital Region helps families and individuals maintain the integrity of their homes and prevent further deterioration so they can live in a safe and affordable home for years to come.

Sustaining Repair Partner - \$50,000

As a Sustaining Repair Partner, your donation will be paired with other donors' and used to pay for materials, construction supervision and contract work, and other hard-costs to the home repair.

As a thank you, please enjoy:

- Corporate name on signage at all repair sites for twelve (12) months.
- Four (4) volunteer days* for employees, clients, or vendors (up to ten (10) people per day).
- Recognition on Habitat Capital Region website, digital media, e-newsletter, and print communications (minimum of eight (8) mentions/cross promotions).
- Listing in our Annual Report.
- Listed as prominent event partner for minimum of two (2) annual events (invitation to events included).

Community Repair Partner - \$25,000

As a Community Repair Partner, your donation will be paired with other donors' and used to pay for materials, construction supervision and contract work, and other hard-costs to the home repair.

As a thank you, please enjoy:

- Corporate name on signage at all repair sites for twelve (12) months.
- Two (2) volunteer days* for employees, clients, or vendors (up to ten (10) people per day).
- Recognition on Habitat Capital Region website, digital media, e-newsletter, and print communications (minimum of four (4) mentions/cross promotions).
- Listing in our Annual Report.
- Listed as prominent event partner for minimum of one (1) annual event (invitation to event included).

Program Opportunities

Accessibility Ramps

We believe that everyone deserves the independence that comes with safe, easy access to their home. With independence comes dignity.

The need for affordable home accessibility ramps is staggering and one of the greatest demands faced by Habitat Capital Region.

Habitat Capital Region's Ramp Program builds affordable wooden ramps that restore independence for those with mobility challenges by providing safe access to and from their home.

Sustaining Ramp Build Partner - \$30,000

As a Sustaining Ramp Build Partner, your donation will be paired with other donors' and used to pay for materials, construction supervision, and other costs.

As a thank you, please enjoy:

- Corporate name on signage at all ramp sites for twelve (12) months.
- Two (2) volunteer days* for employees, clients, or vendors (up to ten (10) people per day).
- Recognition on Habitat Capital Region website, digital media, e-newsletter, and print communications (minimum of four (4) mentions/cross promotions).
- Listing in our Annual Report.
- Listed as prominent event partner for minimum of two (2) annual events (invitation to events included).

Community Ramp Build Partner - \$15,000

As a Community Ramp Build Partner, your donation will be paired with other donors' and used to pay for materials, construction supervision, and other costs.

As a thank you, please enjoy:

- Corporate name on signage at all ramp sites for twelve (12) months.
- One (1) volunteer day* for employees, clients, or vendors (up to ten (10) people per day).
- Recognition on Habitat Capital Region website, digital media, e-newsletter, and print communications (minimum of two (2) mention/cross promotion).
- Listing in our Annual Report.
- Listed as prominent event partner for minimum of one (1) annual event (invitation to event included).



Volunteer Program Opportunities

Volunteer Program

Volunteers are at the heart of our mission. Volunteers are a crucial part of how Habitat Capital Region is able to keep homeownership affordable for our homebuyer partners. In return, we create meaningful volunteer opportunities for individuals, groups, and corporate team-building experiences to build alongside people in need of safe and affordable homes.

Volunteer Support Partner - \$25,000 (Exclusive)

As the Volunteer Support Partner, you will have total alignment with our volunteer program. We want our volunteers to know that a strong community partner is supporting them. In every engagement with volunteers, this partner will be recognized and promoted as the Volunteer Support Partner.

As a thank you, please enjoy:

- Corporate name on signage at build sites and rehabs (excludes ramps) and events (Women Build, Golf Outing, etc.) for twelve (12) months.
- Two (2) volunteer days* for employees, clients, or vendors (up to ten (10) people per day).
- Recognition on Habitat Capital Region website, digital media, e-newsletter, and print communications (minimum of six (6) mentions/cross promotions).
- Media and/or speaking opportunities during the house build, which may include a project blessing, and/or the home dedication.
- Corporate logo on back of all volunteer t-shirts and corporate name displayed as "Volunteer Support Partner".
- Corporate logo listed as "Volunteer Support Partner" on all volunteer certificates of appreciation, which are given at the end of every volunteer shift.

Volunteer Program Opportunities

Team Building Partner - \$1,000

Make the most of your team-building initiatives by giving back!

Team build partnerships are \$1,000 for as many as ten (10) people. Your gift will be used to pay for materials and construction or ReStore supervision.

As a thank you, please enjoy:

- One (1) volunteer day* for employees, clients, or vendors (up to ten (10) people per day).
- Recognition on Habitat Capital Region digital media.
- Invitation to a project blessing and/or the home dedication.
- Listing in our Annual Report.

"My volunteer experience was great! I learned a lot from the Habitat Capital Region team and it was amazing that we got to meet the homeowner."

- VICTORIA, Habitat volunteer from Clark Construction Company -



Habitat for Humanity Capital Region



Event Opportunities

Heart of Habitat Gratitude Gala

Volunteer Appreciation Event | Thursday, April 18, 2024 | The Studio at 414, Lansing

Volunteers are truly the heart of Habitat Capital Region and help the organization grow and expand our programs to serve more families in our community. Brick by brick and nail by nail, volunteers are what make Habitat Capital Region a pillar of strength in our communities. The ability to leverage these volunteers makes an impact one family at a time, one home at a time.

Partner with our third annual Heart of Habitat Gratitude Gala to celebrate our volunteers and the mission of Habitat Capital Region and help build affordable housing, repairs, and ramps.

♥ Presenting Partner - \$15,000

As a thank you, please enjoy:

- Logo as Presenting Partner on all event marketing materials and verbal recognition at event.
- Up to two (2) volunteer days* for employees, clients, vendors (up to ten (10) people per day).
- Up to two (2) VIP reserved tables for eight (8) per table at event (sixteen (16) people total).
- Pre-event VIP party invite.
- Right of first acceptance for next year's event.

♥ Welcome Home Partner - \$10,000

As a thank you, please enjoy:

- Logo as Welcome Home Partner on all event marketing materials and verbal recognition at event.
- One (1) volunteer day* for employees, clients, or vendors (up to ten (10) people per day).
- One (1) VIP reserved table for eight (8) at event.
- Pre-event VIP party invite.

Event Opportunities

♥ Hospitality Partner - \$7,500

As a thank you, please enjoy:

- Listing as Hospitality Partner on all digital and printed event marketing materials.
- Verbal recognition as Hospitality Partner at event.
- One (1) VIP reserved table for eight (8) at event.
- Pre-event VIP party invite.

♥ Refreshments Partner - \$5,000

As a thank you, please enjoy:

- Listing as Refreshments Partner on all digital and printed event marketing materials.
- Six (6) event tickets, with reserved seating.
- Pre-event VIP party invite.

♥ Social Hour Partner - \$2,500

As a thank you, please enjoy:

- Listing as Social Hour Partner on all digital and printed event marketing materials.
- Four (4) event tickets.
- Pre-event VIP party invite.

♥ Service Partner - \$1,000

As a thank you, please enjoy:

- Listing as Service Partner on all digital and printed event marketing materials.
- Two (2) event tickets.
- Pre-event VIP party invite.





Event Opportunities

Women Build

Women Build, date TBD 2024

Women Build is a week-long volunteer building event where women can comfortably learn new skills with their friends, peers, and colleagues.

No experience is necessary. Volunteers work under the guidance of construction professionals and alongside other volunteers and future Habitat homeowners. Whether volunteers are learning new skills or simply adding a few to their tool belt, these are rewarding experiences for all involved and improve the community that we all share.

Raise the Roof Partner - \$5,000

As a thank you, please enjoy:

- Listing as Raise the Roof Partner on all digital and printed marketing materials.
- Recognition on Habitat Capital Region website, digital media, e-newsletter, print communications, and Annual Report (minimum of four (4) mentions/cross promotions).
- Listing on event signage, and inclusion of corporate logo on event t-shirt.
- Opportunity to welcome attendees at event.

Curb Appeal Partner - \$2,500

As a thank you, please enjoy:

- Listing as Curb Appeal Partner on all digital and printed marketing materials.
- Recognition on Habitat Capital Region website, digital media, e-newsletter, print communications, and Annual Report (minimum of two (2) mentions/cross promotions).
- Listing on event signage, and inclusion of corporate name on event t-shirt.

Event Opportunities



Event Volunteer Group - \$1,500 (Limited Availability)

Make the most of your team-building initiatives by giving back! Sign up your group, or add to your partnership.

Women Build volunteer groups are \$1,500 for as many as ten (10) people. Your gift will be used to pay for materials, construction supervision, and event costs.

As a thank you, please enjoy:

- One (1) build day during Women Build Week for employees, clients, or vendors (up to ten (10) people).
- Recognition on Habitat Capital Region digital media.
- Invitation to a project blessing and/or the home dedication.
- Listing in our Annual Report.

Matching Gift Opportunities

Provide a matching gift to motivate giving!

It is statistically proven that matching gifts not only increase the size of the gift but also the rate at which people donate. A recent study showed that a challenge match attracted 23% more supporters and increased total contributions by 18% when compared to a similar campaign without a challenge match.

Matching gifts also add a sense of urgency in giving because matching fund campaigns only happen a few times a year.



Bi-Annual Newsletters, Appeal Letters, and Giving Tuesday - \$10,000**

**minimum match amount for each

As a thank you, please enjoy:

- Logo as Matching Partner on all digital and printed marketing materials.
- Recognition on Habitat Capital Region website, digital media, e-newsletter, and print communications (minimum of five (5) mentions/cross promotions).
- Listing in our Annual Report.
- Logo in thank you letter to donors for matching program.
- Inclusion in any media coverage.

Partnership Benefit Information

* Volunteer days may be scheduled with Habitat Capital Region's Volunteer Program Coordinator (volunteer@habitatcr.org). Construction sites may accommodate up to ten (10) pre-registered volunteers, Tuesday - Friday from 9:30 a.m. to 3:30 p.m. ReStores may accommodate up to six (6) pre-registered volunteers, Tuesday - Friday from 9:00 a.m. to 1:00 p.m., 2:00 p.m. to 6:00 p.m., and Saturday from 10:00 a.m. - 3:00 p.m.

Partners have one calendar year to use volunteer day(s) associated with a partnership outside of Women Build; unused/unclaimed days will be donated back to the community for general volunteer opportunities.

Our reach

Estimated print newsletter distribution - 3,150

Estimated email distribution - 7,550

Habitat Capital Region social media monthly average reach and engagement as of 2023



Main page: 4,659 followers | avg. reach 20,811 | avg. engagement rate 7.2%
ReStore page: 1,309 followers | avg. reach 5,158 | avg. engagement rate 18.3%



867 followers | avg. reach 1,271 | avg. engagement rate 16.9%



2,491 followers | avg. reach 1,115 | avg. engagement rate 1.5%



360 followers | avg. reach 2,995 | avg. engagement rate 14.8%

Gifts In-Kind

Partners may provide gifts in-kind in lieu of monetary support. The value of materials and services donated are determined based on Habitat Capital Region's budgeted cost. Gifts valued at specific partnership levels will entitle the donor to the benefits associated with the corresponding level. In-kind donations that cannot be used towards the construction of Habitat houses will be sold through the Habitat ReStore. The ReStore is Habitat Capital Region's socially-conscious retail program that sells donated building materials and furniture. Funds raised through the ReStore support Habitat Capital Region's operations.

Partnership Commitment Form

Please select one or more options for partnering with Habitat Capital Region.

Program Partner

HOMEOWNERSHIP

- ☐ Full House Partner \$80,000
- ☐ Half House Partner \$40,000
- ☐ House Framing Partner \$10,000
- ☐ Raise the Roof Partner \$5,000

CRITICAL HOME REPAIR

- ☐ Sustaining Repair Partner \$50,000
- ☐ Community Program Partner \$25,000

ACCESSIBILITY RAMPS

- ☐ Sustaining Ramp Partner \$30,000
- ☐ Community Ramp Partner \$15,000

Volunteer Program Partner

- ☐ Volunteer Support Partner \$25,000
- ☐ Team Building Partner \$1,000

Event Partner

HEART OF HABITAT GALA

- ☐ Presenting Partner \$15,000
- ☐ Welcome Home Partner \$10,000
- ☐ Hospitality Partner \$7,500
- ☐ Refreshments Partner \$5,000
- ☐ Social Hour Partner \$2,500
- ☐ Service Partner \$1,000

WOMEN BUILD

- ☐ Raise the Roof Partner \$5,000
- ☐ Curb Appeal Partner \$2,500
- ☐ Event Volunteer Group \$1,500

Matching Partner

- ☐ Spring Newsletter Match Partner \$_____
- ☐ Giving Tuesday Match Partner \$_____
- ☐ Fall Newsletter Match Partner \$_____
- ☐ Appeal Letter Match Partner \$_____

Habitat for Humanity Capital Region

Partnership Commitment Form

Organization: _____
(name as you would like it to appear in all areas of partnership)

Mailing Address: _____

City: _____ **State:** _____ **ZIP:** _____

Contact Name: _____

Email: _____ **Phone:** _____

I would like to be invoiced on this date: _____

Signatures:

Organization Representative date

Habitat Capital Region Representative date

Upon completion, please return commitment form to:

Habitat for Humanity Capital Region
1941 Benjamin Drive, Lansing, MI 48906
info@habitatcr.org
P 517-374-1313
F 517-374-6279



Habitat for Humanity[®]
Capital Region