



HABITAT FOR HUMANITY

2020 REPORT

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2020

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CLIENT SUMMARY



In Americus, GA, over 40 years ago, a farmer named Clarence Jordan and the now founders Millard and Linda Fuller had an idea to develop “partnership housing.” The idea was based on the hope to house those in need of adequate shelter. The organization started off with the name Koinonia’s Partnership Housing, which was named after Clarence’s farm. In 1973, after building some homes for people in Georgia, the Fullers decided to bring their work to the Republic of Congo. They worked there for three years and when they came home, they began to share their dream to have Habitat for Humanity come to life. This became a reality in 1976 when their organization, Habitat for Humanity, was officially founded. Habitat for Humanity is a non-profit organization that builds and improves homes for those in need. This organization strongly believes in the right of strong living environments for all people. Since 1976, the organization has helped over twenty-nine million people. The mission of Habitat for Humanity is “Seeking to put God’s love into action, Habitat for Humanity brings people together to build homes, communities and hope.” Currently, Habitat for Humanity works in more than 70 countries.

CLIENT SUMMARY CONT.



The Milledgeville Habitat for Humanity location was incorporated in 1994. The first house this location completed was two years later in 1996. Within the following four years, this location completed eleven homes. One of the criteria for a family to be considered for a Habitat home is to start with a pre-screening of their personal and occupational background. This helps the organization ensure they meet the standard for receiving a home. According to their website these things include “adequate housing, the ability to pay for the home and a willingness to partner with Habitat by completing a minimum of 300 hours of sweat equity labor.”

Habitat for Humanity Milledgeville-Baldwin and Putnam County believes strongly in community involvement therefore they have an open- door policy. Habitat for Humanity offers a variety of programs for people in the community to get involved. First, is the Neighborhood Revitalization Initiative. This initiative is a way to get people in the community helping with external house repairs including building ramps, painting, or other minor repairs. Secondly, construction workers for these projects. Along with this, Habitat in Milledgeville has been working with the GCSU nursing program to allow elderly people in Milledgeville to age in the homes.



CURRENT DATA AND RESOURCES



Habitat for Humanity Putnam County is a newer organization in the central Georgia region. Because of this, it has limited resources and connections to the area. Currently, there is not a set budget for this year. There are not enough notable donors to be mentioned at this time according to our client. There are no official sponsors of the Putnam location. However, as time progresses in the spring season, this information may be available to include.

The Putnam County headquarters are located at the Habitat for Humanity Putnam Restore. Information about their staff can be found below:

Director (One person)

- They are paid an undisclosed salary
- Currently, there is only one person in this position

Putnam County Restore Cashier (One person)

- They are currently paid \$13 an hour

Pick up and delivery (Two people)

- Paid \$9 to \$10 per hour plus tips from consumers
- These people are hired through temp agency, Randstad

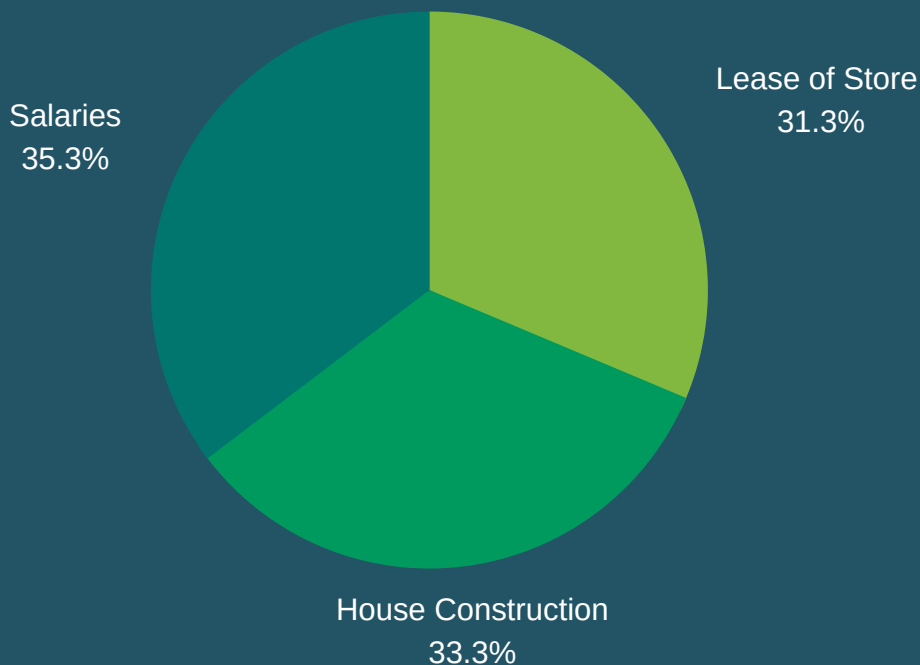
General Restore Staff (11 people)

- Volunteer only, do not get paid
- Complete overall maintenance of the Restore, review any damaged goods, repair small damages to incoming products.

The Putnam organization’s main expense comes from the lease of the Restore, the salary of the 4 paid employees, and the overall costs of the construction of the houses built. (Note: The Restore total expense is a general number based on last year’s expenses)

This information is subject to change as more data is discovered or available for use in our analysis.

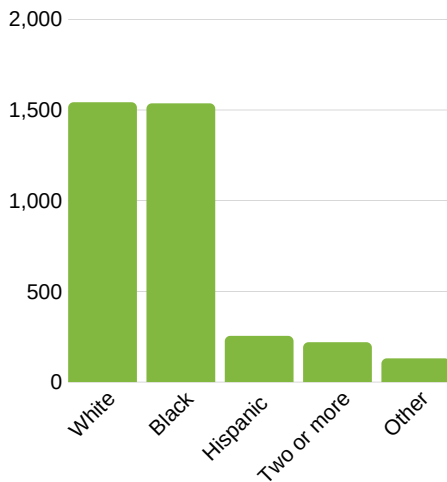
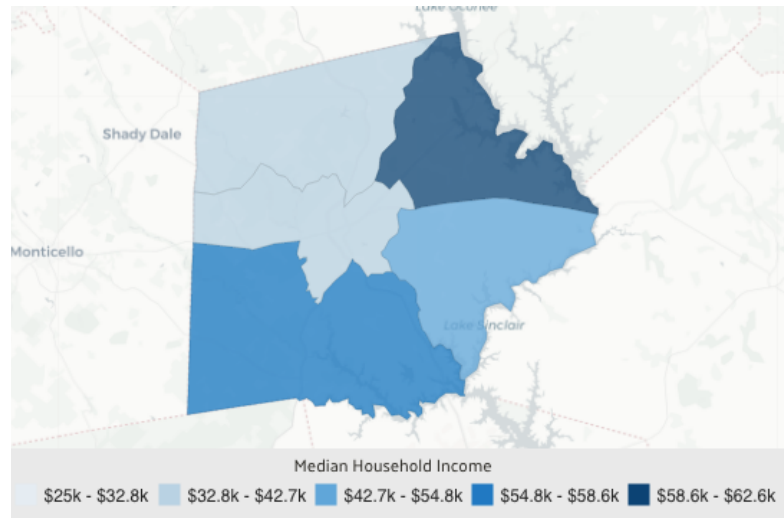
RESTORE TOTAL EXPENSES ~\$150,000



DEMOGRAPHICS

The demographics for the Putnam County Habitat for Humanity were found using the population of the Putnam County area. According to the 2017 GA Census, the population of Putnam County is 21,430 with a mean age of 41.6. In comparison to the national median annual income of \$61,937, the Putnam County media annual income is significantly less at \$48,340. This difference in income level puts even more importance on the Habitat mission of providing housing for those in need.

The graphic to the right depicts the median household income based on location in Putnam County. This indicates that clients would most likely live in the Northwest section of the county, where the income level is the lowest at \$25k-\$32.8k and donors would typically live in the Northeastern region of the county, where income level is \$58.6k-\$32.8k.



As shown by the graph to the left, Putnam County is primarily black and white, with some Hispanic and multiracial community members. Therefore, the race of clients and donors would most likely be half and half white and black.

Taking into account age, median annual income, median household income based on location and race of the Putnam County area, the profile of HFH Putnam County clients (people served) is middle-aged, annual income of less than \$42.7k, located in the Northwestern region of the county and either white or black. The profile of HFH Putnam County donors/volunteers is middle-aged, annual income of more than \$42.7k, located in the Northeastern region of the county and either white or black.

EXTERNAL FACTORS

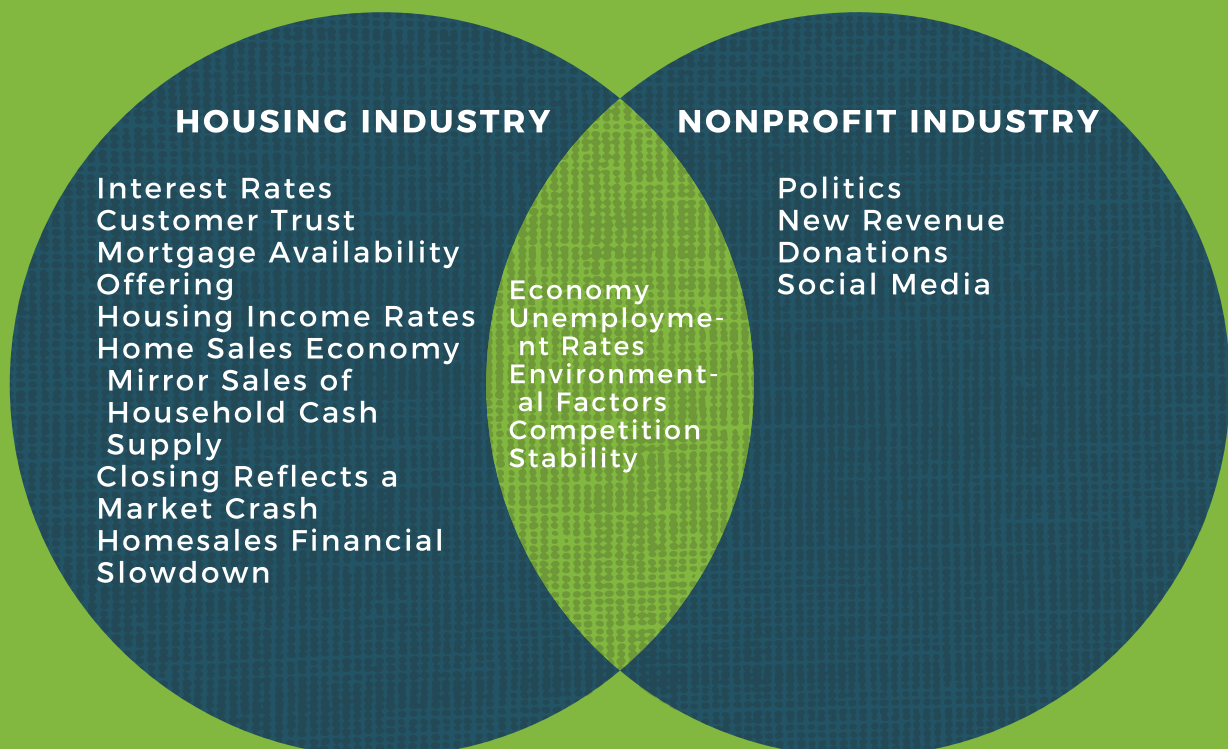
As said before, Habitat for Humanity is nationwide as well as a worldwide nonprofit corporation. With their work being so well known around the world, Habitat for Humanity is very well trusted by its donors and shareholders. As a nonprofit, it works to provide affordable housing with subsidized mortgages.

The nonprofit industry and the housing industry are affected by multiple factors annually. The biggest impacts for the housing industry are unemployment rates, economy, and competition. Similarly, the nonprofit industry is impacted by many of the same factors with the addition of natural disasters, which cause an inflation in the cost of raw materials. Unemployment rates result in a downfall of the amount of homeowners and the affordability of housing.

Environmental factors that affect Habitat for Humanity are due to the amount of poverty in a region. Currently, there are 39.7 million people who live in poverty around the United States and about 3,500 who live in poverty in Putnam County. Annually, the nonprofit is able to build and mortgage 800,000 homes. Since its founding in 1976, National Habitat for Humanity has been

able to help over 29 million people build or improve the place that they call home. In 2019 alone, they were able to help more than 7 million people and gave 2.3 million people the potential to improve their housing conditions through training and advocacy. Habitat for Humanity is also affected by natural disasters that occur nationally as well as internationally. These disasters increase the climbing rate of those who live in destruction and/or poverty.

The main consumer for Habitat for Humanity consists of volunteers and donors. However, consumers can range from those that the organization is building the house for or a donor who donates thousands of dollars. Philanthropy and donations play a key component in the success of Habitat for Humanity. Those who volunteer are considered to be priceless as well. The success of this corporation would not be possible without all who donate their time and money. It is important to take into account Habitat for Humanity's consumer market to better anticipate their future behaviors.



GOVERNMENT/SOCIETAL INFLUENCES

The United States' government has recently shown favor towards the non-profit. In 2018, the House of Representatives passed the Housing Opportunities Made Easier--HOMES--Act, which allowed the entire Habitat for Humanity corporation to continue to build affordable homes, but they were made even more affordable. This act benefits the Putnam County Habitat affiliate because they can use the savings from this act to continue to build homes in the respective county for a lower price.

Habitat for Humanity creates low-cost homes, with zero-interest which allows the lower class population of Putnam county--which accounts for sixteen percent of the population--to have access to housing. With the zero-interest rate of Habitat homes, these homes give way for more people to own their homes as compared to facing an average three percent interest rate for a consecutive thirty years.

Habitat and governmental housing have no competition between each other, but there is a problem distinguishing what people qualify for Habitat homes, and who qualifies for governmental housing.

With the Putnam County Habitat, one of the affiliates problems is when the community does not have a full grasp on the mission of Habitat--to provide homes, and build communities for people at a low mortgage rate. When people go through their own emergencies, such as experiencing a house-fire, they will call up Habitat and expect a free home to be built, but that is not Habitat's place, nor does it adhere to the mission. The Putnam Habitat does not have many resources to help in house fire situations, the only resource they could provide would be furniture from the Restore, but even that is minimal in the case of a personal emergency.

GOVERNMENT/SOCIETAL INFLUENCES CONT.

Within Putnam County, Habitat for Humanity is viewed in a positive light, particularly within the upper-class caucasian population, that takes up sixty-seven percent of Putnam County. It is viewed in a positive light because of the work that Habitat has done in Milledgeville, and because of the Restore. The Restore provides Eatonton residents with a place to shop, which boosts their economy whilst providing them with things, and a place to take their old furniture that would be taking up space otherwise. The Milledgeville-Baldwin County Habitat is well-known, and cared for within the Baldwin County Community through fundraising and providing homes for over twenty years to the community, and the Putnam and Baldwin County communities have close connection with each other. Through these connections, the Habitat mission is boosted through word-of-mouth, primarily. There is not much media presence for either the Milledgeville-Baldwin County or Putnam County Habitat location, but less so for the Putnam affiliate, so the county's populations are less aware of all of the works of Habitat than they should be.

When potential disasters, or emergency situations, people tend to assume that Habitat is there to give them immediate free housing. The process in which housing is administered is through a necessity basis. Habitat's Disaster Risk Reduction and Response Program is in place to respond as quickly as possible to provide those in need with the necessities, such as housing. Habitat works with other organizations in these emergency situations through the global Inter-Agency Standing Committee system. When individual emergencies strike, the local Habitats are faced with having to tell these individuals that they are being put on the list behind other people who have already requested a home, and that homes are given on a need, and first-come-first-serve basis. There has never been much need for Putnam Habitat to get in touch with the International corporation, but the disaster relief is in place if need be.

COMPETITION

Since Putnam County is a smaller town with a sparse amount of donations coming through, once an organization gains the support of someone in the community, they do not want to lose it. Nonprofit competitors have both direct and indirect competition. Direct competition involves organizations or companies that offer similar services. Indirect competition are organizations that compete with each other for the target's audience's time, money or loyalty.

The biggest direct competition for Habitat Putnam is the Goodwill in Putnam. Since both organizations have great reputations within the community and they both are run off generous donors, the competition to win over the donors' support attention is consistently challenged. Goodwill Putnam and Habitat Putnam do have a mutualism relationship with sharing certain donations (furniture) the other can not take.

The Putnam Christian Outreach Inc is an indirect competition towards Habitat Putnam. They are a non-profit Christian organization that offers community assistance with staking pantries, disaster relief recovery and paying financial expenses like rent and prescriptions. They also take tangible donations and money donations. They have a store located in Eatonton that is volunteer based, and donation run.

Life Source Food Distribution is another company that is an indirect competitor towards Habitat Putnam. Life Source Food Distribution is a federally-funded program that provides services to low-income households to help cover the costs of food. The organization is run off volunteers and is partnered with the local Putnam County Elementary School.

COMMUNICATION

a. Promotion

Putnam County is a new affiliate and has limited promotion. They currently do have a Facebook account for their ReStore. The ReStore has 578 people following their page, but their last post had been from December 2019, and have yet to post in the 2020 year. The account appears inactive. The Atlanta restore location has a large following of 12,691 followers and has consistent posts daily promoting events put on by Habitat of Atlanta. Secondly, they have multiple tags linking to their other social media platforms in addition to links in regards to fundraisers for various consumers. This is an example of what the Putnam County affiliate should strive for. Furthermore, the North Central Georgia Habitat affiliate is a smaller page with 1,266 followers. They consistently post weekly and are more relatable to the Putnam affiliate in terms of demographic size. North Central Georgia promotes themselves well considering their size.



COMMUNICATION

b. Competition

The biggest competition for Habitat Putnam is Goodwill in the county. Goodwill is a non-profit organization that gives people the opportunity to work, while giving people chances to volunteer as well. As far as promotional efforts, Goodwill in Putnam County has its own website with donation opportunities, potential careers, successful stories from families, and all about shopping at the store. They also have Pinterest, Instagram, Twitter, Facebook, and YouTube. Throughout the week, they have efforts such as the “color tag sales” where clothing is tagged with a specific color and after they have been on the sales floor for 3 weeks, they are priced at \$0.99 for the fourth week on Mondays. On Wednesdays, books, housewares, accessories with the color tag are \$0.99 on Wednesdays. Every other day of the week, the items with the color tag are 50% off. They even have a video on their website and on YouTube all about this promotion to better explain it.

Goodwill in Putnam also pairs with Amazon.com. Goodwill is signed up to receive funds through the Amazon Smile program. The customers can sign up on Amazon, and then select Goodwill Industries of Middle Georgia, Inc. as their charity when they start shopping. Then, Goodwill receives a portion of the proceeds when the customers make a purchase.

As far as other promotional efforts, they hold a Goodwill Christmas Gala, renew and Brew event that has been reoccurring for seven years, and their GoodBoats. They have many sponsors to help them out with these events. They also have had many press releases about upcoming events and initiatives as well as news articles about stories and grants. Lastly, they have their own newsletter that shares stories and events with the local community. Their promotional efforts are strong, and they obviously have a team of people that help to upkeep the website and keep everything up to date.

When analyzing a broader range of Habitat’s, there is some important data that Putnam can use to be able to determine how to improve upon their own promotional efforts: Macon Habitat and Athens Habitat have very successful Facebook and Instagram pages. Putnam can start to model their sites after these. (Refer to data on the next page.)

Comparison of Affiliates

Affiliate	Facebook	Instagram	Twitter	Website	Promotional Efforts
HFH Putnam County	Follows: 8 people Like: 8 people	Followers: 70	N/A	Putnam Habitat	- Putnam Restore
Milledgeville HFH	Follows: 1,326 people Likes: 1,281 people	Followers: 214	N/A	Milledgeville Habitat	-Graphics (GA gives day)
Macon HFH	Follows: 2,130 people Likes: 2,062 people	Followers: 161	Followers: 1,212	Macon Habitat - Interactive icons (click to learn how to donate and shop) .	- Macon Restore -Amazon Smile Program - Local News Coverage - YouTube
Athens HFH	Follows: 5,078 people Likes: 5,075 people	Followers: 1,426	Followers: 2,226	Athens HFH -modern with popular headlines on the front	Local News Coverage
Conyers-Rockdale HFH	Follows: 349 people Likes: 341 people	N/A	N/A	HFH of Conyers-Rockdale -graphics	Conyers-Rockdale Restore

Comparison of Competition

(Goodwill Putnam County)

Organization	Facebook	Instagram	Twitter	Website	Pinterest
Goodwill Putnam County	<p>Follows: 8,729 people</p> <p>Like: 8,594 people</p> <p>-typically post once a day around 8:30 am</p> <p>-posts get 1-5 likes</p> <p>-graphics, hashtags and pictures</p>	<p>Followers: 1,007</p> <p>-post more than once a day</p> <p>-always include copy</p> <p>-graphics</p>	<p>Followers: 1,121</p> <p>Posts: 1,272</p> <p>-same as their Instagram posts</p>	<p>Goodwill Putnam County</p>	<p>Monthly Viewers: 10,500</p> <p>-set up like a blog with different articles to inspire people</p>



SWOT ANALYSIS

STRENGTHS

- Wealthy area
- established national reputation
- Christian values
- maintaining relationships

WEAKNESSES

- no social media/website
- progress dependent on weather
- high cost of operation
- donation/volunteer dependent

OPPORTUNITIES

- new executive director with experience
- blank slate for social media
- testimonials from clients
- small community=intimate relationships
- reaching out to untapped communities

THREATS

- competition with other philanthropic organizations
- small population means less volunteers/donors
- little data collected on target audience
- time split between Milledgeville/Putnam by board

TARGET AUDIENCES FOR "HOME BUILD HEROES" CAMPAIGN



The "Home Build Heroes" campaign is a fundraiser in which businesses and donors can give their money via mail-in or online. The money raised will be put back into Habitat for Humanity Putnam County's construction of new homes. The main incentive that applies to all private or public donors is a tax right off of the money that they donate to Habitat for Humanity Putnam County.

I. Primary Audiences

a. Medium/High Level Income Private Donors

Our first primary target audience for Habitat for Humanity Putnam County should focus on people who live in the northeastern section of Putnam county. This area is home to people who live on Lake Sinclair. Based on 2018 data, the northeast section of the county has the highest median total income of \$61,552.

Residents of Putnam County ages 50-69 hold the highest percentage of the population's age at 32%. Based on what our client has discussed with us about reaching out to primary sources, this is a similar age range to a majority of residents who live on Lake Sinclair. Our client has mentioned that these people are typically wealthy individuals or married couples that own homes on the lake. The U.S. census bureau also reported that 94% of the people who own homes have not moved from their current houses or have moved homes within the county in the last year. This implies that these are long-term residents of the county.

These individual donors would be interested in donating because they would be giving back to their hometown community and they already have a wealthy lifestyle, allowing them to give without the stress of a heavy financial burden.

TARGET AUDIENCES CONT.

I. Primary Audiences cont.

b. Local or Corporate Businesses

Our second primary target are local businesses and corporate offices or factories that are located in the Putnam County region. The goal with these businesses is to bring them on as partners or sponsors of the Putnam County location. Habitat for Humanity Corporate has massive sponsorships or partnerships with brands such as Whirlpool, Valspar, and Lowe's. They donate between \$5 million to \$10 million each year. These brands have options of how much money they choose to donate annually, and our goal for the campaign is to offer Putnam local or corporate businesses a similar opportunity but on a smaller scale.

According to 2017 data (the most recent data on most popular industries offered by Data USA), it appears that the most popular industries in Putnam county are manufacturing, retail trade, and educational services.

By comparing the popularity of each industry with the largest employers in the area, it will assist the targeting of companies that have more money to donate to Habitat for Humanity Putnam County. According to the Putnam Development Authority, the companies in these industries with the largest employee numbers are:

1. Bluestem Brands (281 employees)- Distribution/Warehousing
2. Legacy Housing Ltd. (220 employees)- Production of mobile homes
3. Interfor (125 employees)- Manufacturing of forest products

Businesses that donate to Putnam have a few incentives. The first, as mentioned before, is the opportunity for a tax right off for these businesses. Secondly, as we roll out the "Home Build Heroes" campaign, we are offering the businesses or corporations a spot on the Habitat for Humanity Putnam County newsletter with their logo on display. The size and placement of the logo depends on how much the business is willing to donate to Habitat. Along with this, businesses and companies that associate themselves with well-known non-profit organizations build up their positive image in the public eye. They also will be getting advertising with each newsletter that is released on the Habitat for Humanity Putnam County website. This is a positive incentive for the company because it not only builds up brand awareness through the advertisements, but also strengthens brand reputation through their partnership with Habitat.

TARGET AUDIENCES CONT.

I. Secondary Audiences

a. Local Churches in Putnam County

Of the approximate 21,430 current citizens that live in Putnam County, 34.1% of the people are affiliated with a religion. There are currently 43 churches in the Putnam County region. While the churches may not have large sums of money to donate to Habitat Putnam, they would be an excellent third-party influencer to the residents of Putnam County.

By targeting churches to send teams of volunteers of their attendees for construction of the houses or with the Habitat Restore, the church attendees will be more immersed in what they may be donating to and be more willing to donate to the "Home Build Heroes" drive.

Churches have the PR opportunity to show that they are doing more in the community, allowing their staff and attendees to give back, and to possibly gain exposure from the Habitat for Humanity Putnam County blog.

b. Putnam County High School

Putnam County High School currently has 785 students in grades 9th through 12th with a total of 52 classroom teachers. It is located only 15 minutes away from the Habitat for Humanity Putnam Restore. From what we have researched, there is currently no Habitat for Humanity program within the school. This is an opportunity for Habitat Putnam to find growth in its volunteers as well as its third party connections.

Habitat for Humanity Corporate has a section of their website dedicated to service opportunities for teenagers in high school or college. If the Habitat location is registered for volunteer opportunities, students are able to sign up and assist with jobs at home construction sites or the Restore. However, signing up by oneself to volunteer can be a difficult task. If Habitat for Humanity Putnam County is able to partner with the Putnam County High School, this will bring in teams of students and teachers who are doing service hours. Depending on how many, these hours look great on student resumes and help get them out of the house, making their parents feel more productive on the weekends as well.

With the parents in mind, if their child is invested in Habitat for Humanity Putnam County, parents will see the impact their donation to the "Home Build Heroes" fundraiser could make on a non-profit organization's efforts to assist their home community and projects that their child is passionate about.

GOALS AND OBJECTIVES

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SPONSOR PLEDGE FORM



HOME BUILD HEROES

SPONSOR PLEDGE FORM RACE TO ELIMINATE POVERTY HOUSING

HELLO!

By becoming a hero, your company is giving Habitat Milledgeville-Baldwin County the tools we need to make Baldwin County thrive. Your company will be partnering with a nationally recognized 501 (c) (3) nonprofit who has reached over 1,600 individuals in the Harrisburg community. Habitat MBC is seen as a model throughout the state of Georgia due to the success of our Neighborhood Revitalization program. We have served over 20 families in our community, and we ask your company to join our success story.

We're thrilled to announce our new Home Build Heroes Fundraiser! Our online event offers a more convenient, less demanding way to help those in need, but with the same goal: to eliminate poverty housing! Through your partnership, your brand will be seen by over 1,000 online spectators and community members. However, the impact that your tax-deductable donation has on equipping our efforts to save those in need will last a lifetime. Will you make an impact?

To complete your generous donation, please address your check to **Habitat for Humanity Milledgeville-Baldwin County, P.O. Box 605, Milledgeville, GA, 31059.** If you have any questions about sponsorship opportunities, please contact Murali Thirumal at habitatforhumanitymbc@gmail.com or (478) 453-9617.

In partnership,
Murali Thirumal
Executive Director

