



General Session: Affiliate Innovation



**Habitat
for Humanity[®]**
Lenawee County

Anthony Sacco
ReStore Manager

Carrie Hartley
Development Director



upcycle challenge



use
today.
reuse
tomorrow.





Original flyer

- distributed on social media
- displayed in the community
- hard copy given to ReStore shoppers



2022 UpCycle Challenge

Make plans to join us!
You could be the big winner!



Purchase an item from the ReStore. Make sure to keep your receipt!



Be sure to take a BEFORE and AFTER picture! Email these pictures and a copy of your receipt to UpCycle@habitat-lenawee.org or drop off hard copies to the ReStore.



Create an UpCycle Project: Reinvent or repurpose the item into something awesome!



Donate your UpCycled Project for our online auction and compete in Best in Show!

April 1-5
Return Your
UpCycled Project to
1025 E. US 223, Adrian

April 19-22
Online Auction
& Voting for Best in Show

April 23
Best in Show Winner
Announced

Best in Show Prizes

1st Prize: \$500 Chamber Bucks & 4 Farm to Table Dinner Tickets
2nd Prize: \$250 Chamber Bucks & 2 Farm to Table Dinner Tickets
3rd Prize: \$100 Chamber Bucks & 2 Farm to Table Dinner Tickets

Questions? Call Habitat at 517-265-6157
or email chartley@habitat-lenawee.org

A closer look...

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upcycle challenge



\$5 at the ReStore



BEFORE



AFTER



**approx.
\$30 in
other
expenses**

Search items...

Welcome

Make a Donation

Browse Items

Featured Items

All Items





About Us



upcycle challenge



Featured Items

<p>#2</p> <p>Entryway Table created by Paula Martin</p>  <p>Entryway Table</p> <p>\$20 Sold</p>	<p>#4</p> <p>1940s Chair created by Carrie Hartley</p>  <p>Reupholstered 1940s Chair</p> <p>\$25 Sold</p>	<p>#7</p> <p>Kitty Condo created by Vicki Schmeucker</p>  <p>Kitty Condo</p> <p>\$52 Sold</p>	<p>#8</p> <p>Headboard Bench created by Goodwill</p>  <p>Headboard Bench</p> <p>\$60 Sold</p>
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ONLINE AUCTION

2021

32auctions.com
free, limited capabilities

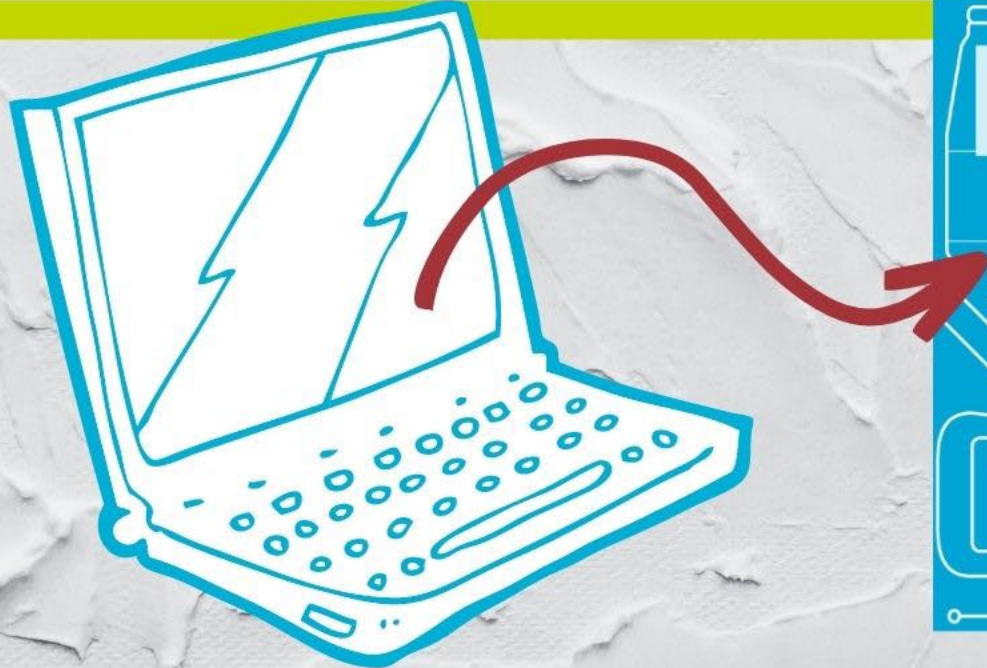
2022

OneCause.com
multiuse donor platform

Promote on social media before and during the auction on ReStore AND

Affiliate social media pages

- used Hootsuite
- great intern project



before

1940s Chair
created by Carrie Hartley



after

BEST IN SHOW VOTING AT THE RESTORE



Tuesday-Thursday

- All shoppers get 3 tickets to vote
- ReStore shoppers can vote daily
- Habitat board and staff pass out tickets

Friday winners are announced

2022 Best in Show Winners



2nd Place
created by K & R Designs



1st Place
created by Vicki Schmucker



3rd Place
created by Lana Archer
& Stephanie Bartenslager



SOME PAST PROJECTS





Pros

- Creativity of ReStore shoppers-- FUN!
- Ties to the mission of the ReStore
- Increase ReStore
 - promotion
 - traffic
 - sales
- Early sponsorship opportunity



Cons

- Volunteer & staff time
- Space allocation
- Managing project drop-off and pick-up
- Not a big money maker by itself; "fundraiser"
 - Auction of approx. 35 items raised \$2500



**Any
questions?**



Genesee County
Habitat
for Humanity®

Thomas Hutchinson
Executive Director



Almost Home

The Landscape

- 25% reported they were not able to pay bills on time
- 83% of millennials with debt find it hard to minimize
- 90% of men and 76% of women reported facing barriers to homeownership

Homeownership
Statistics from the
National Foundation
for Credit Counseling

Top 5 Homeownership Roadblocks

18% Rising Home Prices

14% Lack of funding for down payment and/or closing costs

13% Existing Debt

13% Limited Options within their budget

14% Poor Credit History

Homeownership
Statistics from the
National Foundation
for Credit Counseling

Almost Home Program

- 1 year lease that can be renewed 1 time
- By the end of the 2nd year must be prequalified for a mortgage through GCHFH or outside source

month while home is being finished or participant is working towards a closing

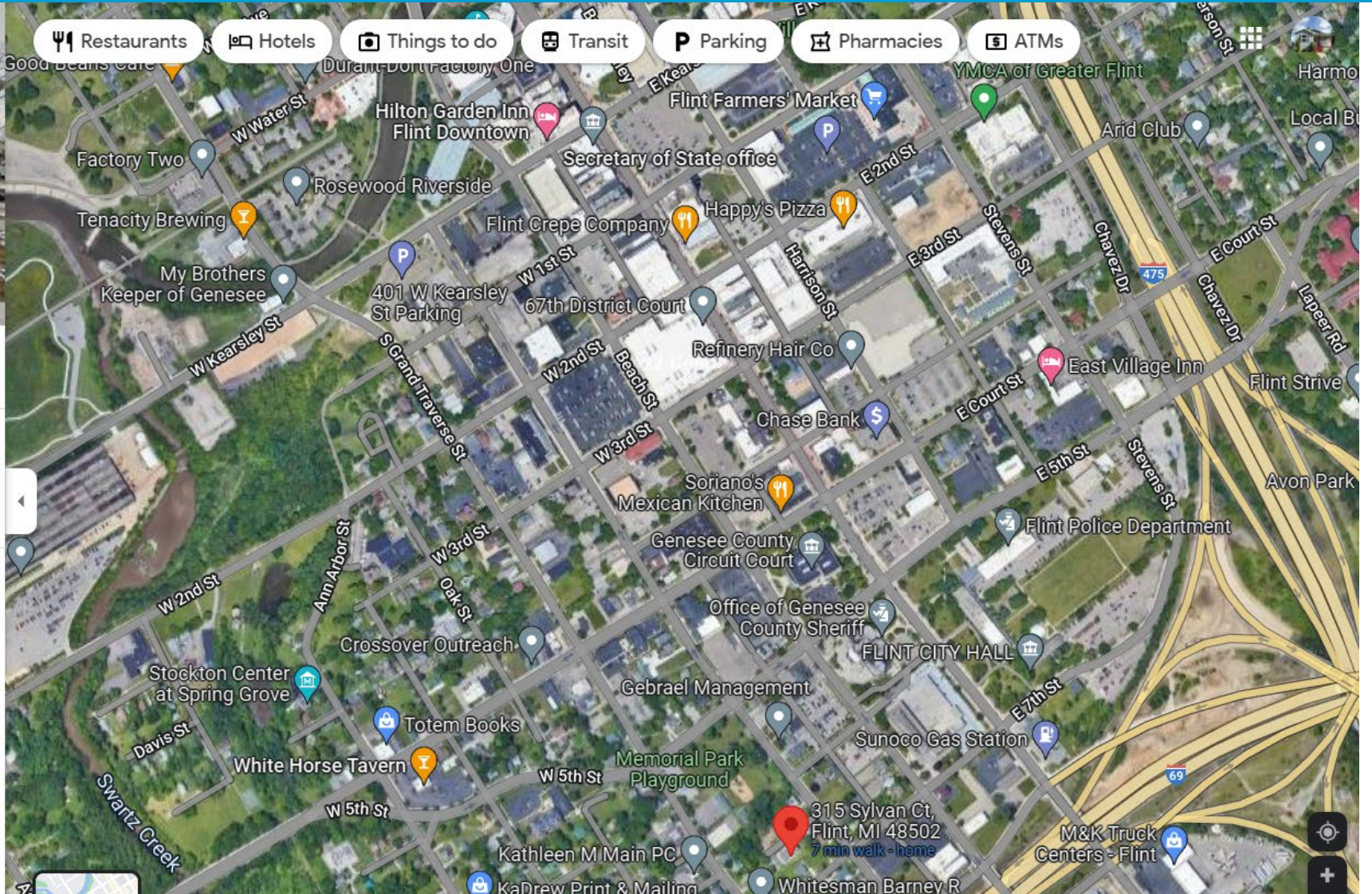




315 Sylvan Ct

- Directions
- Save
- Nearby
- Send to phone
- Share

- 315 Sylvan Ct, Flint, MI 48502
- 2856+9J Flint, Michigan
- Suggest an edit on 315 Sylvan Ct
- Add a missing place
- Add your business
- Add a label



Key Considerations & First Steps



My Contact Info

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HFHI Innovation Team:

Kevin Hiebert

khiebert@habitat.org

Questions



Northwest Michigan
Habitat
for Humanity[®]

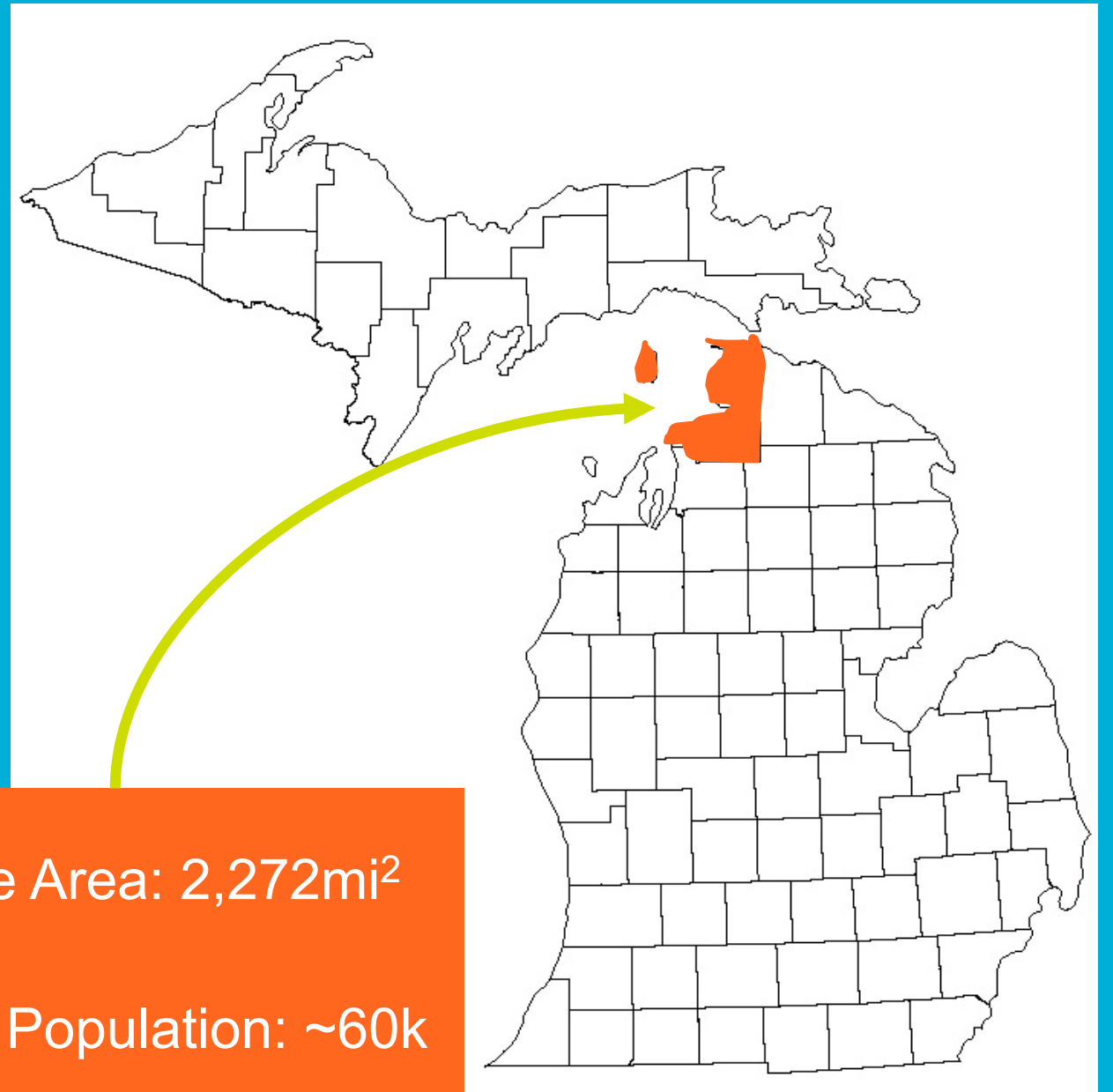
Sarah Ulrich
Executive Director



Northwest Michigan

Emmet & Charlevoix Counties
Programs:

- Critical Home Repair,
- Aging in Place, &
- Home Ownership
 - New Construction
 - Rehab
 - Recycle



Area Statistics

80% AMI CAP

1-person \$44,150

4-person \$63,500

YTD average home price:

Emmet - \$592,064

Charlevoix - \$507,489

32% of housing is
non-homestead

Market Need

Emmet:

463 Homes

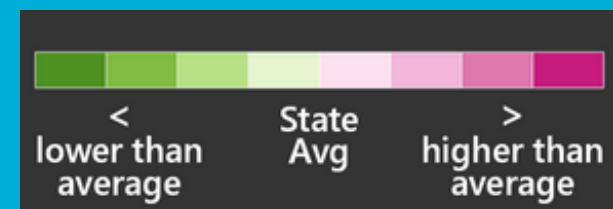
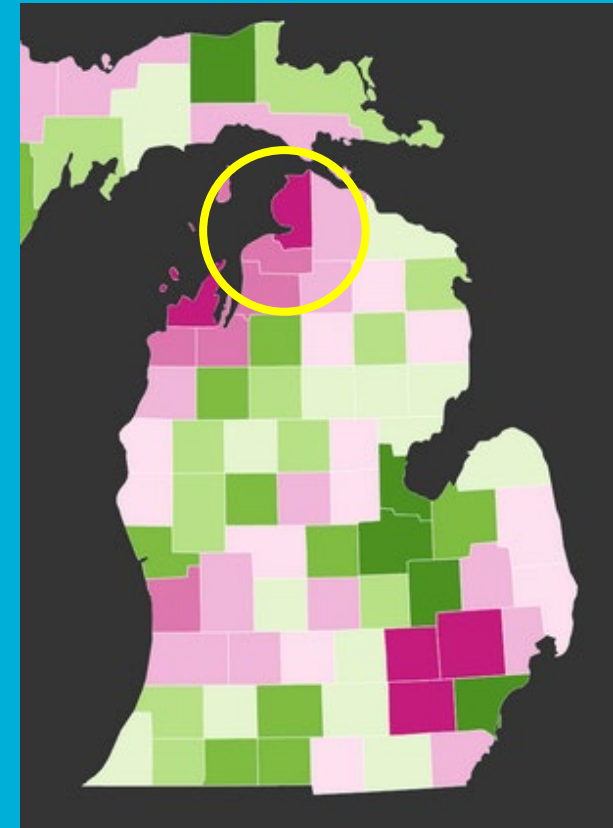
1,825 rentals

Charlevoix:

400 homes

792 rentals

Need has increased
significantly as a result
of the pandemic



Key Considerations

1. Immediate need for over 800 new for purchase homes
2. Volunteer shortage
3. Skilled trades shortage
4. High construction costs



Key Considerations

1. Vacant land available -- (expensive and lacks infrastructure)
2. Infill opportunities
3. Strong local advocacy
4. Donor base potential
5. USDA Qualified buyers
6. NM Habitat team



Our Focus

1. High-quality modular construction (12+ homes a year)
2. Employ a professional construction team to grow internal capacity
3. Grow financial support



Foundations for Our Future

Building 43 new homes in our community by 2025

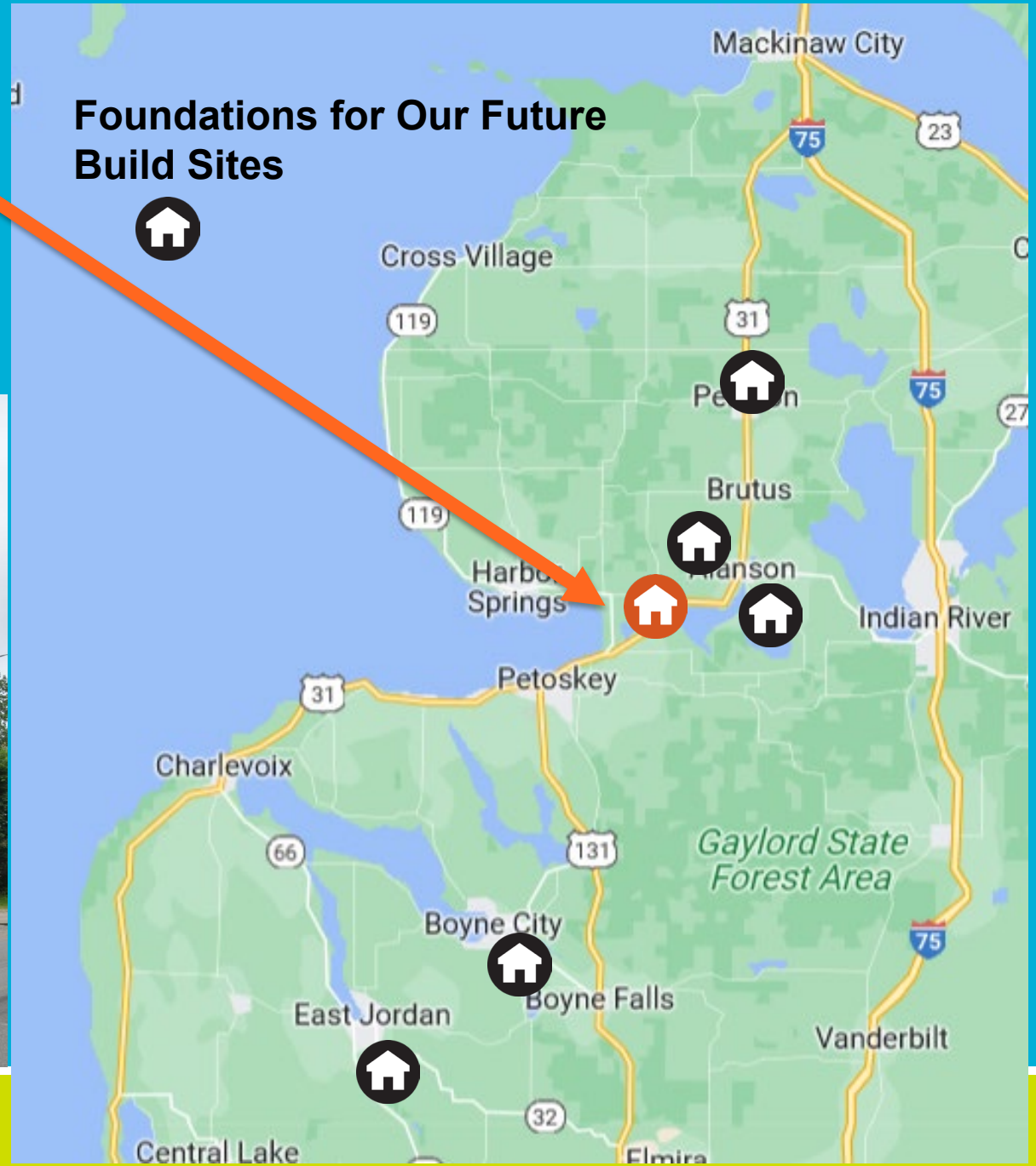


Oden Development Complete 2022

BEFORE

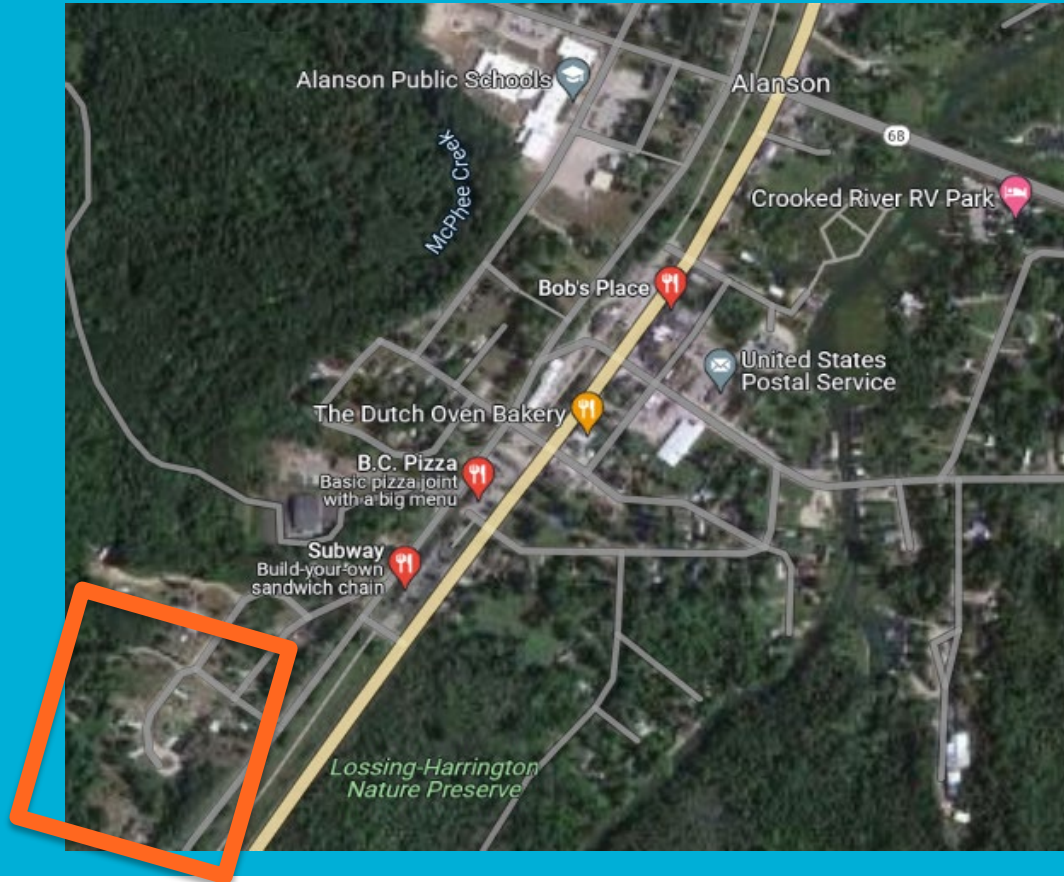


**Foundations for Our Future
Build Sites**

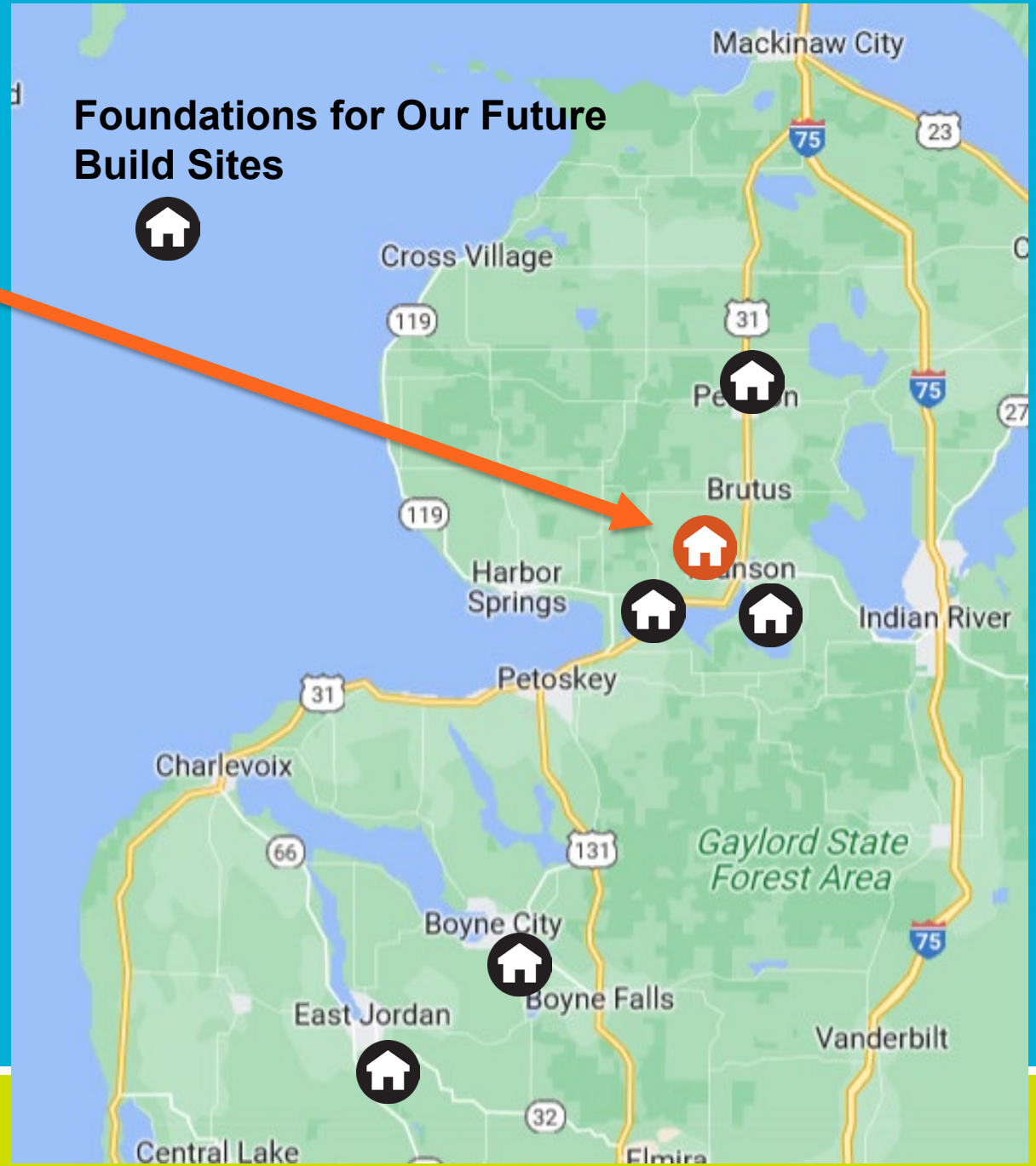




Lantern Lane Alanson

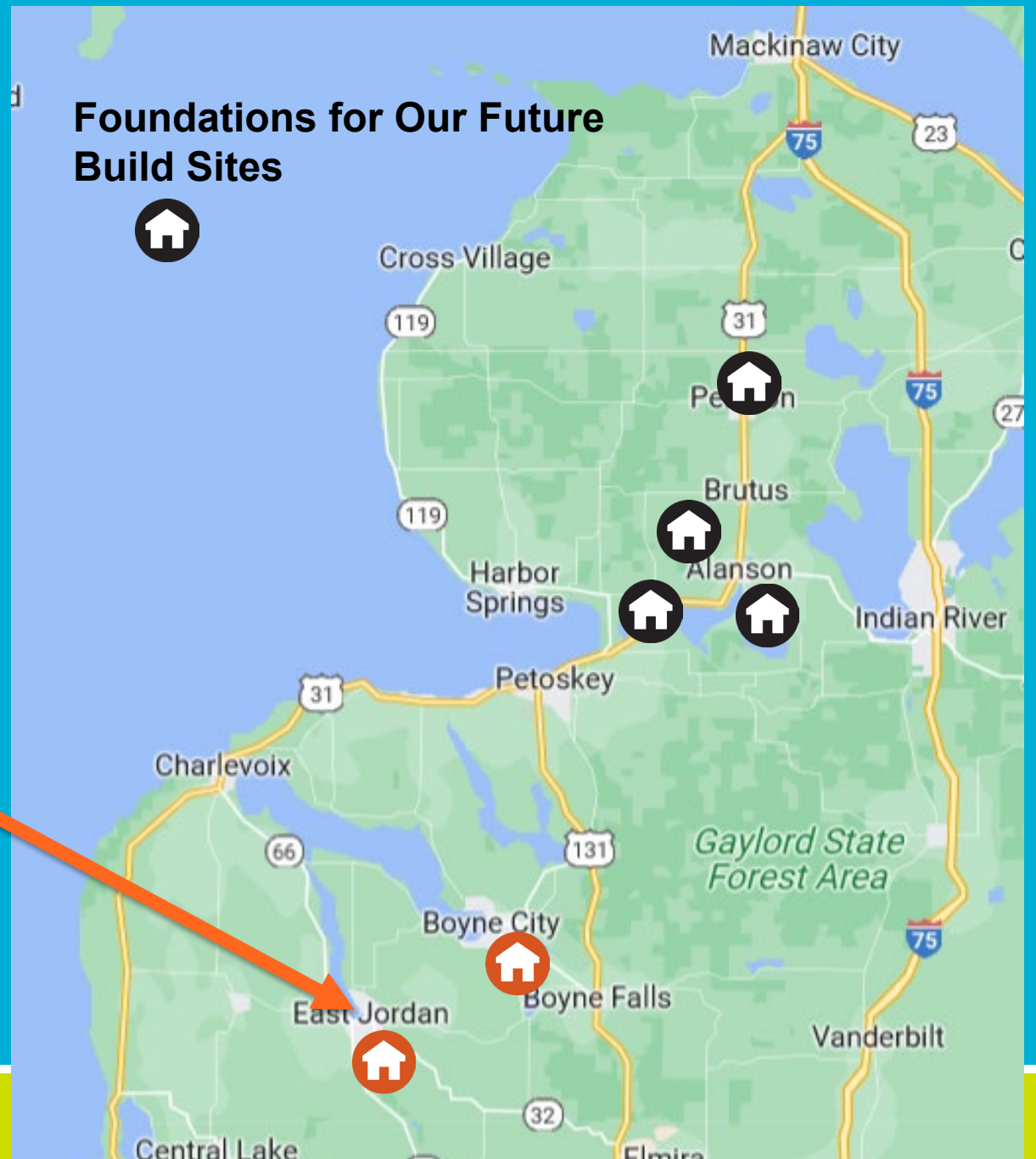


Foundations for Our Future Build Sites





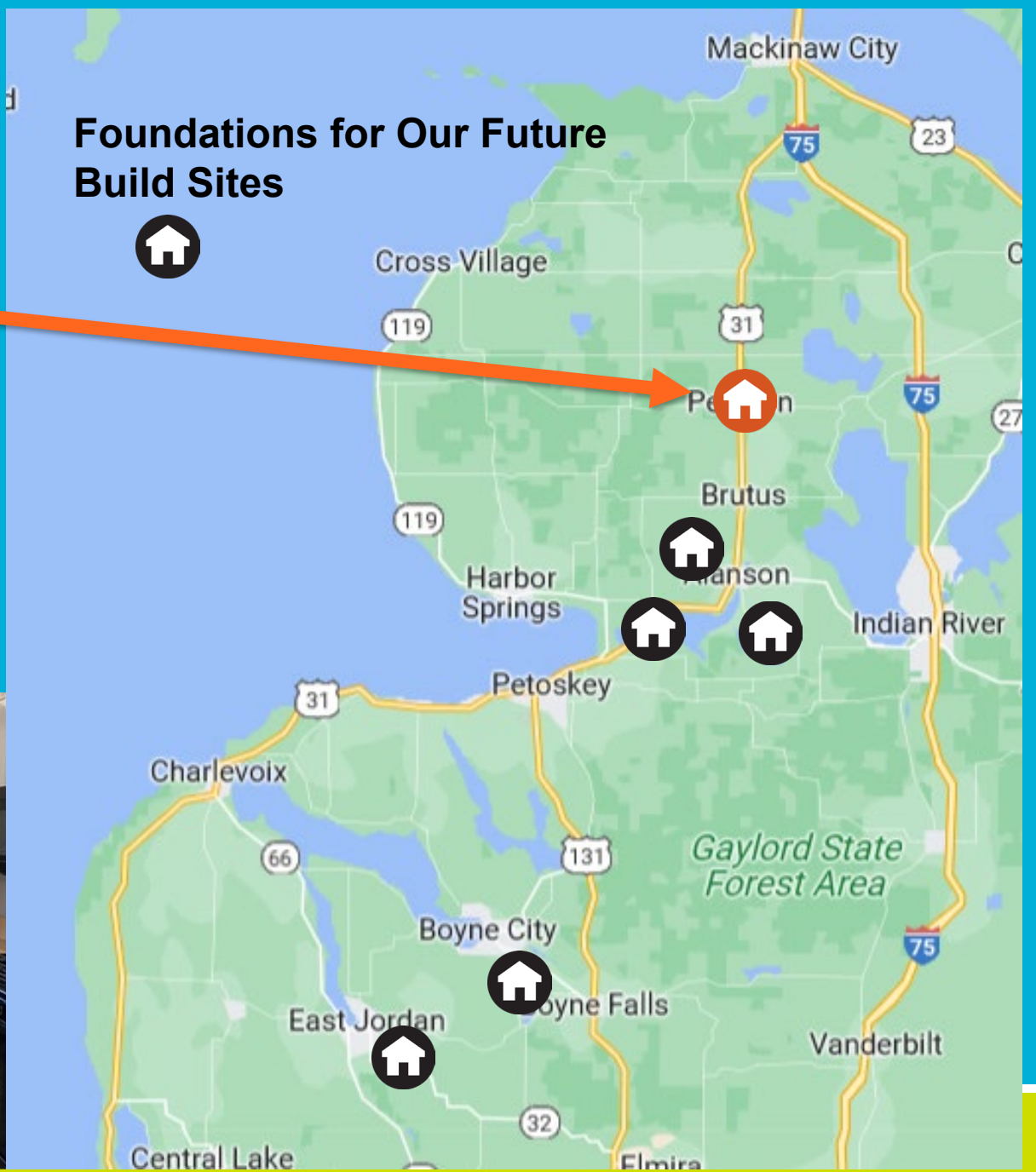
Infill Sites: East Jordan & Boyne City



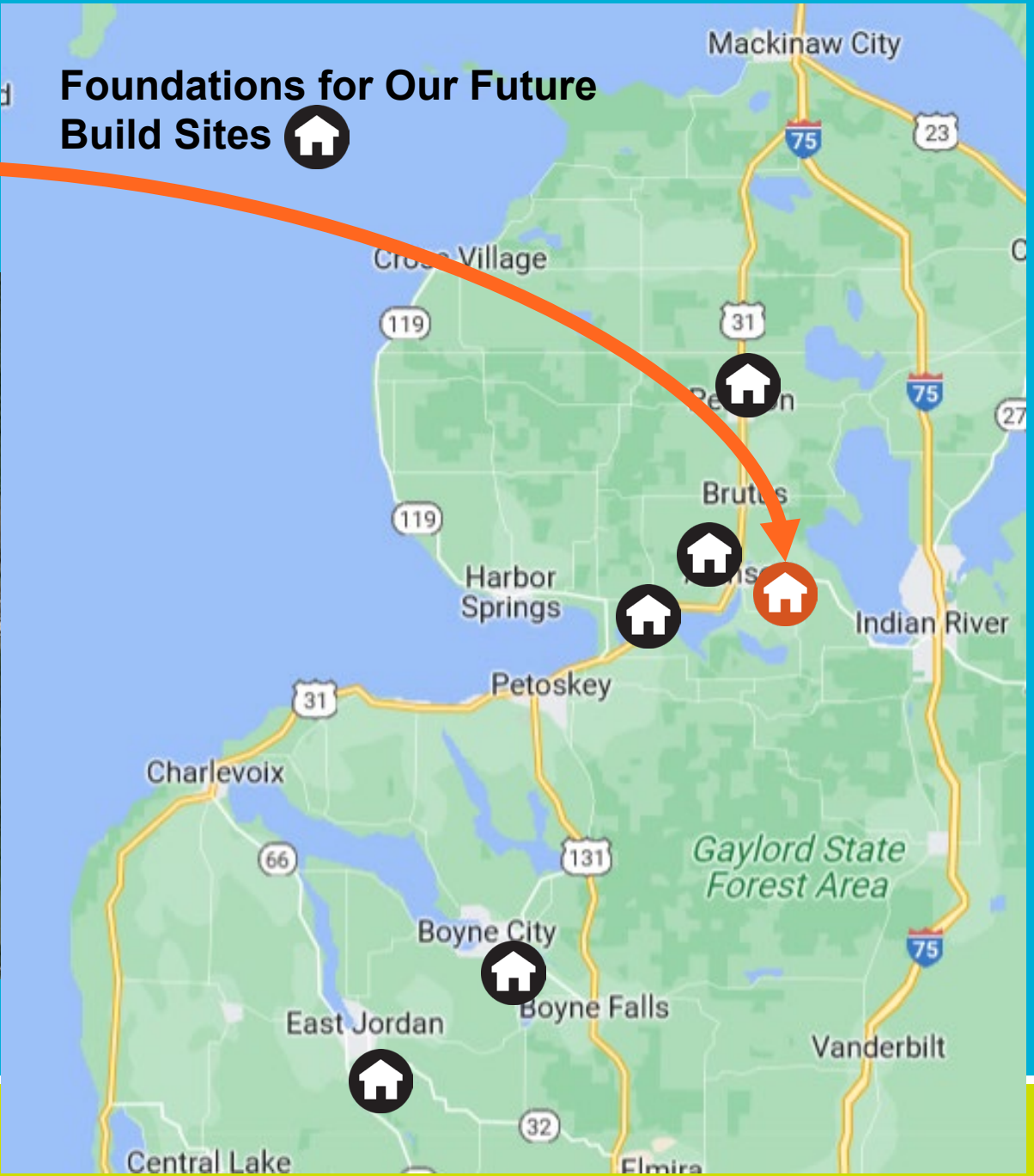
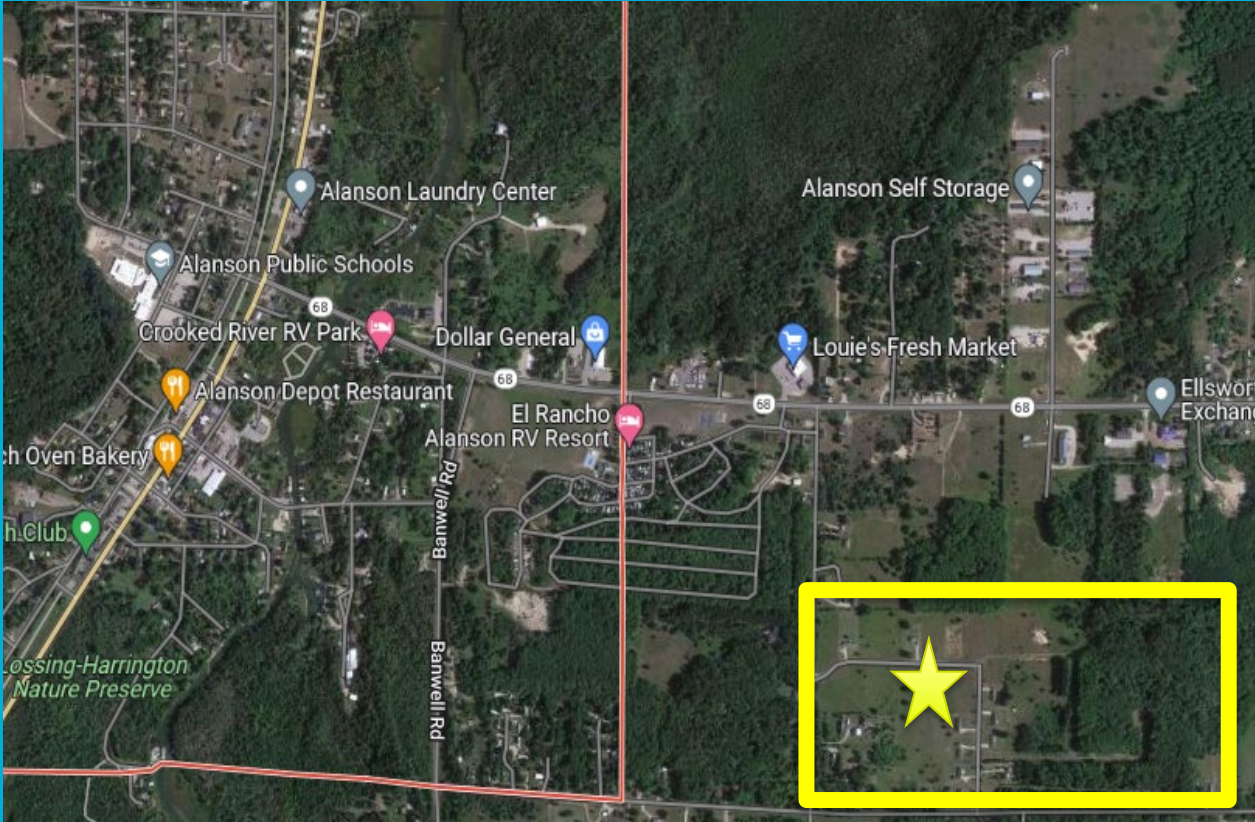
High School Trades Build



Foundations for Our Future Build Sites



Meadowlands Alanson

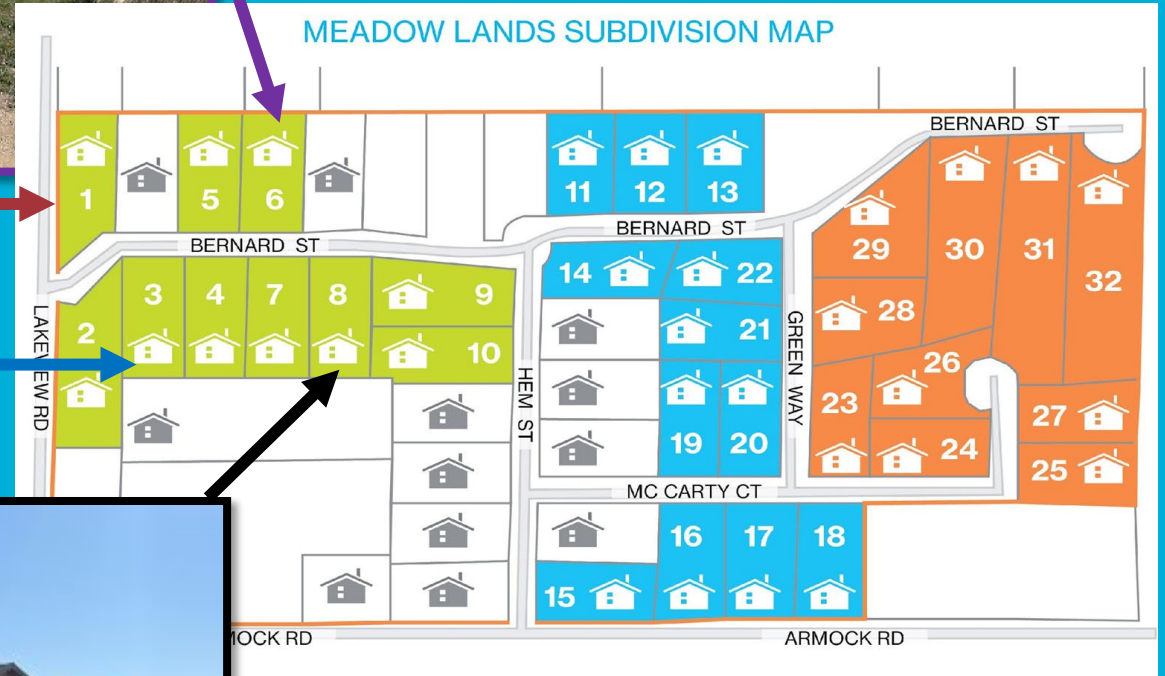


Foundations for Our Future
Build Sites 🏠





Existing Home Phase 1 Phase 2 Phase 3



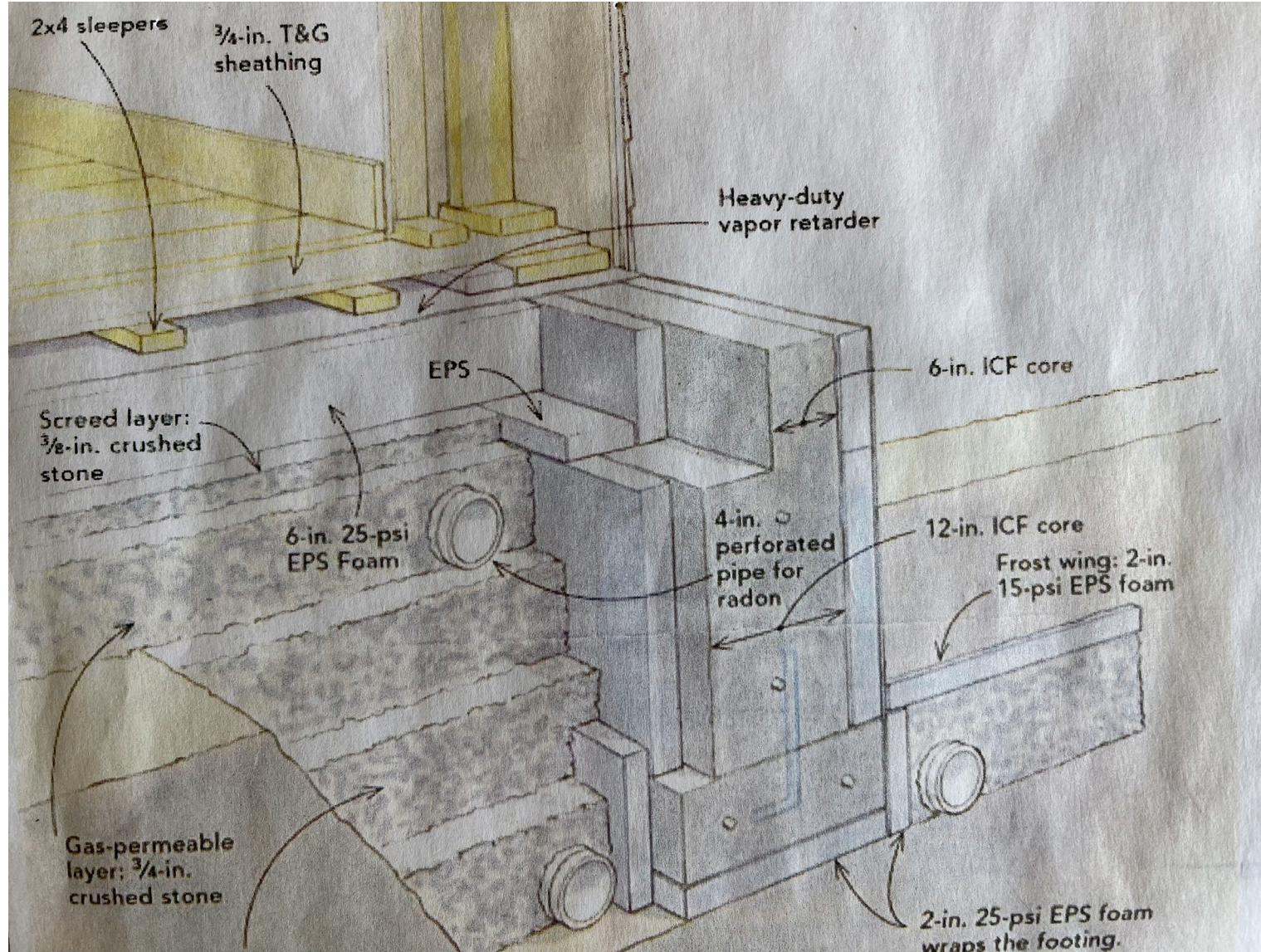
Questions





Greater Jackson
Habitat
for Humanity[®]

David Behnke
Construction Manager











Thank you for coming to this session.
We want to hear from you!



Please scan this QR Code to share your feedback
about this session.

You can also sign up to win a raffle prize

