

A young boy with short dark hair, wearing a white tank top and dark blue pants, is crouching on a light-colored concrete floor. He is smiling warmly at the camera. To his left is a green and black toy truck. In front of him is a stack of colorful plastic blocks (pink, orange, purple, green). He is holding a small blue block in his right hand, ready to add it to the stack. The background is a simple, slightly out-of-focus indoor setting.

Turn your **social commitment**
into lasting, transformative impact.

**100,000 floors
to play on**



Habitat
for Humanity®

Our cause is decent housing

We convene communities, volunteers, organizations, governments, and donors to carry out our mission globally.

Habitat for Humanity is one of the world's most recognized non-governmental organizations, dedicated to transforming lives through decent and affordable housing solutions.

Since 1976, **we've helped over 62 million people build or improve the place they call home.**

Our headquarters are located in Atlanta, Georgia, where our mission was born. Over the years, we have expanded our reach and now have the privilege of serving in more than seventy countries. In fiscal year 2024, **182,375 people in Latin America and the Caribbean built or improved their homes** with support from Habitat for Humanity.

Our commitment to innovation, transparency, and tangible social impact positions us as leaders in building a more equitable future, where every person has a decent place to live.





100,000 floors to play on

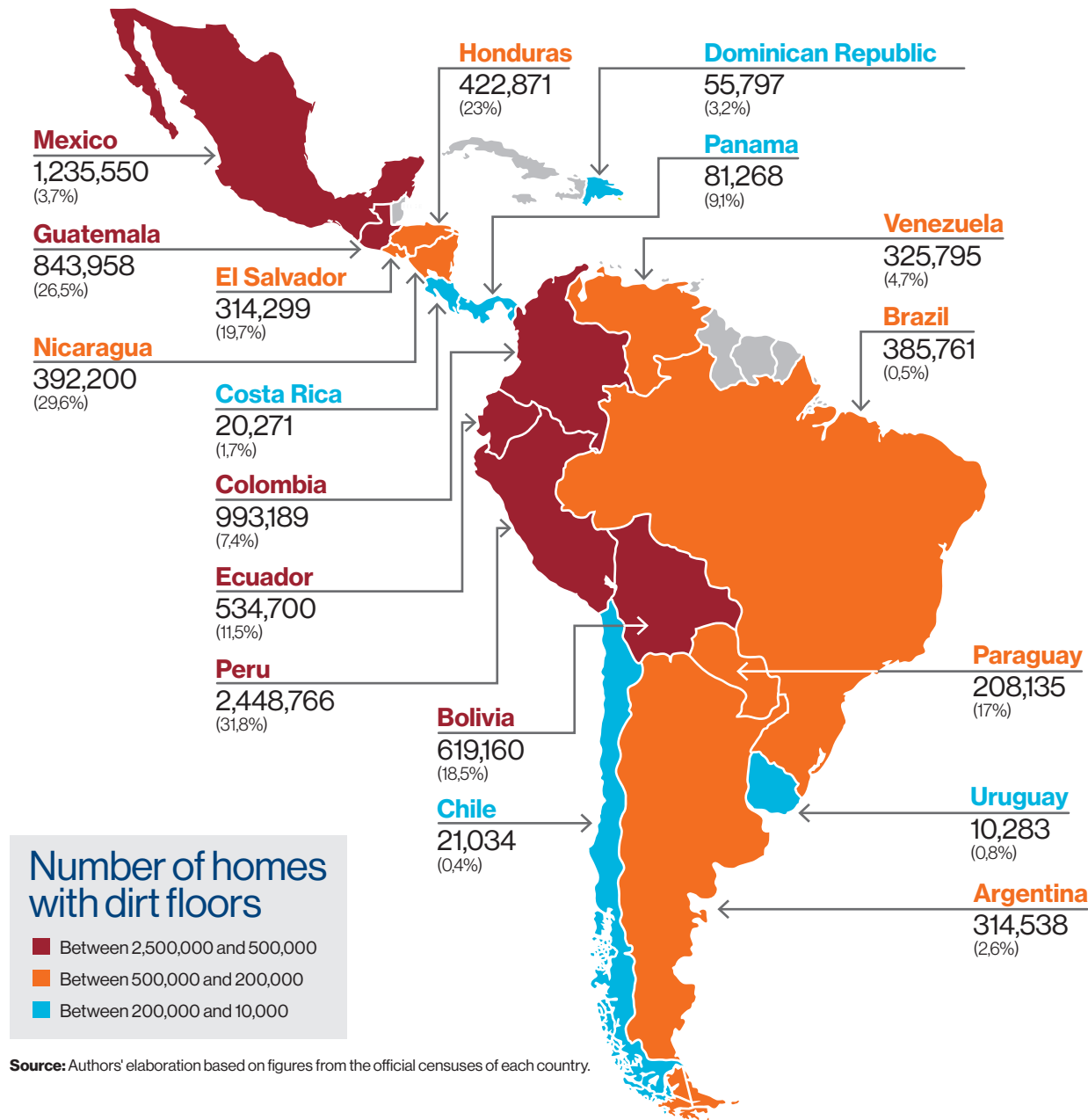
Committed to transforming lives, Habitat for Humanity joins forces with the Inter-American Cement Federation (FICEM) and launches **100,000 Floors to Play On**, an initiative that replaces dirt floors with concrete ones in homes in Latin America and the Caribbean. This simple improvement reduces disease, increases safety, and raises quality of life.

100,000 Floors to Play On is the ideal opportunity to align your social responsibility plan with a real and measurable impact.

Transform lives, strengthen communities and position your brand as a leader in social commitment. Join us in building a better future!!

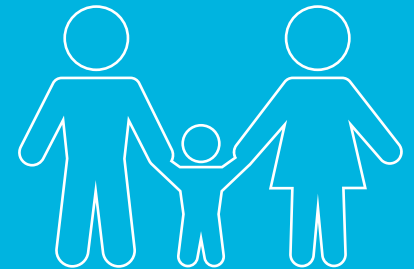
What is the challenge?

Number of homes with dirt floors in Latin America and the Caribbean.



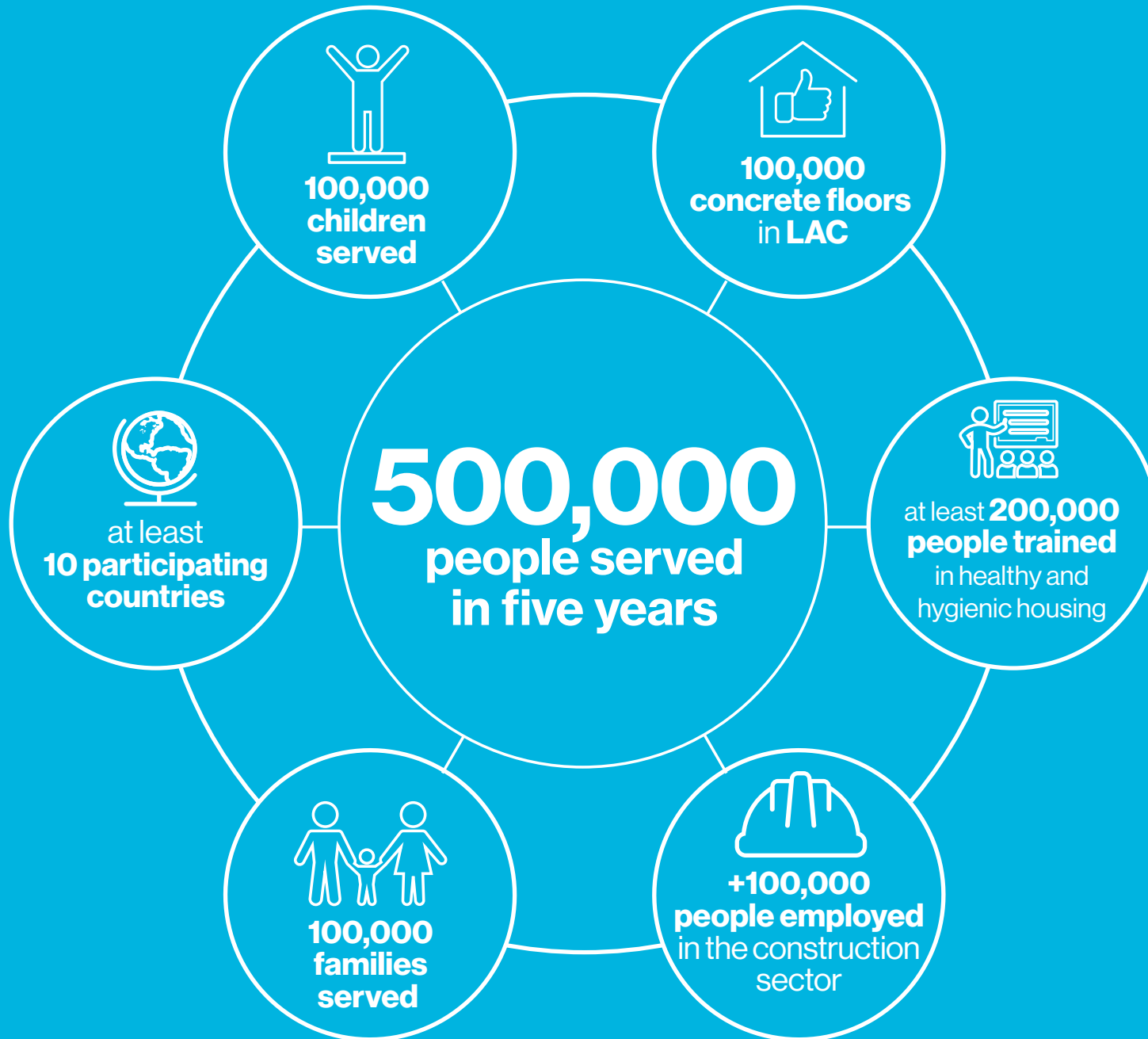
There are **10 million** homes with dirt floors in Latin America and the Caribbean.

The deficit of adequate floors is **6%**.



50 million people in poverty have dirt floors in the region.

Our goals for Latin America and the Caribbean



100,000 floors to play on

is currently being
developed in:

- Brazil
- Colombia
- Costa Rica
- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Mexico
- Nicaragua
- Peru

The impact of a concrete floor

Concrete floors improve the lives of families in three areas:

Health and wellness

Economic

Education

Results from the Dominican Republic:



79% savings in medical expenses, or \$17.70 per month



20% greater financial stability to meet household needs, resulting in a



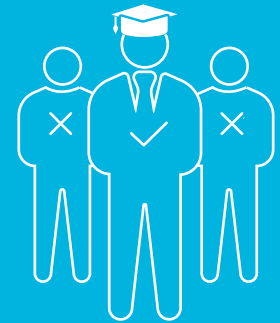
12% Increase in investments in the home, or \$222 in three months



80% more hours of play in the home Or an average of 2 hours per day



15% fewer school absences



"My daughter suffered from pneumonia and allergies caused by moisture. The problem is that when it rained the water would come in through the walls and then the floor would stay wet. This would lead to more mosquitos and allergy problems. It's been a while since this has happened, and she no longer has issues breathing. They don't get dirty when they play, and all of this has improved their health."

María, Nicaragua

"The money we've saved on things like brooms and medicine, and the fact that now we spend less time cleaning, means that we can focus more on making and selling our weavings."

María, Guatemala

"They're more motivated to do their schoolwork because now they can do it on the new floor in our home. They study, they play, and they finish everything."

Blanca, Nicaragua

An initiative that furthers the Sustainable Development Goals (SDGs)

100,000 floors to play on



SUSTAINABLE DEVELOPMENT GOALS



- Reduces qualitative deficit in terms of adequate flooring.
- Increases access to progressive housing improvements.
- Increases families' capacity to save.



- Reduces rates of gastrointestinal, respiratory, and skin diseases.
- Improves living conditions.
- Improves cognitive, psychological, and motor development thanks to more hours of play and fewer school absences.



- Reduces time spent on domestic and caregiving tasks typically carried out by women.
- Improves quality of life for women heads of household who care for children.



- Prevents water accumulation and mold growth, along with the adequate management of moisture and reduced risks associated with slips and falls.
- Provides greater resistance to the effects of floods by ensuring safe, healthy, and adequate housing.



- Improves quality of housing, contributing to the sustainability of cities.



- Achieves goal of reducing the number of dirt floors by working in partnership with the public and private sector.

The 17 Sustainable Development Goals (SDGs) of the 2030 Agenda – approved by world leaders in September of 2015 in an historic United Nations summit – aim to intensify efforts to put an end to poverty, reduce inequality and combat climate change, ensuring that no one gets left behind. In this context, the **100,000 Floors to Play On** initiative helps business, along with local and national governments, to help achieve the SDGs of the 2030 Agenda for Sustainable Development.

Be part of the change.

Let's build together, one floor at a time!

Join **100,000 Floors to Play On** and transform lives. Your support will not just build floors, but also more prosperous futures for thousands of families.

Every floor leaves a lasting impact: children playing safely, strengthened families, and thriving communities.

Your commitment today is the transformative force that will benefit thousands of families tomorrow.



Donation Packages

PLATINUM	GOLD	SILVER	BRONZE
USD +500K regional partners	USD 100K - 500K	USD 20K - 100K	USD 5K - 20K



Contact us for a list of benefits and outreach resources for your business.

Contact us and join the initiative!

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100kfloors.org

