



# Corporate and Coalitions Sponsorship

Building Community since 1986



# Homeownership is IMPORTANT.

EVERYONE DESERVES A SAFE, DECENT, AFFORDABLE PLACE TO CALL HOME.



## Homeownership means BETTER HEALTH.

*"A safe, decent, affordable home is like a vaccine."*

- Dr. Megan Sandel, Boston University School of Medicine

- Proven decreases in childhood health issues including asthma, mental health and developmental issues, and stunted growth.
- First-time homeowners report higher life satisfaction, self-esteem, and perceived control over their lives.



## Homeownership is a PATHWAY out of POVERTY.

- Use of government assistance declines notably among low income homeowners compared to renters.
- Homeownership leads to wealth creation.

## Homeownership provides SAFETY.

Homeowners are significantly at lower risk of becoming a victim of a violent assault, and have a lower incidence of crime overall.



## Homeownership leverages EDUCATIONAL INVESTMENT.

- Graduation rates are 19% higher for children of homeowners than for renters.
- Children in homeownership families outperform renters in math and reading achievement, and are proven to have fewer behavioral problems, higher levels of educational attainment, and greater future earnings.
- Adults who own their homes are more likely to pursue their own continued education.



People who own their home live four times longer in their neighborhoods, are 12% more likely to maintain a garden, and are 28% more likely to maintain and improve their home.

## Homeownership leads to STABLE neighborhoods and THRIVING families.

Homeowners are 15% more likely to vote and 10% more likely to become actively involved in solving local issues.



## AFFORDABLE HOMEOWNERSHIP OPPORTUNITIES

relieve demand on the rental market and keep rents more attainable for the most vulnerable populations.

[www.habitatcolorado.org](http://www.habitatcolorado.org)

# Corporate Philanthropy 2017

## More than a donation, a Strategic Partnership

Partnership is at the heart of Pikes Peak Habitat for Humanity's work, and partnerships with local businesses offer an opportunity to go beyond traditional check writing. Through community engagement and volunteerism, a partnership with Pikes Peak Habitat creates a powerful proposition for your company's corporate social responsibility program and helps spread the word about your company's exemplary efforts throughout the community.

We can help you build a unique marketing package that reflects your company image and helps achieve your business objectives, building brand profile, company reputation and staff morale. We will make it our business to understand your business and develop a partnership that meets our shared objectives.

### Good reasons to partner with Pikes Peak Habitat for Humanity:

#### **UNIQUE BRAND**

We provide an opportunity to link your product and company with a widely known charity brand in El Paso County and around the globe.

#### **WORLDWIDE PRESENCE**

We work on the ground in more than 90 countries.

#### **COST EFFECTIVE**

We use volunteers, donated supplies and building materials to keep costs low.

#### **CONCRETE RESULTS**

Our donors and volunteers believe in the mission of Habitat because they can actively engage in Habitat's work and see the tangible results that strengthen our community.

#### **CORPORATE SOCIAL RESPONSIBILITY IN ACTION**

Together, we can help increase your company profile and strengthen customer loyalty as part of a highly visible marketing strategy.

#### **STRONG AND POSITIVE ASSOCIATIONS**

We have a strong track record in the community and have built long-lasting relationships with key civic and institutional decision makers.

#### **GO GREEN**

By donating or shopping at the ReStore, Pikes Peak Habitat's new and used building supply store, thousands of tons of usable materials are diverted from our local landfill.

# Four Ways to Become a Habitat Partner

The cost of construction for a Habitat house is \$150,000. We don't start building until we have half of those costs up front through sponsorship. There are many ways to support a family achieving homeownership. Here are three.

## 1. Sponsorships with Marketing Opportunities

Becoming a Habitat sponsor is an excellent way to engage your organization in the community and make a lasting difference in the lives of families. Sponsors can participate on a variety of levels

Marketing Opportunities	Full-House Sponsorship \$75,000 <i>Exclusive Partner</i>	Co-House Sponsorship \$37,500 <i>With another Partner</i>	Partial House Sponsorship \$12,500 <i>With other Strategic Partners</i>
Company website link on PPHfH website for one year	✓	✓	✓
Recognition of company logo in two newsletters (5,000 circulation) and two eNewsletters (3,000 circulation)	✓	✓	✓
Up to 5 days reserved for volunteers throughout the build	✓	✓	✓
Recognition at House Ground Blessing and Dedication ceremonies	✓	✓	✓
A photo and bio of the homeowner family for company newsletter or other internal marketing pieces	✓	✓	✓
Sponsor will be provided PPHfH's logo for promotional use (Habitat for Humanity's global brand is valued at \$3.1 billion, per a 2006 study by the nation's leading brand	✓	✓	✓
A 4' x 8' sign at construction site that prominently displays your name / logo	✓	✓	
A press release issued by PPHfH to newspapers and television contacts	✓	✓	
Special House Sponsor plaque presented at dedication	✓	✓	
Up to 20 days reserved for volunteers throughout the build	✓	✓	
Your logo listed on PPHfH's website during the construction of your sponsored house	✓	✓	
Up to 40 days reserved for volunteers throughout the build	✓		
One year listing of logo on PPHfH's website	✓		

## 2. Coalition Sponsorship

By becoming a **Coalition Sponsor**, you have several ways to support the work of PPHfH financially and through volunteerism.

**Coalition Sponsors** may expect to:

- Share view-points with community leaders
- Create new connections that may lead to professional opportunities

<b>SPONSORSHIP</b>	<b>CAPSTONE \$25,000</b>	<b>CORNERSTONE \$15,000</b>	<b>FOUNDATION \$5,000</b>
PLAQUE	X		
NAME ON T-SHIRT IN PROMINENT FONT	X		
REMARKS AT LUNCH / GROUND BLESSING / HOME DEDICATION	X		
NAME AND LOGO LISTED IN EVENT LITERATURE	X	X	
SIGNAGE AND LOGO PLACEMENT ON THE WORK SITE	X	X	
NAME HIGHLIGHTED ON SOCIAL MEDIA	X	X	
FRAMED PICTURE OF THE PARTNER FAMILY	X	X	
INVITE TO SPECIAL EVENTS RELATED TO BUILD	X	X	X
NAME ON T-SHIRT	X	X	X
NAME LISTED IN EVENT LITERATURE	X	X	X
GROUP PHOTO	X	X	X
ACKNOWLEDGMENT IN THE HOUSE DEDICATION PROGRAM	X	X	X
NAME LISTED ON PPHfH WEBSITE	X	X	X

### 3. Volunteer

We can offer special packages designed to meet your strategic objectives for enhanced volunteer opportunities and team building.

#### **Benefits of Team Building:**

- Develop people individually
- Develop team work, leadership and management skills
- Develop creativity, flexibility and resourcefulness
- A great opportunity for colleagues from different departments or offices to work together and share a common and worthwhile experience
- Get staff working alongside your suppliers, even your customers, in pursuit of a tangible and motivating goal with permanent positive benefits: To help people in poverty housing to build their own home.

#### **Volunteer Options:**

##### ***Adopt-a-Day***

Adopt-a-Day is an opportunity that allows your group to participate in an enriched team-building experience that includes complimentary lunch on the construction site, Habitat T-shirts and a framed photo of your group. By donating \$2,500 you will also support Habitat's partner families by covering the cost of building materials for your work day. Each group may schedule their volunteer experience on any available Thursday, Friday or Saturday.

Each donation greatly helps with construction costs and directly benefits a Habitat partner family.

##### ***Staff Build Day***

Your staff can spend a day or half-day building on-site at our largest development, *Woodmen Vistas*, in northeast Colorado Springs, or at our newest location, *Country Living*, in Fountain.

##### ***Corporate Global Village***

Alternatively, creating a Corporate Global Village team and sending staff to help build homes in a developing country overseas is not only an opportunity for personal development but also builds team relationships that last. Whether you stay local or go global, it is an incredibly motivating experience to see the outcome of your efforts with your own eyes, and celebrate with a family as they move from poverty into a real home of their own!

### 4. Gifts-in-kind

Can you provide skills, products or services that would help us as we work to eliminate poverty housing? We will work with you to ensure creative PR opportunities for you, and it enables you to give even more generously and relevantly.

# Let's Create a Customized Partnership — Together

Tell us what you want to get out of your partnership with us, and we will help you to achieve it, using a range of solutions. Together, we can develop a plan that is unique to your company, fulfilling your expectations and taking any special considerations into account.

We can put together a package designed to meet your specific needs using some of the following elements and where applicable, we can provide promotional opportunities with print, radio, television, direct mail, and our website:

- Volunteering
- Adopt-A-Day
- House Sponsorship
- Pikes Peak Habitat as your “Charity of Choice”
- Gifts-in-kind
- Charitable giving campaigns
- Payroll giving and matching
- Donations
- Speaking engagements with Habitat staff and homeowners

This list is by no means exhaustive and we would love to talk to you in more detail about how we can develop a mutually beneficial partnership. Please contact us for more information or to arrange a meeting.

## Andy Petersen

*Pikes Peak Habitat for Humanity, Development Director*

2802 N. Prospect Street Colorado Springs, CO 80907

Phone: 719.475.7800 x105; Fax: 719.473.3891; [andy@pikespeakhabitat.org](mailto:andy@pikespeakhabitat.org)

***Building Community since 1986, because everyone deserves a decent place to live.***