



2021 Fiscal Year Annual Report



**The powerful impact of safe,
decent and affordable housing**

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608.255.1549 • [HABITATDANE.ORG](https://www.habitatdane.org)

Closing the racial equity gap in Dane County and building an equitable community where every family can thrive will not be possible without intentional action.

Currently:

- ▶ Nearly one-third of first-time homebuyers get gifts from family or friends to help with their down payment, and white homebuyers are twice as likely as black homebuyers to get family help for a down payment.
- ▶ According to the Urban Institute, black homeowners were more likely than white homeowners to have missed or deferred their mortgage payment due to the financial impact of the coronavirus, leading many experts to fear a widening gap in homeownership disparities.
- ▶ Data from the U.S. Census Bureau shows that Black Americans have the lowest rate of homeownership compared to other racial groups.
- ▶ According to 2020 data from the Home Mortgage Disclosure Act, lenders deny mortgages for black applicants at a rate 80% higher than that of white applicants.
- ▶ Black Americans are more than twice as likely than white Americans to have a high-cost mortgage, according to data from the National Bureau of Economic Research.

Building wealth and breaking down barriers



Valerie Renk



Ann Raschein

With partner families at the heart of our mission, YOU, Habitat's donors and volunteers, are undoubtedly the backbone of Habitat for Humanity of Dane County. Thanks to your support, we are building home equity for the future and breaking down barriers for our friends and neighbors across Dane County.

With today's affordable housing shortage, it's really difficult for families of modest means to own a home. Without a homeownership option, Dane County's families in the lower half

of the average median income have little hope of owning their own home, and therefore no real way to build wealth. In fact, the Federal Reserve reports the average homeowner in 2016 had a household wealth of \$231,400, compared to the average renter's household wealth of just \$5,200.

And for people of color, the housing problem in Dane County is significantly worse. Wisconsin has the nation's third worst black homeownership rate: just 23%, according to a 2020 report from the National Association of Realtors. Without intentional action, the racial equity gap will continue to widen.

At Habitat for Humanity of Dane County, racial equity and anti-racism are embedded in our mission, vision, and values. For the last 34 years, we've proudly built a more equitable community with a diverse group of more than 500 families of modest means, of which nearly 60% are people of color, to achieve stability through homeownership. Here are just a few ways Habitat has sparked and inspired real change for a more equitable world:

- ▶ Supporting the creation of more than five million dollars in home equity for black families in Dane County (Averaging \$70,000+ in equity per family - just through their Habitat home)
- ▶ Empowering more than 70 black families to achieve self-reliance through homeownership
- ▶ Establishing a pathway to stability for 230 black children in Dane County

We know homeownership has endless benefits - from better health and educational outcomes to higher civic engagement - but perhaps the most important is giving families the opportunity to create their own stability through wealth. Did you know homeownership is the number-one way families build wealth in the United States? This is where Habitat's homeownership model shines in creating long-term solutions with a proven track record!

Here at Habitat, this past year has been filled with challenges - from rising lumber costs and Dane County's skyrocketing housing market to the global pandemic - but one thing that remains steadfast is our commitment to providing a permanent, safe and affordable way for families to break the cycle of generational poverty.

Thank you for giving the pride and privilege of homeownership to underrepresented communities. We are deeply appreciative of your critical support in closing the racial equity gap and building a sustainable and equitable Dane County.

Warmest regards,

Valerie Renk, CEO
Habitat for Humanity of Dane County

Ann Raschein, 2021 Board Chair
Habitat for Humanity of Dane County

P.S. Right now we have a record-breaking number of homeownership applications, double the amount we normally get. Habitat is scaling up our efforts and our program offerings as much as possible and struggling to build fast enough to keep up with the need. Please consider supporting our efforts at habitatdane.org/give.



Introducing the largest development in state Habitat history – Town Hall Crossing!

Habitat for Humanity of Dane County is thrilled to start construction on Town Hall Crossing – a 62-acre community that will feature 118 single-family homes, 40% of them for Habitat homeowners! This mixed-income neighborhood blends families at every stage of life with high-quality amenities and features for people of all ages to enjoy. Surrounded by a paved bike path, within walking distance to excellent schools, a grocery store, handicap-accessible playgrounds, and even care options for homeowners living in multi-generation families, Town Hall Crossing intersects small-town values with big-city amenities.

The neighborhood also offers residents many nearby job options being less than 20 minutes from downtown Madison and offering easy access to highways US-151, US-51, and I-39/90/94 for simple commuting, access to airports and more.

Town Hall Crossing will be so much more than just a place to live, it will provide the life-changing benefits of homeownership – financial security and building family wealth! For Habitat families, this financial security means:

- ▶ Not having to make difficult decisions about whether to feed your children or pay your rent.
- ▶ Not spending half of their income on housing – which currently one in 10 households in Wisconsin do.
- ▶ No small, unexpected emergency – like a car repair or dental bill – will cause a crisis for their family.

Giving families the opportunity to own their own home does so much to boost a family's future. With each mortgage payment, homeowners are investing in themselves. We can't wait to add partner families and Habitat volunteers and watch Town Hall Crossing transform into a vibrant neighborhood providing safe, decent and affordable housing to its residents and witness the long-lasting effect for generations to come!

Town Hall Crossing is Habitat's 10th large-scale planned community in Dane County, in addition to the numerous single homes and smaller building projects sprinkled around Dane County.

Thank you CUNA Mutual Group Foundation



A HUGE thank you to CUNA Mutual Group Foundation for sponsoring Town Hall Crossing with a quarter-million-dollar donation! CUNA Mutual Group

is not only a community leader, but for generations, they've helped credit unions, businesses and hardworking Americans build financial security and make homeownership dreams come true for families across the nation.



We'd also like to thank two inspirational leaders – past Habitat Board Chairs George Kamperschroer and Jason Kadow – for championing and believing in this project for so many years. George and Jason's personal belief and commitment will be remembered forever, right on two street names – Kamperschroer Drive and Kadow Lane – in Town Hall Crossing.

"We're excited to continue offering support that goes beyond financial. We love rolling up our sleeves and look forward to having our staff build some of the home frames for this neighborhood, as well as providing financial coaching to some of the families throughout their time in the Habitat program." – Director of Corporate Social Responsibility for CUNA Mutual Group, Alex Shade



Meet one of the first homeowners moving to Town Hall Crossing - Dierdre!

"I am a mother of two. My two daughters are four and 10. I am also the eldest of three children. I was born in Madison and have lived majority of my life in Sun Prairie. I lost my mother December 2018, which was a traumatic experience for my family and me. After she passed, I instantly became a caregiver to my younger sister who was 11 at that time. My sister is now 14 and although we are still in the grieving process, working towards building our own home is giving us something to look forward to. In our free time, we enjoy spending time with my brother and his three children and volunteering. We recently have been blessed to meet a lot of people who are also grieving with the loss of loved ones and creating memorial pieces to honor of our loved ones.

We are grateful and excited for this opportunity!"

Building a strong Dane County

At Habitat for Humanity of Dane County, every volunteer hour and dollar donated goes directly towards delivering programs and services that make a difference right here in our community. **Here's how:**

Habitat Homebuilding

Habitat builds and rehabilitates safe, decent, and affordable homes with volunteer labor and donations of money and materials. Habitat sells the homes to partner families at market value, and homes are financed with affordable, zero-percent interest loans, capped at 28% of the family's income. Homeowners put in 425 hours (or 275 hours for a single-adult family) in sweat equity by building homes on the construction site,

attending Habitat educational classes, working at Habitat ReStore, baking snacks for volunteers, and office work.

Habitat Home Repair

Through volunteer labor, Habitat is preserving homes and revitalizing neighborhoods one house at a time. The Habitat Home Repair program offers low-cost critical home repairs to income-qualified homeowners throughout Dane County.

Financial Capability

Habitat works hand-in-hand with families to improve their credit, budgeting and financial health so they can become homeowners by qualifying for Habitat's homebuilding program or traditional financing outside the Habitat program.



Another bright spot for Habitat



Habitat is proud to produce electrical energy right on the rooftop of Habitat's main office and is honored to be named a 2021 Climate Champion by the Dane County Office of Energy & Climate Change.

Thank you to RENEW Wisconsin's Solar for Good program, MadiSUN's "Backyard Solar" program, the Couillard Solar Foundation, and the City of Madison for making it possible for Habitat to add energy-generating solar panels to our main headquarters on Latham Drive. The system is designed to meet 80% of our building's annual energy needs.

REVENUES:	2020-2021	2019-2020
Homebuilding & Mortgages	3,507,567	3,949,792
Habitat ReStore	1,892,427	1,616,744
Fundraising & Miscellaneous	2,092,663	1,374,919
TOTAL REVENUES	7,492,657	6,941,455
EXPENSES:	2020-2021	2019-2020
Homebuilding & Mortgages	4,839,563	5,327,911
Habitat ReStore	1,421,748	1,285,015
Management & General	235,379	227,033
Fundraising	478,905	501,681
TOTAL EXPENSES	6,975,595	7,341,640
	2020-2021	2019-2020
NET HFHDC	517,062	(400,185)

A full copy of the independent audit performed by SVA Certified Public Accountants, S.C. is available at habitatdane.org/annual-reports or by calling 608.255.1549



Your support makes a BIG impact

Year in Review | July 1, 2020 – June 30, 2021

- ▶ Served Dane County for 34 years
- ▶ Built 315 homes in Dane County since 1987, providing a safe home for 820 children
- ▶ Our work is possible because of 1,782 donors and 848 volunteers! Volunteers spent 10,036 hours on the build sites and 10,198 non-construction volunteer hours



During this fiscal year Habitat has:

- ▶ Partnered with 13 families to create long-term housing solutions
- ▶ Moved 33 children into a safe and affordable Habitat home
- ▶ Strengthened neighborhoods in Madison, Fitchburg, and Sun Prairie
- ▶ Educated 14 community members through Habitat's Financial Capability Program
- ▶ Met with 93 families at a Habitat informational meeting on becoming a homeowner
- ▶ Raised more than 2 million dollars to help Dane County families build strength, stability & self-reliance
- ▶ Serviced 205 no-interest mortgages for Habitat families
- ▶ Earned Charity Navigator's 4-star rating for the 10th year in a row — Only 3% of charities have done this!
- ▶ Celebrated 461 individuals and companies who donated to Habitat consecutively for the past three or more years
- ▶ Averaged \$175,000 as the average price a Habitat homeowner paid for their home during 2021
- ▶ Homeowners paid more than \$805,000 in property taxes
- ▶ Recycled & repurposed 37 donated vehicles to fund Habitat homes



Celebrating 20 years of funding Habitat homeownership – Habitat ReStore

Every purchase, donation & volunteer hour helps advance Habitat's mission!
Over its 20-year history, ReStore has earned \$6.2 million in net profits towards Habitat's homebuilding mission!

- ▶ This fiscal year alone, ReStore grossed \$2 million, contributing more than \$470,000 towards Habitat's mission
- ▶ Completed 68,000+ purchase transactions
- ▶ Picked up donations from 1,307 households and businesses with the ReStore truck
- ▶ Mobilized 314 Habitat ReStore volunteers, completing 10,109 volunteer hours
- ▶ Diverted more than 250 dump trucks worth of building materials from Dane County landfills — that's 12,457 tons! Reused and repurposed items at Habitat ReStore keeps landfills empty and sidewalks cleaner.
- ▶ Since 2002, Habitat ReStore funded 67 Habitat homes for families in Dane County



2001 • 20 YEARS OF SERVICE • 2021



Habitat partners leading the mission

Our sincere appreciation to each and every Habitat supporter. With your continued support, together we're able to build strength, stability and self-reliance through homeownership in Dane County. We truly appreciate your support in creating a world where everyone has a decent place to live! Visit habitatdane.org/partners for information on partnering with Habitat!

Special thanks to these additional sponsors

- ▶ ALLIANT ENERGY FOUNDATION
- ▶ ASBURY UNITED METHODIST CHURCH
- ▶ BMO CHARITABLE FUND PROGRAM
- ▶ BURSE SURVEYING AND ENGINEERING, INC.
- ▶ CAPITOL BANK
- ▶ CROSSROADS CHURCH
- ▶ DUPONT - DANISCO
- ▶ ENDRES MANUFACTURING COMPANY
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