



2022 Fiscal Year Annual Report



Building a stronger
Dane County through
Homebuilding, Home
Repair & Financial
Capability Training





Celebrating 10 Years of Service to Habitat

It's been an honor and an absolute privilege to spend my last 10 years building homes, community and hope right here in Dane County. During my tenure, I've been proud to support building homes with 147 habitat families.

This may seem like just a number – but it's been overwhelming for me to see the impact those 147 homes have made:

- It's families experiencing safety and security, many for the first time in their lives.
- It's parents feeling proud, energized and hopeful about giving their children something they always thought was out of reach.
- It's breaking down barriers and helping close the racial equity gap in underrepresented communities.

There are so many impacts of homeownership – but I appreciate, most, the sustainable cycle of possibilities and progress owning a Habitat home creates. Thank you for giving me the opportunity to be a part of this!

Together, we have accomplished so much and continue to do so! Habitat has created and revitalized nine large-scale neighborhoods, with four more currently underway.

Town Hall Crossing, on Sun Prairie's east side, is the biggest and most progressive Habitat project in the state. We are thrilled to see this mixed-income neighborhood grow, as development continues with a senior affordable housing project there in the future.

We are also building right now in Stoughton, with eight families in twin homes, and continue to build in Madison on various sites.

On the horizon, we have plans to partner with six families in Owl Creek, on Madison's southeast side, as well as eight families in townhome-style homes in downtown Oregon.

And, as fast as we build, we're still receiving record-breaking numbers of homeownership applications - double the amount we normally get! As we struggle to keep up with them, we are looking into every possible way and every possible option to keep building as much as we can, as fast as we can.

That's why we've purchased a new 40,000-square-foot building to serve as our central Habitat campus. Located at 6201 Odana Road, formerly the Odana Antiques Mall, we now have the opportunity to have our main Habitat and ReStore administrative offices, ReStore West, and our ReStore warehouse all under the same roof for the first time ever!

We also are thrilled to launch a new program in collaboration with the Wisconsin Department of Workforce Development, the Boys and Girls Clubs of Dane County, the Latino Academy of Workforce Development, and WRTP / BIG STEP to provide opportunities for underrepresented youth to learn about construction industry careers.

No matter who we are or where we come from, we all deserve to have a decent life. We deserve to know we have the power to take care of ourselves and build our own futures. At Habitat for Humanity, this is what unites us. Our shared vision is a world where everyone has a decent place to live. I am so proud to be a part of Habitat, and I hope you are too.

Thank you for building the strength and stability Dane County families need to stand on their own.

We are so grateful for your support!

Warmest regards,

Valerie Renk • CEO, Habitat for Humanity

P.S. Don't be a stranger! It takes a big community to build a community. If you have ideas, time or talents you would be willing to share with us, please reach out to me at vrenk@habitatdane.org or **608.255.1549, ext. 103**.



Giving from the Heart

Beld Street, in the heart of downtown Madison, is a very special location here at Habitat for Humanity because we received an extraordinary donation – a home and buildable lot – made through a planned giving donation by Leroy Rodgers when he passed away last year.

We are so grateful for this donation and are using his generous gift to create opportunities that will leave a lasting impact for generations to come.

For starters, Habitat volunteers are renovating Leroy's 111-year-old home and making it like-new again by partnering with future Habitat homeowners Khalifa and Houda, and their three children, eight-year-old Adam, five-year-old Yasser, and three-year-old Heba.

On the vacant lot next to Leroy's home, we are building a single-family high-efficiency concrete home – the first Habitat home of its kind in Dane County – with future Habitat homeowners Segauoi and Asma, and their three children, nine-year-old Nasreddine, five-year-old Loudjeyne, and four-year-old Bachir.

To build this innovative home, Habitat partnered with The National Ready Mixed Concrete Association's Build with Strength Coalition to build an affordable single-family home using insulated concrete forms (ICFs). ICFs provide a sustainable, noncombustible concrete building system that reduces upfront expenses and on-site construction time while maximizing the structure's durability and energy performance.

We are so thrilled to see both these homes take shape, all thanks to Leroy for continuing to champion the fight against poverty beyond his lifetime.

If you'd like to change lives in the future, please take time to include Habitat in your charitable intentions today. Contact our team at give@habitatdane.org or call 608.255.1549, ext. 121 to discuss making a legacy gift and joining our Legacy Society.



Introducing the Habitat ReStore Furniture Bank

At Habitat for Humanity of Dane County, advancing efforts to address the large number of factors that contribute to, and result from, housing insecurity is critical to advancing our mission of creating a world where everyone has a decent place to live.

Like a food bank, but for furniture, the Habitat ReStore Furniture Bank provides local families in transitional housing with the furniture they need to turn their often-empty dwellings into happy homes with all of the essentials to make families feel safe and comfortable.

By partnering with social service agencies across Dane County, the Habitat ReStore Furniture Bank helps families affected by poverty, domestic violence, homelessness, resettlement in the US, and disasters get the fresh start and hand up they need to build a successful life for their families.

With infrastructure and expertise in donation screening, handling, and transportation, Habitat ReStore is uniquely positioned to meet this need, while working alongside strong community partners to help our friends and neighbors in transitional housing.

The Habitat ReStore Furniture Bank operates directly out of Habitat ReStore's two locations and all donated furniture is sold to fund Habitat's home building program or given to furniture bank clients.

● **Learn more at habitatdane.org/furniture-bank.**



FURNITURE BANK

Scaling Up to Serve More Families

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, with payments 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 home 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.

REVENUES:	2021-2022	2020-2021
Homebuilding & Mortgages	4,292,894	3,507,567
Habitat ReStore (less cost of goods sold)	2,123,937	1,892,427
Fundraising & Miscellaneous	2,253,315	2,092,663
TOTAL REVENUES	8,670,146	7,492,657

EXPENSES:	2021-2022	2020-2021
Homebuilding & Mortgages	6,354,578	4,839,563
Habitat ReStore	1,466,278	1,421,748
Management & General	250,629	235,379
Fundraising	511,446	478,905
TOTAL EXPENSES	8,582,931	6,975,595

	2021-2022	2020-2021
NET HFHDC	87,215	517,062

A full copy of the independent audit performed by SVA Certified Public Accountants, S.C. is available on our website or by calling HFHDC at (608) 255-1549 (x119).



Driving Habitat's mission forward – Habitat's Board of Directors

A very special thank you to this dedicated group of volunteers who use their time and talent to drive Habitat's mission forward!

Board Chair Amy Cralam with Alliant Energy; Vice Chair Josh Reiter with the American Red Cross, Wisconsin Region; Secretary Tom Dorn with Dorn True Value; Treasurer Christina Smith-Wilkie with SBA Lending Group, Wells Fargo; Governance, Trisha Kalscheur with John Deere Financial; and board members Ann Raschein with RE/MAX Preferred; Andy Platz with Mead & Hunt; Kingsley Gobourne with Group Health Cooperative; Jeff Wiegand with American Family Insurance; Ali Kane with Stark Homes; Linn Roth with Locus Incorporated; Monica Gonzalez with Bank of Sun Prairie; Roren Finney, president of the Habitat Young Professionals of Dane County with Third Coast Advisors; and Aryan Saini, the president of the University of Wisconsin Habitat Chapter. **Thank you for your service!**

Your support makes a BIG impact

Year in Review | July 1, 2021 – June 30, 2022

- Served Dane County for **35 years**
- **Built 326 homes** in Dane County since 1987, providing a safe home for **823 children**
- Our work is possible because of **1,832 donors and 1,661 volunteers!**
- Volunteers spent **21,847 hours on the build sites** and **13,297 non-construction volunteer hours**



During this fiscal year Habitat has:



Partnered with 11 families to create long-term housing solutions



Moved 33 children into a safe and affordable Habitat home



Strengthened neighborhoods in Madison, Stoughton, and Sun Prairie



Educated 19 community members through Habitat's Financial Capability Program



Met with 233 families at Habitat informational meetings on becoming a homeowner



Raised more than 1.8 million dollars to help Dane County families build strength, stability & self-reliance



Serviced 206 no-interest mortgages for Habitat families



Earned Charity Navigator's 4-star rating for the 11th year in a row— Only 3% of charities have done this!



Averaged \$231,000 as the assessed price a Habitat homeowner paid for their home during 2022



Homeowners paid more than \$809,000 in property taxes



Recycled & repurposed 24 donated vehicles to fund Habitat homes



Land banked 70+ lots for future strategic development and homebuilding



Building wealth & breaking down barriers: Closing the Racial Equity Gap in Dane County

- Created more than **5 million dollars** in home equity for black families in Dane County (Averaging \$70,000+ in equity per family just through their Habitat home)
- Helped more than **70 black families** achieve self-reliance
- Homeownership is critical to closing the racial equity gap because it's the number-one way for **families to build wealth in the United States**. This is where Habitat's homeownership model shines in creating long-term solutions with a proven track record.

ReStore Round Up

Every purchase, donation & volunteer hour helps advance Habitat's mission!
Over its 21-year history, ReStore has earned \$6.9 million in net profits towards Habitat's homebuilding mission!

- This fiscal year alone, ReStore grossed \$2.3 million, contributing more than \$650,000 towards Habitat's mission
- Skillfully completed 50 kitchen tears out and sold the cabinets at Habitat ReStore
- Completed 70,400+ purchase transactions
- Picked up donations from 1,870 households and businesses with the ReStore truck
- Mobilized 410 Habitat ReStore volunteers, completing 12,945 volunteer hours
- Saved tons and tons from the landfill
- Since 2002, Habitat ReStore funded 74 Habitat homes for families in Dane County



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
- ▶ AMERICAN FAMILY INSURANCE
- ▶ BRISTOL LUTHERAN CHURCH - ELCA
- ▶ CARLSON BLACK O'CALLAGHAN & BATTENBERG LLP
- ▶ DAIRYLAND ELECTRICAL INDUSTRIES
- ▶ EXACT SCIENCES CORPORATION
- ▶ FLAD ARCHITECTS
- ▶ FOCUS ON ENERGY
- ▶ HABITAT YOUNG PROFESSIONALS OF DANE COUNTY
- ▶ HO CHUNK OF MADISON
- ▶ JOHN J. FRAUTSCHI FAMILY FOUNDATION, INC.
- ▶ MADISON COMMUNITY FOUNDATION
- ▶ MADISON GAS AND ELECTRIC FOUNDATION
- ▶ MADISON ROTARY CLUB - DOWNTOWN MADISON
- ▶ OLD NATIONAL BANK - SUN PRAIRIE
- ▶ PAOLI MERCHANTS ASSOCIATION
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- ▶ QBE NORTH AMERICA
- ▶ RESTAINO & ASSOCIATES REALTORS
- ▶ STOUGHTON AREA COMMUNITY FOUNDATION
- ▶ THRIVENT FINANCIAL
- ▶ US BANK FOUNDATION
- ▶ UW HEALTH
- ▶ AND HUNDREDS MORE!