



real estate build

presented by



*First American
Title Insurance Company*



It takes a community ...



...to BUILD a Community



“Real Estate Build” Sponsorship Proposal

The house that Real Estate Built

As professionals in the Real Estate Industry , you know that homeownership matters to individuals, families, and communities. It matters because it provides a foundation for growth for families and children, and it strengthens communities and our economy.

Through Habitat for Humanity of Greater Sacramento and this special project, you have the unique opportunity to come together with partners in the industry and help make the dream of homeownership a reality for a local low-income family and help change their lives forever.

To see the impact of our program and hear directly from other local families whose lives have been changed from our program, click the video below or visit <http://bit.ly/28Q222M> (please note, the link will open to a new window in YouTube)



About the Avenues Project



The Avenues Project will be a 5-home Habitat development in South Sacramento. It will be our second largest multi-unit development in Habitat Greater Sacramento's 30 year history and will be located between Martin Luther King Blvd and 43rd Ave.

The land is currently vacant and was provided, along with the underground infrastructure for the entire project, through a partnership with the Sacramento Housing Redevelopment Agency (SHRA).

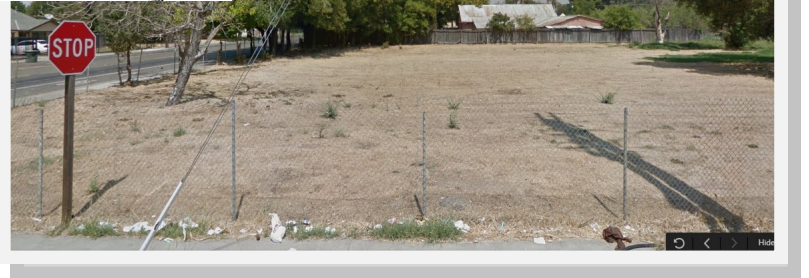
All 5 homes will be built to the highest level of LEED building standards to provide added sustainability for the future Habitat homeowners.

The entire project will take roughly two years from the start of above ground construction and require \$750,000 in in-kind and financial sponsorships.



About the Homes

43rd Avenue -



The homes in the Avenues will be 4-bedroom, 2 –bath, 2-story homes that will be built to LEED Platinum Standards to provide added sustainability for the low-income families who will eventually live there.

In addition to other LEED features, the homes will include drought tolerant landscaping, solar panels, and will have ratings that are 20-25% higher than current California Title 24 standards require.

Each partner family will put in 500 hours of sweat equity alongside volunteers and then purchase the home through a 0% interest, 30-year mortgage.

The avenues project will begin in the late summer of 2017 and take a little under 2 years to complete.



The Future Family



The future families of “The Avenues Project” have still to be officially assigned (families must first hit 100 hours of sweat equity before receiving their home assignment).

The families that will be selected for this home, like all our Habitat partner families, will be a local, low-income family of 4-8 that is making an income (possibly working 2-3 minimum wage jobs to make ends meet), but not able to afford a home through conventional means.

The families will have qualified for the home based on need such as:

- Substandard conditions (mold, rodent infestation, electrical issues, etc.)
- Over-crowded (such as a family of four living in a one-bedroom apartment).

The families will also have to be willing partner with us and work for their dream of homeownership by putting in 500 hours building their future home and the future homes of their neighbors. They will also pay the full cost of their home through a 30-year, 0% interest mortgage.

To get to know the types of families we serve, visit www.youtube.com/sachabitat



Join us

What we do here at Habitat is more than just building and repairing homes for a family in need, it's about building and restoring hope both for low-income families and our community at large— and we would like to invite you, your partners, and your connections to be a part of that.

As such, Habitat for Humanity of Greater Sacramento, Inc. (HFHGS) is requesting your support in the form of a home sponsorship for our very first and very special “Real Estate Build”.

Since September 1985, Habitat Greater Sac has been operating in Sacramento County as a 501(c)(3) non-profit corporation (tax id# 68-0085804) and local affiliate of Habitat for Humanity International (HFHI). In the past 30 years, through local support, we have built 133 homes for qualified Sacramento and Yolo Counties and engaged well over 30,000 volunteers.

Formally Sacramento Habitat for Humanity, our affiliate recently merged with the affiliate in Yolo County to serve both Sacramento and Yolo Counties. In addition to increasing our service area, we have also added additional programs to better serve the needs of the community, such as our Neighborhood Revitalization and homeowner repairs program.

Habitat Greater Sac builds and repairs homes for very-low and low-income Sacramento and Yolo County families. These homes are typically located in the redevelopment areas of Sacramento and Yolo County – Del Paso Heights, Florin, Oak Park, and the Bryte and Broderick areas of West Sacramento.

In 2009 we established our Leadership in Energy and Environmental Design (LEED) building program. Since then we have completed over 30 LEED certified homes, all at the Gold or Platinum level. In 2010 Habitat Greater Sac began working with the Sacramento Housing and Redevelopment Agency (SHRA) to rehab foreclosed homes. This past September ago, we completed construction of the most ambitious project in our history— our 14-unit Indian Lane development. With its combination of affordable housing and being a Transit-Oriented Development (located across the street from Florin Road Light rail) with 14 LEED Platinum homes—it was not only a first for us, but for all of Sacramento County. Lastly this past year, we also launched our Home Repair Program devoted to helping elderly, disabled, low-income homeowners stay in their homes.

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Through our homeownership program, Habitat Greater Sac provides its homebuyers with a no down payment, zero interest mortgage which is amortized over 30 years. Our first-time homebuyers are prequalified - their incomes must fall within the 30% to 60% of local HUD-determined Area Median Incomes (AMI). As an example, a family of four with income in this range would be earning between \$21,450 and \$42,900 annually (before taxes). Additionally, Habitat families qualify based on a need for housing, meaning they are living in conditions that are either substandard or overcrowded or they must be paying 50% or more of their monthly income on housing expenses. Those who qualify for these homes must also meet credit criteria and are required to perform 500 hours of volunteer work on their homes or other Habitat homes. In Sacramento and Yolo Counties, the need for affordable housing for low to very low income families is ever increasing. According to the 2010 US Census, there were over 36,000 low income families in Sacramento County alone living in substandard housing. Habitat Greater Sac is the **only** builder of affordable housing which builds specifically for families falling into the 30% to 60% of AMI range. If it were not for Habitat Greater Sac, these families would never be able to afford home ownership in Sacramento and Yolo Counties.

- **Funds Needed:** Each HFHGS home costs approximately \$200,000 to build. Habitat Greater Sac requires \$150,000 of home sponsorship funding for each home before we will start construction. The remaining funds needed to complete a home are provided by on-going fundraising activities, our ReStore operation and our mortgage portfolio.

We are currently looking for home sponsors for “The Avenues Project”, a multi-home project in South Sacramento and hope you will consider spearheading the “Real Estate Build” and helping make it possible for us to raise \$150,000 for one of the homes on the project that will begin in the second stage of construction during the fall of 2017.

Thank you for your consideration. We are hopeful to have the opportunity to work together to build a stronger community and bring people from all different professions and walks of life together to build hope, community, and a home for a local family in need.

For questions or to learn more, please contact:

Leah Miller, Director of Development

LMiller@HabitatGreaterSac.org

(916) 440-1215 ext. 1131

www.HabitatGreaterSac.org



Habitat for Humanity of Greater Sacramento brings together corporations, individuals, and communities to build and repair hope and homes and revitalize neighborhoods.

Home Sponsors provide the vital funding to build a home for a local family in need. Becoming a Home Sponsor with Habitat is a unique opportunity for your organization to invest in and build visibility within the community while building your comradery and goodwill.

Habitat Home Sponsors not only build homes, they change lives.



INVEST

In your community

#SacRealEstateBuilds Sponsorship Benefits

Levels

Home Sponsorship Benefits

Community Impactor \$150,00

- Opportunity for your company to be co-branded with the Harris Poll EquiTrend 2016 #1 “Most Trusted” and “Most Loved” nonprofit brand in America by being featured in a 30-second PSA Commercial which will air across 66 consolidated cable TV networks over 600 times in one month and reach over 90,000 people in Sacramento and Placer County.
- Interview opportunities with corresponding media and news coverage surrounding the build.
- Opportunity to be speak, be featured in, and have full access to project video which will be circulated throughout and after the project.
- Full-color logo and exclusive placement as the presenting sponsor on signage and banner.
- Company groundbreaking ceremony.
- Opportunity to participate in the wall-raising event during build kickoff.
- Opportunity to speak and present the keys to the family during the Home Dedication Ceremony.
- Feature article in Habitat Greater Sacramento’s newsletter sent to over 40,000 supporters.
- Unlimited build days on the project for up to 300 of your employees, partners, and guests. (Up to 30 build days with 10-15 volunteers per day)
- Receive 300 customized Real Estate Builds T-Shirts.
- Habitat provides your volunteers with lunch at the build site up to 10 times.
- Two VIP Tables including VIP Reception and event tickets for 20 at the Annual “Hard Hats & High Heels Gala” in April of 2017.
- Opportunity to stand and be recognized as a Community Impactor at the “Hard Hats & High Heels Gala” in April of 2017.
- Full page Ad in the program for both the Annual “Hard Hats & High Heels Gala” and Hammy Awards Dinner.
- Plaque with your logo and the photo of the family and the home.
- Meet the future homeowner at the build kickoff.
- Recognition award as a Community Impactor at our annual Hammy Awards dinner and the opportunity to speak.
- Listed as a 2016 Community Impactor Home Sponsor on our website.
- Receive primary media and public relations coverage at milestone build events highlighting your sponsorship of this project.
- Full use of the Habitat Greater Sacramento logo and name.





Home Builder \$75,000

- Opportunity for your company to be co-branded with the Harris Poll EquiTrend 2016 #1 “Most Trusted” and “Most Loved” nonprofit brand in America by being featured in (along with possibly 1 other partner) 30-second PSA Commercial which will air across 66 consolidated cable TV networks over 600 times in one month and reach over 90,000 people in Sacramento and Placer County.
- Interview opportunities with corresponding media and news coverage surrounding the build.
- Opportunity to be speak, be featured in, and have full access to project video which will be circulated throughout and after the project.
- Full-color logo prominently displayed on sponsorship area of signage and banner.
- Opportunity to participate in the groundbreaking ceremony
- Opportunity to participate in the wall-raising event during build kickoff.
- Opportunity to speak and participate as a gift giver during the Home Dedication Ceremony.
- Full page article in Habitat Greater Sacramento’s newsletter sent to over 40,000 supporters.
- Build days on the project for up to 150 volunteers. (Up to 15 build days with 10-15 volunteers per build day)
- Habitat provides lunch for your volunteers at the build site up to 5 times.
- Receive 150 customized Real Estate Builds T-Shirts.
- Habitat provides your volunteers with lunch at the build site up to 5 times.
- VIP Table including VIP Reception and Event tickets for 10 at the Annual “Hard Hats & High Heels Gala” in April of 2017,
- 1/2 page ad in the program for both the Annual “Hard Hats & High Heels Gala” and Hammy Awards Dinner.
- Plaque with your logo and the photo of the family and the home.
- Meet the future homeowner at the build kickoff.
- Recognition award as a project supporter at our annual Hammy Awards dinner and the opportunity to speak.
- Listed as a 2016 Home Builder Sponsor on our website.
- Prominent recognition in all media alerts.
- Full use of the Habitat Greater Sacramento logo and name.





Future Framer \$50,000

- Interview opportunities with corresponding media and news coverage surrounding the build.
- Opportunity to be speak, be featured in, and have full access to project video which will be circulated throughout and after the project.
- Full-color logo prominently displayed on sponsorship area of signage and banner.
- Opportunity to participate in the groundbreaking ceremony
- Opportunity to participate in the wall-raising event during build kickoff.
- Opportunity to participate as a gift giver during the Home Dedication Ceremony.
- Included in article in Habitat Greater Sacramento's newsletter sent to over 40,000 supporters.
- Build days on the project for up to 100 volunteers. (Up to 10 build days with 10-15 volunteers per build day)
- Receive 100 customized Real Estate Builds T-shirts and hats.
- Memoir with your logo and the photo of the family and the home.
- Meet the future homeowner at the build kickoff.
- Recognition award as a Future Framer at our annual Hammy Awards dinner.
- Listed as a 2016 Sponsor on our website.
- Recognition in all media alerts.
- Opportunity to co-brand with the Harris Poll EquiTrend 2016 #1 "Most Trusted" and "Most Loved" nonprofit brand in America with full use of the Habitat Greater Sacramento logo and name.
- Full use of the Habitat Greater Sacramento logo and name.



Wall Raiser \$25,000

- Interview opportunities with corresponding media and news coverage surrounding the build.
- Opportunity to be speak, be featured in, and have full access to project video which will be circulated throughout and after the project.
- Full-color logo prominently displayed on sponsorship area of signage and banner.
- Opportunity to participate in the groundbreaking ceremony
- Opportunity to participate in the wall-raising event during build kickoff.
- Opportunity to participate as a gift giver during the Home Dedication Ceremony.
- Included in article in Habitat Greater Sacramento's newsletter sent to over 40,000 supporters.
- Up to 7 build days on the project for up to 10 volunteers each day.
- Memoir with your logo and the photo of the family and the home.
- Meet the future homeowner at the build kickoff.
- Recognition award as a project supporter at our annual Hammy Awards dinner.
- Listed as a 2016 Sponsor on our website.
- Recognition in all media alerts.
- Opportunity to co-brand with the Harris Poll EquiTrend 2016 #1 "Most Trusted" and "Most Loved" nonprofit brand in America with full use of the Habitat Greater Sacramento logo and name.
- Full use of the Habitat Greater Sacramento logo and name.

Roof Raiser \$10,000

- Opportunity to be a part of this inaugural project in your community and co-brand with the Harris Poll EquiTrend 2016 #1 “Most Trusted” and “Most Loved” nonprofit brand in America with full use of the Habitat Greater Sacramento logo and name.
- Opportunity to be featured in, and have full access to project video which will be circulated throughout and after the project.
- Full-color logo prominently displayed on sponsorship area of signage and banner.
- Opportunity to participate in the groundbreaking ceremony
- Opportunity to send one representative to participate in the wall-raising event during build kickoff.
- Opportunity to participate as a gift giver during the Home Dedication Ceremony.
- Included in article in Habitat Greater Sacramento’s newsletter sent to over 40,000 supporters.
- 5 build days on the project for up to 10 volunteers each day.
- Memoir with your logo and the photo of the family and the home.
- Meet the future homeowner.
- Recognition award as a project supporter at our annual Hammy Awards dinner.
- Listed as a 2016 Sponsor on our website.
- Recognition in all media alerts.
- Full use of the Habitat Greater Sacramento logo and name.

Foundation Builder \$5,000

- Opportunity to be a part of this inaugural project in your community and co-brand with the Harris Poll EquiTrend 2016 #1 “Most Trusted” and “Most Loved” nonprofit brand in America with full use of the Habitat Greater Sacramento logo and name.
- Access to build video featuring all of our supporters of the project.
- Full-color logo prominently displayed on sponsorship area of signage and banner.
- Opportunity to participate as a gift giver during the Home Dedication Ceremony.
- Included in article in Habitat Greater Sacramento’s newsletter sent to over 40,000 supporters.
- 3 weekday build days on the project for up to 10 volunteers each day.
- Photo of your team on the jobsite.
- Meet the future homeowner.
- Recognition as a project supporter at our annual Hammy Awards dinner.
- Listed as a 2016 Sponsor on our website.
- Recognition in all media alerts.
- Full use of the Habitat Greater Sacramento logo and name.





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Real Estate Build Pledge Form

Thank you for supporting Habitat for Humanity of Greater Sacramento and being a part of this very special project which will bring together professionals in the real estate industry to build hope and homes for a family in need in our community!

Sponsorship Pledge Level:

☐ \$150,000 ☐ \$75,000 ☐ \$50,000 ☐ \$25,000 ☐ \$10,000 ☐ \$5,000
\$_____ (other)

Company Name _____

Contact Person/Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Website: _____ Twitter Tag: _____

Method of Payment (check one)

☐ PLEDGE (Invoice me at a later date. Donations due by 5/1/17)

☐ Check enclosed is a check in the amount of \$ _____

Please make check payable to Habitat for Humanity of Greater Sacramento
819 North 10th Street Sacramento, CA 95811

☐ Charge Credit Card (circle one) VISA MasterCard AMEX Discover

Card Number _____ Exp. Date _____ Security Code _____

Signature _____

☐ Will make payment online at www.HabitatGreaterSac.org/DONATE

Pledges over \$10,000 who wish to be included in the announcement video due by 10/21/2016.

All pledge sheets due by 12/1/2016. Donations due no later than 5/1/2017.

Please scan and email forms to Leah Miller, Director of Development at LMiller@HabitatGreaterSac.org
or print and mail to Habitat for Humanity of Greater Sacramento 819 North 10th Street Sacramento, CA 95811. Contact Leah Miller with any questions at (916) 440-1215 ext. 1131

www.HabitatGreaterSac.org/RealEstateBuild

#SacRealEstateBuilds