



Habitat
for Humanity®
of Kent County

building community

Impact Report

2017

Building Homes. Changing Lives.

Everything about this work we do together amazes me. I am moved every time homebuyer families share their example of tenacity and faith. The way this community comes together to help build homes every day, with people who may never have picked up a hammer in their lives, astounds me. I am deeply inspired by you and your faithful support of Habitat Kent's mission.

In 2018, Habitat Kent will be 35 years old. Today we are seeing the second generation impact of Habitat's work in Kent County. Habitat kids from two decades ago are grown and we are hearing the most remarkable stories of how their lives were changed because their parents worked hard for stable, safe, healthy homes.

When I reflect on our history, and this past year in particular, I see a thread woven through the months and years and days that unites all of our work. It is this: **at Habitat, every one of us is building something greater than any one of us could imagine.**

Through your encouragement and support, you've elevated the foundation of our work and encouraged us to pursue innovative solutions so even more people can achieve safe, stable, and affordable housing in our community. You've come out to job sites, worked alongside homebuyer families, and contributed from your resources to make this work possible.

In this past year, we've achieved some pretty impressive milestones together!

- Earlier this year, we broke ground on our 400th home!
- We've scaled up our housing impact through a new four unit complex on Grand Rapids' west side, our Catholic United Build
- Governor Snyder presented Habitat Kent with the 2016 Governor's Energy Excellence Award for our partnership with Grand Rapids Public Schools Academy of Design + Construction students
- MiBiz honored us with the 2017 Best Managed Large Nonprofit award
- The Green Building Council named us a LEED Power Builder, recognizing our innovation, consistency, and



Aaron Van Soest, outgoing board chair, BriAnne McKee, Executive Director, and Mark Mossing, incoming board chair.

efficiency in green building practices

- We earned the Institutional Challenge to Achieve Racial Equity (ICARE) credential from the Partners for a Racism-Free Community
- And we released site plans for Plaza Roosevelt—a neighborhood-driven housing, education, health, and arts development, based on the hopes and dreams of the residents of the Roosevelt Park Neighborhood.

Each year when we take a moment to reflect on our past, I am amazed by the blessings that are generously bestowed upon Habitat Kent. These blessings help make our mission of demonstrating God's love, bringing people together and building homes, communities and hope a reality. Every day, we see our faith – the assurance of things hoped for, the conviction of things not seen – bear fruit.

I hope this impact report encourages you and demonstrates just how critical your support is to Habitat's mission. I'm excited to share how you can help us be bold moving forward into new strategies and challenges in the coming year, and I remain humbled by the commitment and trust you've given us to carry out our mission of bringing people together.

Together, we are building something so much greater than any of us can imagine. Heartfelt and deep gratitude to you for joining us. The future is bright!

Onward,

A handwritten signature in black ink, appearing to read 'BriAnne McKee'.

BriAnne McKee
Executive Director

how many homes have you built?

If you started volunteering or giving to Habitat Kent in...

2009-Present

2000-2008

1991-2000

1983-1990

...then you've helped build

100 150 200 400
homes!



Multiply your number by three! An average Habitat family has three children — so if you've helped build 200 homes — you've changed the lives of 600 children.

meet our 400th homebuyer family

Amadou & Housseinatou

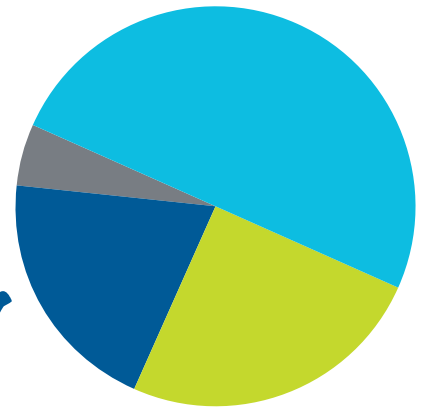


"I like doing everything because I get to learn so much." — Amadou

Originally from Cameroon, Amadou (pictured), his wife, Housseinatou, and their twin boys, are eager to start their new life in a Habitat home. The family makes time for sweat equity despite hectic schedules. Amadou is working full time, finishing English as a second language classes, and volunteering his finance skills at another non-profit. Housseinatou currently stays at home with their two young sons, but she has plans to go back to school in the future.

fiscal year financials (2016)

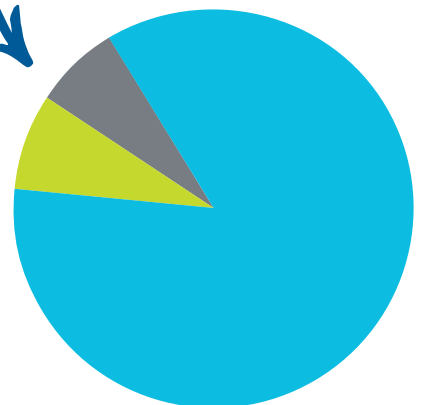
Support & Revenues



- Unrestricted contributions, sponsorships, revenues, grants, and in-kind donations – **50%**
- Revenue related to home sales – **25%**
- ReStore revenues – **20%**
- Other revenue – **5%**

Thanks to your commitment to shopping at and donating to ReStore, 100% of your cash contributions support Habitat Kent's construction and programs.

Expenses



- Construction/program costs – **85.1%**
- Fundraising costs – **7.7%**
- Administration costs – **7.2%**



Candy is the daughter of a Habitat homebuyer. She grew up in a house just around the corner from Habitat Kent's headquarters in the Roosevelt Park Neighborhood.

"My mom is the strongest woman I know. I am who I am because of her."

Candy's family immigrated to the United States from the Dominican Republic when she was five years old. For Candy's parents, finding a place to live that was affordable and healthy for their six children was a challenge.

"My mother is very go-getter, and she's willing to do anything, risk anything to make sure that we had a better life than what they did."

After learning about Habitat Kent's homeownership program, Candy's mother applied and was accepted into the program to build and purchase a home in the Roosevelt Park Neighborhood.

"She saw where the community was going, and where the neighborhood was going," Candy said. "And at that moment I didn't understand the grand scheme of things. I didn't really know the value of it, or what it all meant."

But growing up in a healthy, safe, and stable home and seeing her parents build that home, solidified a trait in Candy's life.

"I feel that has provided the drive in me, to continue to provide an even better life for my children."

Candy now has a career, a family and owns a home of her own—all things that she attributes to experiencing her parents' journey and growing up in the Roosevelt Park Neighborhood.

"What Habitat is doing, I think that it's going to create that sense of community, and a sense of belonging, I think I understand the importance of being a part of your neighborhood, and not just living in it."

Candy now brings her three-year-old son to Grandma's house where he runs around the same manicured garden and green grass she did as a child. Candy's been called a "dreamer," but she understands that her dreams were a legacy passed down from her parents.

"I think that as immigrants my parents were dreamers, too. And they left everything that they knew—their culture, their language, not knowing any English at all, everything—to come here just for us. Just for their children." ■

impact by
the numbers



2016 volunteer numbers

56,972

volunteer hours

4,150

volunteers

188

volunteer groups from corporations, churches, schools, and community organizations built 15 Habitat Kent homes



veteran program

14

repairs in 2016

1+2

veteran builds completed + started in 2016

80

colleagues from Habitat affiliates around the country traveled to Grand Rapids to learn about our Veteran Program and best practices for working with veteran partners



inspired to give back

If you've volunteered with Habitat Kent or have been around our office the past year, you'll instantly recognize the contagious laughter and smile of Rodney.

Rodney and his two sons, Samuel and Rodney, moved into their new home this past year.

Both boys were thrilled to have their own rooms and plenty of space to play with Dad—especially the basement. Samuel started attending Grand Rapids Public Schools' CA Frost Environmental Science Academy and is excited to share his new home with friends.

After a yearlong process of working third shift, taking care of his boys, and earning sweat equity hours, Rodney is thankful and relieved to finally have his own home.

"Habitat gave me a direct path to the American dream," Rodney said.

Rodney served in the U.S. Army in the first Gulf War. His home is the seventh completed Veteran Build, which is one part of Habitat Kent's Veteran Program that empowers the local veteran community through homeownership, home repair, and fellowship.

"This is a battle. It's not over just because our service is over. Now the second part begins," Rodney said. "That's where the civilians can help out a lot."

Rodney said that these experiences will inspire his boys to give back and he expects that they will all be Habitat volunteers in the future.

"It made me a homeowner, but it made me a volunteer at Habitat for life," Rodney said. "It gives [my boys] a perspective, it gives them hope." ■



being part of the change

Gerol and her family have seen many changes in the Roosevelt Park Neighborhood during the last quarter century. Once a community that had a magnifying glass on it for the wrong reasons, Gerol sees a bright future for her neighborhood.

“I’m proud of it. It’s transforming but it’s still staying true to this area.”

This past year Gerol joined the Plaza Roosevelt Resident Partner Committee, which is a neighborhood voice in a new development project led by Habitat Kent.

“I like the fact that you’re actually heard when you go [to the committee meetings],” Gerol said. Her involvement in the committee happened naturally due to her activism in the community and her trusted voice.

Gerol said that sometimes community development can happen with the best intentions but doesn’t actually meet the needs and dreams of the people living in a neighborhood.

In 2013 and 2016, Habitat Kent surveyed the residents of the Roosevelt Park Neighborhood to measure how residents felt about their neighborhood and learn more about the changes they wanted to see. Eighty-five percent of people surveyed stated that they wanted to continue to live in the neighborhood and 49 percent of those surveyed participated in a neighborhood event in 2016.

“I had an underlying fear that we’d get lost in the growth,” Gerol said. “One of the ways to help that is to have organizations like Habitat where the communication is open and they’re listening and we’re all working towards similar goals and trying to accomplish what’s going to be important for the residents.”

Along with other residents, Gerol is passionate about how everyone can be involved in creating a bright future for Roosevelt Park Neighborhood.

“I see this community as a vibrant spark. My dream is to see us grow and enhance but remain true to what this community’s about.”



**Plaza
Roosevelt**

Building with Neighbors.

We know what one safe, stable, affordable home can do: improve financial stability, make education accessible, improve health & wellness, build networks and support systems, strengthen neighborhoods, and impact the local economy.

But what if Habitat looked beyond the four walls of one home, and explored how we could realize these outcomes in an entire neighborhood?

For the past 4 years, Habitat Kent has been engaging Roosevelt Park neighbors around this question. Now, seven organizations have partnered with Habitat and neighborhood residents to build Plaza Roosevelt, which will bring expanded education, healthcare, affordable housing and other programming to a 5.5-acre site along Grandville Avenue.

To learn more visit plazaroosevelt.org

stewarding resources

building more

Higher density housing: it's an important part of Habitat Kent's future, especially as we stay close to the city where future Habitat homeowners have easier and more affordable access to transportation, jobs, education and retail. This type of housing is part of the answer to one of the problems that keeps us up at night: how can we stretch resources further while giving more families the opportunity for homeownership?

This year, on the west side of Grand Rapids, Habitat Kent broke ground on a four-unit townhome-style condominium. It's the first multi-unit development we've built in years, and has required flexibility, adaptability and a lot of learning.

Habitat Kent families who are purchasing one of the four units are taking classes on self-governance and conflict resolution, in addition to the other sweat equity they are putting into their home. Construction teams have become well versed in Land Use Permits, multi-family building codes, and how to run a job site with triple the number of volunteers on any given day.

In 2018 and 2019, Habitat Kent anticipates that 70% of the homes we build will be attached housing types. With current plans we will be able to serve 50-60% more families in the same physical space.

So moving forward, some of the homes built may look different. But inside, they are the same as we've always done. Whether we build multi-family or single-family projects, partner families are more than ready to work hard for the opportunity for a brighter future. ■



Building Faith Community.

On any given weekday, the 4th street project hosts a local corporation giving back, but every Saturday two to three local Catholic parishes join together to affirm future homeowners' God-given dignity, working alongside them as they build their home. In all, 31 Catholic volunteer groups will be working together to build four new homes for excited homebuyer families.

Building Green.



More than 4,000 Habitat Kent volunteers learn something about green building every year. That's because we build every new home to LEED Version 4 certification, the highest standard of LEED-certified building. In 2016, Habitat Kent built 15 LEED Version 4-certified homes, making a total of 158 LEED certified homes.

Why do we build green? Because building green means stewarding resources, not only for the environment but also for future Habitat homeowners. On average, each Habitat homeowner saves \$67.12 per month on utility bills thanks to these green building practices, and clean air means healthier families.



Habitat for Humanity® of Kent County

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bbb.org/western-michigan



PARTNERS FOR A
RACISM-FREE
COMMUNITY

Habitat Kent is intentionally focused on eliminating racism and working to ensure that all people, regardless of their race, have the resources and opportunities they need to reach their full potential.

Visit www.habitatkent.org for our full 2016 financial report and 990 form.



*You have made the stories in these pages possible. And the best part?
You can be sure the impact you are making is only the beginning.*

2017 impact report

