

Habitat for Humanity - MetroWest/Greater Worcester

Wayland-MetroWest Area

Leadership Underwriting Opportunities



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Affordable Housing Underwriting Opportunities for the Wayland Habitat for Humanity Development Project

Habitat for Humanity MetroWest/Greater Worcester (HFH – MWGW) is a non-profit, ecumenical, Christian organization dedicated to making shelter a matter of conscience. Our mission is to build simple, decent, affordable houses and sell them interest-free at no profit to low-income families seeking adequate housing. The families contribute 400-500 sweat equity hours towards their home and/or other Habitat projects.

We fulfill our mission by joining those who require assistance in partnership with corporations, foundations, individual donors, volunteers and staff who are willing to provide *a hand up – not a hand out* – to a better life. Working together, these partnerships build new homes, new relationships and a new sense of community.

Our Affordable Housing Underwriting program addresses the problem of poverty housing, providing a positive solution and offering a wealth of benefits to organizations, including tax deductions, high-visible public relations and a positive effect on company morale. United in an effort to help those in need, our program offers your employees the opportunity to grow, bond and experience positive feelings that are carried back to the workplace.

WAYLAND/METROWEST HABITAT HOMES

- Construction plans call for four single-family homes in two duplex structures on 3.03 acres of land donated by the Town of Wayland. There will be two construction phases, one for each duplex. The homes will be developed as clusters to maximize open space.
- Groundbreaking for first duplex is planned for Spring, 2012 with construction completion expected for Spring, 2013; second duplex, groundbreaking planned for Spring, 2013 with construction completion for Spring, 2014.
- The design of the project is one duplex consisting of a three-bedroom unit and a four-bedroom unit; second duplex, a two-bedroom unit and a three-bedroom unit. All four homes will be energy efficient and will obtain Energy Star certification.
- The land, located on Stonebridge Road, Wayland, was donated to Habitat by the Town of Wayland.
- Project Committees are currently being formed to provide local leadership to the project.
- The total development cost is estimated at \$650,000.

INVESTMENT IN THE COMMUNITY

As an Affordable Housing Underwriter, your organization will serve as a leader and an example for other businesses that wish to make a difference. Your financial gift and volunteer labor contribution are responsible investments in the community. The impact of your gift is both immediate and enduring. In addition, Habitat has shown that owning a home means more than a roof over someone's head. Over time, Habitat homeowners help to diversify the local community and in so doing, strengthen the social and financial fabric of the community.

Owning a decent, affordable home has been proven to:

- Lift families out of the cycle of poverty
- Help ensure a child's educational success
- Improve a family's health and physical safety
- Grow a sense of dignity and pride
- Advance job prospects and performance

UNDERWRITING LEVELS

Becoming a Leadership Underwriter in Wayland is both a perfect way to partner with HFH-MW/GW to improve the life of a family and promote a sense of community and teamwork as well as to provide an investment in the local community. By underwriting a HFH-MW/GW home, your organization will make a difference in the Wayland community that is visible and well-publicized. You will enhance your commitment to the MetroWest communities while creating visibility and good will for your organization. We offer the sponsoring organization an opportunity to provide leadership experience for its members or employees, and the opportunity to create pride in the sponsoring organization.

Underwriters include corporations – large and small - professional and community organizations, foundations, faith-based communities, and individuals who contribute leadership gifts.

\$150,000 + Community Builder: *Full House Sponsor (1)*

A Full House Sponsor makes a family's dream a reality. Only one full house sponsorship is available per home. We will provide your organization a customized package that generously meets your public relations and volunteer needs.

\$75,000 + Master Builder: *Half House Sponsor (2)*

Two Half House Sponsorships are available at this level. As a Master Builder, the partnering organization shares in the building of one Habitat home, working together to provide financial support and donate labor to the Build. We will provide your organization a customized package that generously meets your public relations and volunteer needs.

\$50,000 + Platinum: *Third-House Sponsor (3)*

By contributing at the Third-House Sponsor level, the partnering organization makes a significant contribution to the family's dream of homeownership. Sponsors are encouraged to be part of the home building process, providing volunteer labor through their employees or members:

- Sponsor recognition on HFH-MW/GW website homepage with company link provided
- Press Release announcing sponsorship
- Name and Logo on all marketing materials related to the Wayland Build
- Article in direct mailing announcing sponsorship
- Recognition and Participation in Groundbreaking and Dedication Ceremonies
- Site signage with Name and logo
- Online Photo Gallery featuring 8+ employee Build days
- Leadership position on our Board of Directors

\$25,000 + Gold: *House Co-Sponsor (6)*

As a House Co-Sponsor, the partnering organization shares in the building of one Habitat home. Up to six sponsoring groups work together at this level to provide financial support and donate labor to the project:

- Sponsor recognition on HFH-MW/GW website with company link provided
- Press Release announcing sponsorship
- Logo on all marketing materials related to the Wayland Build
- Article in direct mailing announcing sponsorship
- Recognition at Groundbreaking and Dedication Ceremonies
- Site signage with Name and logo
- Online Photo Gallery featuring 6 employee Build days

\$10,000 + Silver: Wall Raiser Sponsor (unlimited)

The walls represent one of the most physically and symbolically important aspects of the homebuilding process. The Wall Raiser provides the monetary resources to secure materials for the walls of the house as well as contributes labor to the process:

- Press Release announcing sponsorship
- Logo/link on HFH-MW/GW website Sponsor page
- Recognition at Groundbreaking and Dedication Ceremonies
- Site signage with logo
- Online Photo Gallery featuring 4 employee Build days

\$5,000 +Bronze: Roof Raiser Sponsor (unlimited)

Without the roof, a home cannot provide the necessary shelter to raise a family. By participating at this important level, your contribution covers the cost of the roof and the volunteers needed to install it:

- Logo/link on HFH-MW/GW website Sponsor page
- Recognition at Groundbreaking and Dedication Ceremonies
- Site signage with logo
- Online Photo Gallery featuring 2 employee Build days

ADDITIONAL OPPORTUNITIES TO SUPPORT THIS PROJECT:

Corporate Donations – Planned Giving – Donate Securities– Donate Real Estate

Donate Materials: Lumber, Drywall, Flooring, Roofing, Plumbing Supplies, Electrical Supplies, Tools, Cabinets/Counters

Donate Labor: Foundation, Excavation, Framing, Plumbing, Electrical, Flooring, Carpentry, Landscaping

EIGHT REASONS TO BECOME AN UNDERWRITER

1. Invest in Local Community
2. Strengthening Communities improves Business
3. Give Back to your Community
4. Increase Corporate Awareness
5. Improve Employee Morale
6. Enhance Your Corporate Brand
7. Be a Positive Influence on the Future and for other businesses
8. Promote your organization

