



# Partnership Opportunities

2025



**Your support for Habitat for Humanity Capital Region is a meaningful way to help address the affordable housing crisis right here in your community.**

Our primary mission is centered on the concept that everyone deserves an affordable, safe place to live and that building affordable homeownership opportunities builds better communities. We rely on community partners to carry out that mission.

When you partner with Habitat Capital Region or sponsor a build site or event, you are directly tackling the national affordable homeownership crisis in Ingham, Eaton, and Clinton Counties. Over nearly four decades of service, we have built a strong track record in the following areas:

### **1. Direct Impact**

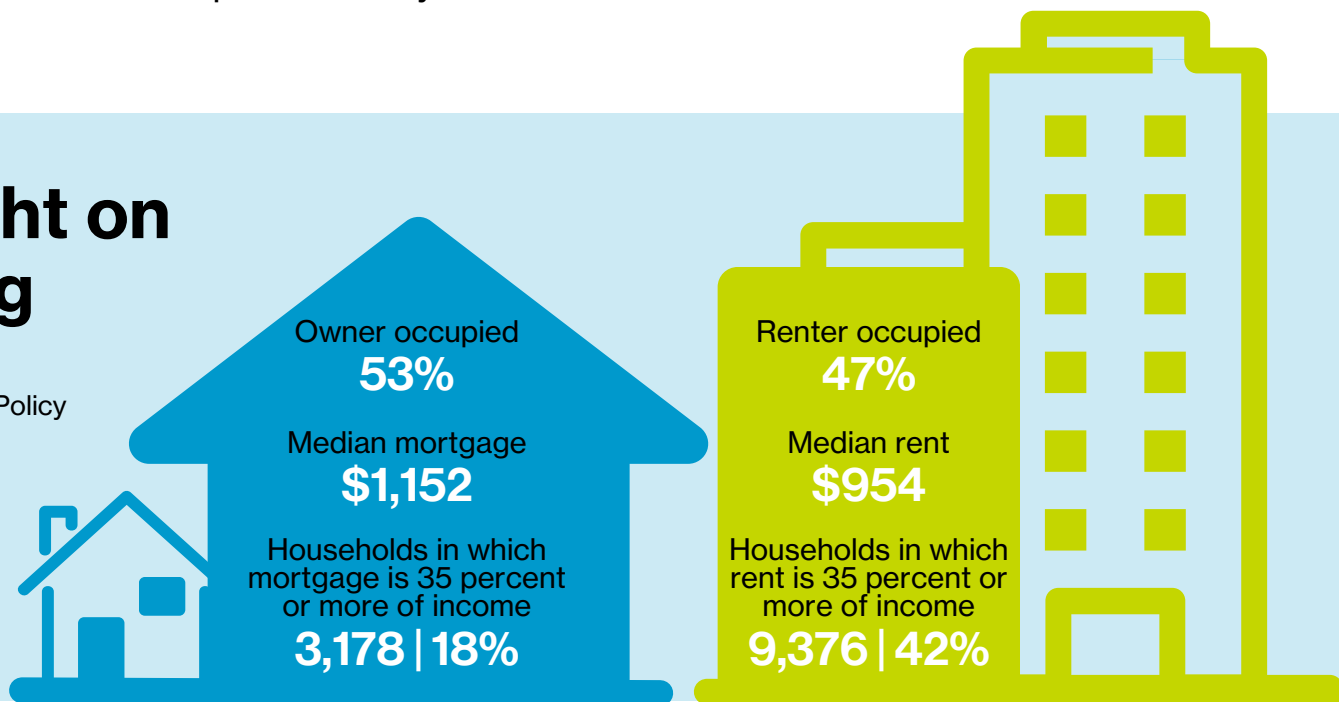
Habitat for Humanity Capital Region builds and rehabilitates homes, helping families and individuals in need of safe and affordable housing. Directly impact lives by helping our neighbors achieve homeownership and stability.

### **2. Community Development**

Our work contributes to the overall development and revitalization of communities. By building homes, we help strengthen neighborhoods and promote a sense of community among residents.

## **spotlight on Lansing**

Source: Michigan  
League for Public Policy



### 3. Empowerment

Our unique model empowers future homeowners by involving them in the homebuilding process. They contribute "sweat equity" by building their own home alongside volunteers, fostering a sense of pride, ownership, and self-reliance.

### 4. Long-Term Solutions

Our focus on affordable homeownership provides a long-term solution to the affordable housing crisis, breaking the cycle of poverty and creating equity and opportunities for future generations.

### 5. Volunteer Opportunities

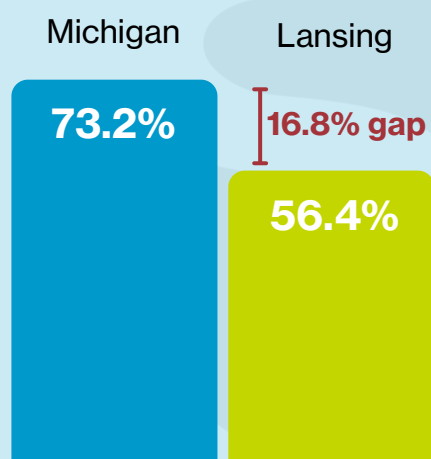
Habitat Capital Region relies on volunteers to help build homes, advocate for housing affordability, and deliver on our mission. Volunteering gets you involved in your community and makes a difference.

### 6. Stewardship

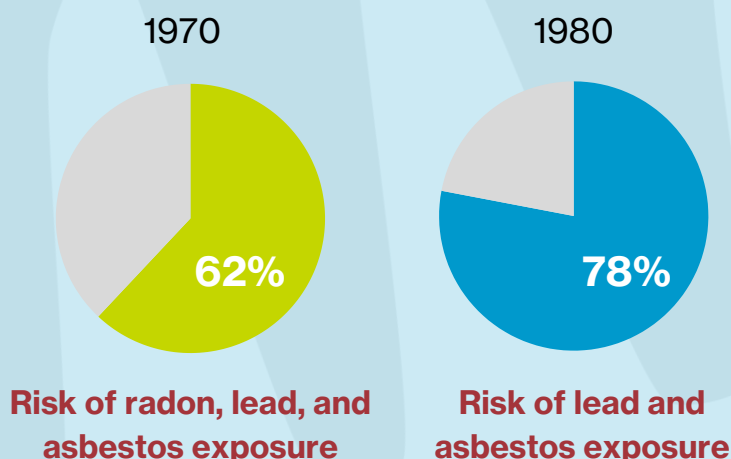
We are committed to responsible stewardship of resources, including financial contributions and donated materials. We strive to maximize the impact of every dollar, ensuring that your support is used efficiently and effectively to build homes and hope.

**Overall, supporting Habitat Capital Region contributes to positive change in your community, addresses the affordable housing crisis, and makes a lasting impact on the lives of individuals and families in need.**

#### Homeownership rates in...



#### Percent of Lansing homes built before...



Source: United States Census Bureau American Community Survey



# 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 - \$100,000**

As a thank you, please enjoy:

- Speaking opportunity at project events.
- Logo on program construction signage.
- Media release mention and a minimum of ten (10) promotional mentions on Habitat Capital Region website, digital media, e-newsletter, print communications, and Annual Report.
- Recognition at the 2025 Heart of Habitat Gratitude Gala.
- Ten (10) volunteer days\* for employees, clients, or vendors (up to ten (10) people per day). with t-shirts for each volunteer, photography, and a digital album provided.

### **Half House Partner - \$50,000**

As a thank you, please enjoy:

- Speaking opportunity at project events.
- Logo on program construction signage.
- Media release mention and a minimum of five (5) promotional mentions on Habitat Capital Region website, digital media, e-newsletter, print communications, and Annual Report.
- Recognition at the 2025 Heart of Habitat Gratitude Gala.
- Five (5) volunteer days\* for employees, clients, or vendors (up to ten (10) people per day). with t-shirts for each volunteer, photography, and a digital album provided.

# Program Opportunities

## 🏠 House Framer Partner - \$10,000

As a thank you, please enjoy:

- One (1) volunteer days\* for employees, clients, or vendors (up to ten (10) people per day).
- A minimum of two (2) promotional mentions on Habitat Capital Region website and digital media.
- Listing in our Annual Report.

## 🏠 Raise the Roof Partner - \$5,000

As a thank you, please enjoy:

- One (1) volunteer days\* for employees, clients, or vendors (up to ten (10) people per day).
- A minimum of one (1) promotional mentions on Habitat Capital Region website and digital media.
- Listing in our Annual Report.

**"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:**

- Speaking opportunity at project events.
- Logo on program construction signage.
- Media release mention and a minimum of five (5) promotional mentions on Habitat Capital Region website, digital media, e-newsletter, print communications, and Annual Report.
- Recognition at the 2025 Heart of Habitat Gratitude Gala.
- Five (5) volunteer days\* for employees, clients, or vendors (up to ten (10) people per day). with t-shirts for each volunteer, photography, and a digital album provided.

### **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:**

- Logo on program construction signage.
- A minimum of five (5) promotional mentions on Habitat Capital Region website, digital media, e-newsletter, print communications, and Annual Report.
- Recognition at the 2025 Heart of Habitat Gratitude Gala.
- Three (3) volunteer days\* for employees, clients, or vendors (up to ten (10) people per day). with t-shirts for each volunteer, photography, and a digital album provided.

# 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 - \$25,000**

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:**

- Logo on program construction signage.
- A minimum of five (5) promotional mentions on Habitat Capital Region website, digital media, e-newsletter, print communications, and Annual Report.
- Recognition at the 2025 Heart of Habitat Gratitude Gala.
- Three (3) volunteer days\* for employees, clients, or vendors (up to ten (10) people per day). with t-shirts for each volunteer, photography, and a digital album provided.

### **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:**

- Two (2) volunteer days\* for employees, clients, or vendors (up to ten (10) people per day).
- A minimum of three (3) promotional mentions on Habitat Capital Region website and digital media.
- Listing in our Annual Report.



# 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 program signage (excludes ramps.)
- Three (3) volunteer days\* for employees, clients, or vendors (up to ten (10) people per day). with t-shirts for each volunteer, photography, and a digital album provided.
- A minimum of five (5) promotional mentions on Habitat Capital Region website, digital media, e-newsletter, print communications, and Annual Report.
- 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.



# 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.
- 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 -



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**Habitat for Humanity Capital Region**



# Event Opportunities

## Heart of Habitat Gratitude Gala

Volunteer Appreciation Event | Date is TBD

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 (Exclusive)

As a thank you, please enjoy:

- Priority recognition as Presenting Partner on all event marketing materials and during event.
- Two (2) volunteer days\* for employees, clients, vendors (up to ten (10) people per day) with t-shirts for each volunteer, photography, and a digital album provided.
- Up to two (2) VIP reserved tables for eight (8) per table at event (sixteen (16) people total).
- Corporate logo usage in promotional mentions and materials, including Habitat Capital Region e-invitations, website, digital media, and print communications.
- 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 printed and digital event marketing materials.
- One (1) volunteer days\* for employees, clients, vendors (up to ten (10) people per day) with t-shirts for each volunteer, photography, and a digital album provided.
- Up to one (1) VIP reserved tables for eight (8) per table at event (eight (8) people total).

# Event Opportunities

## ♥ Venue Partner - \$7,500

As a thank you, please enjoy:

- Logo as Venue Partner on all printed and digital event marketing materials.
- Up to one (1) reserved tables for eight (8) per table at event (eight (8) people total) with pre-event VIP party invite.

## ♥ Match Partner - \$5,000

Provide a matching opportunity to motivate giving!

As a thank you, please enjoy:

- Logo as Match Partner on all digital and printed event marketing materials, including giving materials.
- Six (6) event tickets with pre-event VIP party invite.

## ♥ Dinner Partner - \$2,500

As a thank you, please enjoy:

- Corporate name as Dinner Partner on all digital and printed event marketing materials.
- Four (4) event tickets with pre-event VIP party invite.

## ♥ Awards Partner - \$1,000

As a thank you, please enjoy:

- Corporate name as Awards Partner on all digital and printed event marketing materials.
- Two (2) event tickets with pre-event VIP party invite.







# Event Opportunities

## Community Build Events

**Women Build, date is TBD | Veterans Build, date is TBD**

Community Build Events create a space where people identifying as women, veterans, LGBTQ+, and other demographics can comfortably learn new skills with their peers.

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.

### **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. 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 Community Build Event for employees, clients, or vendors (up to fifteen (15) people) with t-shirts for every volunteer provided.
- Corporate name on all digital and printed event marketing materials with a minimum of one (1) promotional mention on Habitat Capital Region digital media.
- Invitation to a project blessing and/or the home dedication.
- Listing in our Annual Report.

\*For \$2,500, add a commemorative hard hat and year sticker for each person, receive corporate logo recognition on digital and print event marketing materials, and enjoy a minimum of two (2) promotional mentions on Habitat Capital Region digital media in addition to the benefits above.

# 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.

## Partnership Benefit Information

\* Volunteer days may be scheduled with Habitat Capital Region's Volunteer Program Coordinator ([volunteer@habitatcr.org](mailto: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 for general volunteer opportunities.

### **Our reach**

Estimated print newsletter distribution - 3,150

Estimated email distribution - 7,600

### **Habitat Capital Region social media following as of July 2024**



Main page: 4,864 followers  
ReStore page: 1,452 followers



918 followers



2,521 followers




























434 followers

**Habitat for Humanity Capital Region**















# Partnership Benefit Information

## PROGRAM PARTNERSHIP BENEFITS

|   | \$100,000+  | \$50,000+   | \$25,000+   | \$15,000+   | \$10,000+   | \$5,000+  |
|---|---|---|---|---|---|---|
| Speaking opportunity at project events              |    |    |   |   |   |   |
| Media release mention                               |    |    |   |   |   |   |
| Recognition at Heart of Habitat Gratitude Gala 2025 |    |    |    |   |   |   |
| Photography at volunteer days with digital album    |    |    |    |   |   |   |
| Your logo on program construction signage           |  |  |  |   |   |   |
| Volunteer days (with t-shirts for every volunteer)  | 10  | 5   | 3   | 2   | 1   | 1   |
| Minimum number of promotional mentions              | 10  | 5   | 5   | 3   | 2   | 1   |
| Featured on HFHCR website                           |  |  |  |  |  |  |
| Listing in our Annual Report                        |  |  |  |  |  |  |

## HEART of HABITAT

| HEART OF HABITAT PARTNERSHIP BENEFITS               |   |   |   |   |   |
|---|---|---|---|---|---|
|   | \$15,000 PRESENTING PARTNER<br>EXCLUSIVE  | \$10,000+ WELCOME HOME PARTNER  | \$7,500+ VENUE PARTNER  | \$5,000+ DINNER PARTNER   | \$2,500+ SOCIAL HOUR PARTNER<br>\$1,000+ SERVICE PARTNER                            |
| Recognized as presenting partner on all collateral  |    |   |   |   |   |
| First right of acceptance for next year's event     |    |   |   |   |   |
| Volunteer days with photography & digital album     | 2   | 1   |   |   |   |
| Number of reserved seats                            | 16  | 8   | 8   | 6   | 2   |
| Recognition in emails & on Heart of Habitat webpage | logo  | logo  | logo  | logo  | name  |
| Social media mentions                               |  |  |  |  |  |
| Listing in our Annual Report                        |  |  |  |  |  |



**Upon review, please follow up with us at:**

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