

Habitat for Humanity in Massachusetts

Offering a hand up, not a hand out



Inside this issue: The reasons we stay

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The influence Habitat has over public makes mission worthwhile

Working in the nonprofit industry isn't easy. It can often be compared to an actor trying to make it in Hollywood or a country musician strumming their guitar in Nashville with dreams of performing at the Grand Ole Opry. There are more "no" replies than "yeses," more challenges than benefits, and a clichéd thick skin is required. So, why do people stay?

Surely the answer is different for everyone and this affiliate issue showcases just that. But, here at Greater Springfield Habitat for Humanity (GSHFH), Marketing and Communications

Manager Brandy O'Brien said she stays because she enjoys seeing how Habitat affects the public. People who had no prior association with the nonprofit organization are so inspired and empowered by the mission, they have to get involved. They want to see the organization and its partner families do well.

"Since I've been here, almost four years, I've worked with several young adult interns and met

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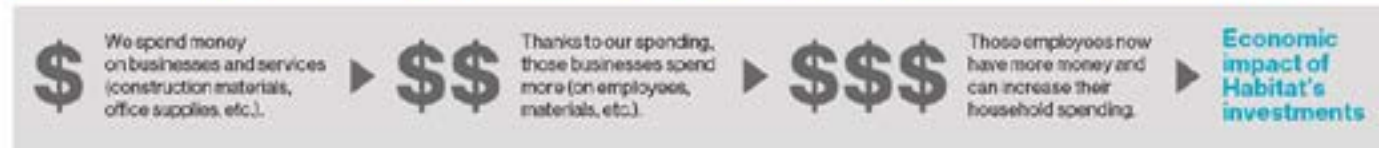


Beyond the house: How Habitat's investments ripple across local economies

An economic impact analysis

Massachusetts

Habitat for Humanity makes a tremendous impact on the lives of homeowners. Our work impacts health, environmental and educational outcomes; civic and social engagement; the financial stability of Habitat families; and local economies. This infographic details one component of our economic impact. See below to learn how Habitat's work contributes to local economies across the state by supporting jobs and purchasing local goods and services, creating a ripple effect that multiplies our investment to generate meaningful impact.



Our work
in 2022



\$24,294,038

invested in operations, construction, rehabilitation
and renovation

Our impact
in 2022



\$39,652,865

economic impact
of Habitat's
investments

415



jobs supported,
generating



\$1.63

dollars injected into the state
economy for every dollar invested
by Habitat



\$847,920

in local and state
taxes paid

\$19,794,801

in wages paid into
the state economy



Top industries impacted:

1. Community food, housing, and other relief services
2. Construction of new single-family residential structures
3. Real estate sales and property management

100%

of affiliates
included

Results measure only the economic impact of affiliates as measured by affiliate expenditures on programming and operations. Additional factors contributing to economic impact (e.g., property taxes paid, homeowner spending) are not included. The economic impact was estimated using IMPLAN, an economic modeling software, based on data from affiliate financial documents.

** most up-to-date information

There's no shortage of happy tears at Buzzards Bay Area Habitat for Humanity

The simplicity of a moment reminds Christine Lacourse why she remains committed to the Habitat for Humanity vision of ensuring everyone has a decent and affordable home.

The Buzzards Bay Area Habitat for Humanity (BBAHFH) executive director, who said she has served in the role for almost 15 years, is nearly brought to tears when she thinks about children's reactions to their new home or their desires to help the limited-income population.

"When children have a bedroom to call their own and I see how excited they get when their homes are done, it makes all the hard work and effort worth it," Christine said. "I love helping families that need housing for their families so their kids have a safe and stable environment to grow up in."

Buzzards Bay Area Habitat is a small affiliate with one full-time and one part-time employee. Since its inception in 1996, the affiliate builds one home a year. In addition to new construction projects, BBAHFH also has two other programs – "Brush with Kindness" for exterior house repairs and, new this year, ramp donations.

Buzzards Bay Area Habitat serves nine towns in the



Buzzards Bay Area Habitat for Humanity

The children of a single mother and soon-to-be homeowner pose at the Mattapoissett build site home.

South Coast region of Eastern Massachusetts. The highly

neatly lined up.

"I almost cried at how sweet it was and how having their own home meant the world to them," Christine said. "They are also now in a wonderful school system and are thriving. They are truly an appreciative family."

In another instance, Christine said at a dedication

she saw a brother and sister react with excitement to having their own rooms with their own new furniture. She said seeing them play in their new rooms made all the hard work worthwhile.

Christine said in 2021 she walked through a Mattapoissett completed home with the single mother new homeowner and found the daughters' bunny slippers in their new room,

she saw a brother and sister react with excitement to having their own rooms with their own new furniture. She said seeing them play in their new rooms made all the hard work worthwhile.

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The vision is what matters at HFHNCM

Diana Sinkus firmly believes in the Habitat for Humanity vision: a world in which everyone has a decent place to live. The desire to help families in the North Central Massachusetts community is what keeps her coming back to work each day. She's worked for the nonprofit organization for nearly four years and volunteered for the past nine years.

That's not to say the affiliate doesn't have challenges – it absolutely does – particularly when it comes to getting the word out to all those who need to hear it. But Diana said with her team of seven other staffers, board of directors, and volunteers, it's worth it.

"We love the work that we do



Habitat for Humanity North Central Massachusetts
Volunteers from University of Massachusetts Memorial Health pose in front of a new home at a build site holding a Habitat for Humanity North Central Massachusetts banner.

and can continue to do that work because of the amazing support we have," said Diana, North Central Massachusetts Habitat for Humanity (NCMHFH) Community Outreach coordinator. "It's important to be kind and help others that need a hand up."
North Central Mass Habitat opened its doors in 1987 and serves 30 communities from Acton to Athol. The affiliate builds two homes a year and repairs a minimum of 24 homes each year for the limited-income population through one of their other three programs. They include "Critical Home Repair," a home preservation program for interior and exterior fixes;

"Critical Home Repair Plus" for 60+ year olds; and "Repair Corps," which aids veterans in their renovations. The affiliate also has a ReStore, a nonprofit home improvement donation center that accepts gently-used furniture, home improvement accessories, building materials, and appliances. It also sells the goods at a discounted price.
Getting the word out is easier when the NCMHFH community shares their experiences. For that, Diana said she is grateful for people like Kara, a homeowner, and participants in the annual golf tournament fundraiser.
"Kara is one of our biggest cheerleaders. She is always talking about the work that we do and she attends events so

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 @HabitatNCM

Giving it their all at South Shore

Executive Director Beth Lyons said her South Shore Habitat for Humanity (SSHH) staff of seven dedicated employees is what makes her work so fulfilling. Because of them, the affiliate is able to build up to four homes a year, plus run the "Critical Home Repair" program. Critical Home Repair aids qualified limited-income seniors and veterans that struggle to maintain their homes.

South Shore Habitat opened its doors in 1986 and serves 32 cities and towns south and southwest of Boston. The affiliate has built 65 affordable homes and helped 45 seniors age in place by focusing on repairs that address health, safety, and code issues.

"Every day, I get to work with a dedicated team of professionals who give their all to ensure more families have opportunities for a better future," said Beth, who has been with SSHH for seven years and retires later this year.



South Shore Habitat for Humanity
Volunteers pose and cheer inside a South Shore Habitat for Humanity new home that's under construction.



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sshahabitat.org

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 @habitatsouthshore
 @SSHabitat



South Shore Habitat for Humanity
A partner family poses just outside the front door of their home.

Influence

Continued from Page 1

numerous youth volunteers, and their dedication is constant,” she said. “Even though they won’t directly benefit from the finished product, they want give all they can and they do.”

Greater Springfield Habitat is a medium-sized affiliate with a tiny staff. There are just four full-time employees and two part-time staffers who serve 13 cities and towns in Hampden County. In addition to the homeownership program, which builds one to three houses a year, GSHFH has a home preservation program. The home preservation program provides micro-loans to qualifying homeowners who need accessibility modifications, home weatherization, general home repairs, yard cleanup, and landscaping. Since opening



Greater Springfield Habitat for Humanity Youth and a handyman church member from Second Baptist Church in South Hadley help build a standing planter that will be donated to Greater Springfield Habitat for Humanity.

Hampden County.

This past winter, GSHFH welcomed two interns from a local high school to help plan and execute a county-wide summer read-a-thon.

The freshmen came in with little understanding of the nonprofit and are now working tirelessly, beyond the scope of their project, to raise money and awareness for the nonprofit.

“They’ve brought in countless pounds of empty, clean aluminum cans for a recycling effort and have increased the reach of social media by getting their friends and family to ‘follow’ Greater Springfield Habitat,” Brandy said. “They’re now asking what other projects they can help

with after the read-a-thon project ends this month.

“I have never seen two kids so incentivized to do something for a nonprofit when they have nothing to personally gain from it,” Brandy said. “Yes, they get bragging rights and that feeling of doing good for the community, but it’s not like they’ll personally pocket the money. They’re really doing something incredible.”

In another instance, a local church’s youth group of seventh to twelfth graders recently built a standing planter for Greater Springfield Habitat for its summer mission-related project and had it delivered to the nonprofit. The seven teenagers worked with a church member, who is also a handyman, to complete the task. The planter will be given to the newest homeowner family when they move into their home.

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habitatspringfield.org

@GSHFH
@greaterspringfieldhfh
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its doors in 1987, Greater Springfield Habitat has built or repaired 129 homes in

Vision



Habitat for Humanity North Central Massachusetts Volunteers from Brown & Brown Insurance pose in front of a new home at a build site holding a Habitat for Humanity North Central Massachusetts banner.

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she can share her experience,” Diana said. “We also have our annual Building Dreams golf tournament in September. It’s our largest event each year and it’s a great day out of the office spreading the word about the work we do.”

Happy tears

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At a BBAHFH fundraiser, Christine remembered two young girls who helped with the “Raise a Paddle” auction.

“Their cute little voices were so inspiring. They got everyone to raise their hand to donate because the audience wanted to hear the girls say ‘Thank you for your donation!’ in their excited voices,” Christine said. “It was precious. They had everyone smiling and laughing.”

But it’s not just the young children who grab Christine’s attention. She said a volunteer youth group once opted to sell pies to help pay for construction costs at a build site. They raised more than \$5,000.

Like many other Habitats in Massachusetts, her affiliate also has its own struggles, including land



Buzzards Bay Area Habitat for Humanity A child’s slippers are neatly lined up inside their new bedroom.

acquisition. High real estate costs, which lead to fewer donations, means the nonprofit organization suffers. To combat the challenge, Christine said the BBAHFH is taking a multi-tiered approach to work with donors, town and civic organizations to collaborate and pursue available and suitable sites.

“We work hard to juggle a lot and we need a good heartfelt reason to keep doing what we do,” she said. “It’s a calling, not a job.”

Volunteers wanted

- No experience necessary
- Instruction and tools provided

(413) 739-5503
habitatspringfield.org/volunteer

Influence

Continued from Page 6

“The goal was for the teens to have a hands-on heart change where they would be involved personally and collectively in these community projects. Our theme came from Micah 6:8 ‘To act justly and to love mercy, and to walk humbly with your God’,” said Assistant Pastor Peter Yoon, who leads the youth group at Second Baptist Church in South Hadley. “It was a challenging experience for the teens but also a powerful one. They could see that their lives can be connected to a much bigger vision and bigger things going on in the world around them.”



Greater Springfield Habitat for Humanity Executive Director Aimee Giroux (left) stands with members of South Hadley’s Second Baptist Church who helped build the standing planter. Included on the far right is Assistant Pastor Peter Yoon, who leads the youth group.



presents



Thursday, Nov. 7
6-9pm

Twin Hills Country Club,
Longmeadow

Ticket: \$100 each
habitatspringfield.org/building-dreams

For more than 30 years, our community partners have played a critical role in helping local families to gain strength, stability, and self-reliance through our homeownership and home preservation programs. Our Building Dreams Benefit provides a wonderful opportunity to share our successes with you and our attendees, meet our partner families, connect with colleagues and friends, and support our efforts throughout the Greater Springfield area helping meet our goal to raise \$50,000. We hope you will join us for a fun evening in support of a great cause.