



Corporate Case for Support

Together, we will create a world where everyone has a decent place to live.

Let's achieve more impact.

OUR SHARED GOAL

A partnership that resonates with and engages your stakeholders through alignment with your corporate social purpose and business objectives.

OUR PARTNERSHIP

An authentic, relevant and mutually beneficial story crafted in collaboration.

OUR APPROACH

Meaningful impact driven by a long-term partnership that scales over time.

OUR PROMISE

Commitment to developing shared goals that drive desired business outcomes, achieving quantifiable success.

Habitat is uniquely positioned to address one of today's most urgent social issues: **housing**.

1 in 7 U.S. families spend more than 50% of their income on housing. Globally,

1 in 4 families are in need of decent, affordable housing.

When families spend disproportionately on housing, they are **forced to make impossible choices** on other basic needs, such as food, health care and transportation.

Better, more affordable housing leads to stronger childhood development and improves the ability — and financial flexibility — for a family to make forward-looking choices.

A stable,
affordable
home
means:



Children do better in school and see improved graduation rates.



Families improve their physical and mental health.



Stability allows homeowners to make investments for the long term.



Families are in a better position to seize new and better opportunities.

DID YOU KNOW?

Habitat was founded in 1976 in Americus, Georgia.

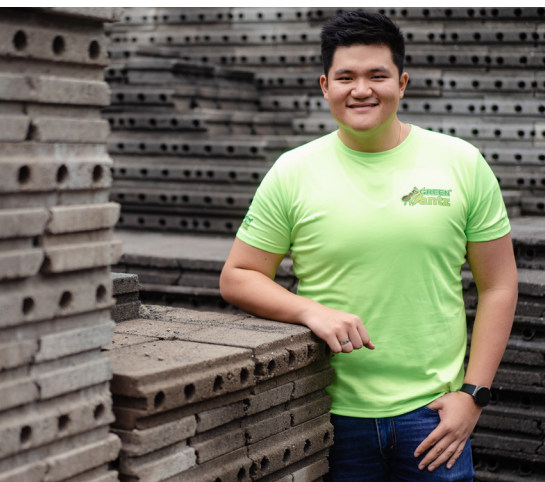
Former President Jimmy Carter and his wife, Rosalynn, became volunteers in 1984.

We don't give houses away. Habitat homeowners help build their houses and pay an affordable mortgage or loan.

Our international impact is fueled by housing microfinance and market development.

In FY2022, Habitat ReStores employed more than 7,700 people globally, with 143 stores in operation outside the U.S.





Habitat's impact is unmatched



Leading nonprofit brand uniquely positioned to address the need for affordable housing.

Global footprint working in more than 70 countries and through a network of U.S. affiliates across all 50 states.

Measurable social impact, having helped more than 46 million people build or improve a place to call home since 1976.

Proven success partnering with a diverse portfolio of Fortune 500 companies.

Turnkey employee engagement opportunities engaging nearly 700,000 volunteers annually.

Best-in-class marketing communications assets and success in executing award-winning cause marketing campaigns and partnerships.

We serve another
14 individuals every
minute globally.



Habitat's work ranges beyond building and repairing houses. We also offer programs and services that meet the needs of the communities we serve:

- | | |
|--------------------------------|------------------------------------|
| Advancing Black homeownership | Veterans housing issues |
| Creating equitable communities | Women's empowerment |
| Neighborhood revitalization | Environmental sustainability |
| Aging in place | Disaster response and preparedness |

**We inspire.
We are loved
and respected.**

From 2002 to 2017, the value of the
Habitat for Humanity brand has grown
more than 200%, from \$5 billion to

\$15.6 billion.

Habitat for Humanity is the

8th

most loved
nonprofit
in the U.S.,

4th

most loved
nonprofit
among
Millennials, and

8th

most trusted
nonprofit.

in the United States, according to a Most Trusted Brands
(nonprofit) 2022 survey by **Morning Consult**.



Habitat for Humanity was the

12th largest

private homebuilder in the United States in 2023.
(Builder 100)



Habitat for Humanity
was named the

**2020
Golden
Halo Award
nonprofit
winner,**

Engage for Good's highest
honor for causes that engage
in activities designed to do
well by doing good.

Habitat ranked No. 2

in the 2021 Harris Poll EquiTrend® Social Services
Nonprofit Brand of the Year.



We have a tremendous network of friends.

Habitat Humanitarians are a generous group of high-profile volunteers who serve as champions, advocates and spokespeople to raise awareness through authentic engagement and a long-term commitment to our mission.

“It’s a unique set of tools that builds a future, and I think **Habitat is that toolbox that just brings it all together.**”

— Jonathan Scott



Former U.S. President **Jimmy Carter** and former first lady **Rosalynn Carter**



Country music stars **Garth Brooks** and **Trisha Yearwood**



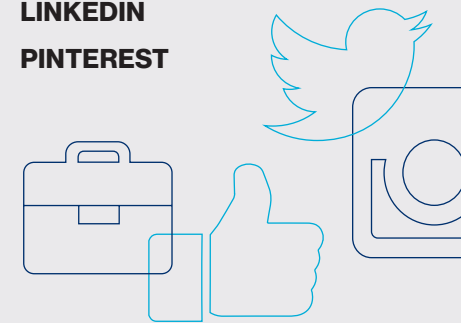
World-renowned construction and real estate experts and HGTV stars **Drew** and **Jonathan Scott**



Habitat enjoys a highly engaged social following.

2 million+
FANS AND
FOLLOWERS

FACEBOOK
TWITTER
INSTAGRAM
YOUTUBE
LINKEDIN
PINTEREST



A woman with long dark hair and glasses, wearing a colorful patterned top, stands behind a young girl with glasses and pigtails, also wearing glasses and a black top with gold buttons. Both are smiling and pointing their right index fingers upwards towards the text.

What will we build together?

With a shared purpose as our platform, you will:

- **Form a deeper connection with your customers, building loyalty through purpose.**
- **Engage your employees by demonstrating your corporate commitment to community impact.**
- **Make a tangible and lasting difference by leveraging corporate assets for social change.**



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