



campaign  for girls

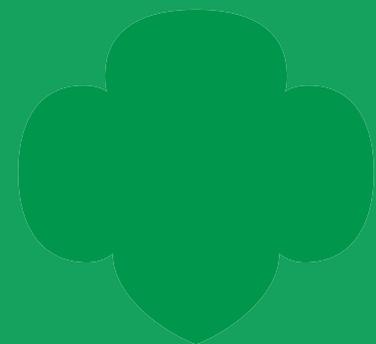
  
girl scouts  
of eastern  
pennsylvania



little girls with dreams  
become strong women  
with vision.

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Girl Scouting builds  
girls of courage,  
confidence,  
and character,  
who make the world  
a better place.





## executive message

Today's girls navigate a world that is more complex than ever before. It's almost impossible to escape the constant barrage of messages coming at them from all directions. More often than not, what girls are hearing and seeing on TV, music, and movies are negative representations of what it means to be a woman. In so much of today's mainstream media, an alarming trend emerges: almost none of the images shown are about empowering women and girls to be smart, capable and fearless.

Girl Scouts provides girls with the confidence and critical thinking skills to counteract these false messages, and Girl Scout camp provides the setting for life-changing experiences. Camp is a sanctuary where girls can step away from the noise, listen to their own inner leader, and define who they want to be – not who the media tells them they should be. It's a place to unplug, participate in real-life adventures, learn important skills, try something new, and connect with peers in a safe and supportive environment.

Through our programs, girls forge deep friendships, build self-confidence, and learn self-reliance. Research reveals that spending time in nature improves children's concentration and creative reasoning, motivates their curiosity and sense of discovery, and presents opportunities to engage in physical, psychological and social situations. What's more – we know that girls and their families are actively seeking out these opportunities! Last year, our day camp attendance increased by 36 percent and resident camp attendance was up 18%. This understanding is the platform for our Outdoor Program Vision and has guided Girl Scouts of Eastern Pennsylvania's decision to invest in our Outdoor Leadership Centers.

In this case statement, we share the key goals of our vision for expanding and improving girls' leadership development in the 21st century. The challenges of the 21st century are complex, interconnected and, more than ever, global. Solving them will demand collaborative leadership and innovative perspectives. Girl Scouts says "yes" to every girl – we break the leadership barrier for girls of all backgrounds. Today's girls represent humanity's greatest untapped talent pool. Investing in girls today will produce the greatest return in economic development, social progress, and public health, improving not only individual lives, but the fabric of society overall.

We invite you to be a part of this historic journey. Invest in the critical resources that will enable us to offer every girl the skills and opportunities she needs to excel, exceed and lead. Together we can inspire the next generation of girls to lead with courage, confidence and character. Thank you for your leadership and support.

With gratitude,

Natalye Paquin, Esq.  
CEO



# why girl scouts?

## INCOMPARABLE REACH

As the largest girl-serving organization in the U.S., Girl Scouts ranks among the nation's top nonprofit brands. And with Girl Scouts' national footprint of 112 councils, the Girl Scouts Overseas program, and peer organizations around the world, Girl Scouts are truly global.

Girl Scouts says "yes" to every girl – we break the leadership barrier for girls of all backgrounds. Our membership reflects the rich diversity of our country.



We are in schools, churches, temples, mosques, foster homes, detention centers, and public housing.



We are urban, suburban, and rural... in virtually every residential zip code.



We are socioeconomically diverse.



We are inclusive of all racial and ethnic groups.

## over 100 years of history & leadership

1912 Juliette "Daisy" Gordon Low founded the Girl Scouts on the principles of innovation, diversity and inclusion. Three of the first Troop Leaders were Jewish. For 100 years Girl Scouts has been celebrating and nurturing the leader in every girl, and girls have been changing the world.

1912

1922 The first troop for Latina girls was established, and the Girl Scouts provided innovative programming that inspired girls to enter non-traditional careers in flight, electricity and natural science.

1922

1940s Girl Scouts volunteered in hospitals, operated bicycle courier services and collected personal necessities for soldiers during World War II.

1940s

1969 The first Girl Scout national environmental program, "Eco-Action", inspired girls to take the lead in protecting the environment.

1969

1990s Millions of Girl Scouts explore science and technology, and participate in national service projects on illiteracy, health, fitness, and the environment.

1990s



2012 Girl Scouts celebrates its centennial and developed a new girl-centered leadership model with 15 outcomes.

2012

2020 GSEP celebrates 100 years of women's right to vote.

2020

1917

The first troop for girls with disabilities was established, and the first troop for African-American girls was established.

1932

Girl Scouts of Greater Philadelphia commercially baked cookies and sold them from the display windows of the gas and electric company, launching the largest girl and women led business in the world.

1956

Martin Luther King Jr. described Girls Scouts as "a force for desegregation."

1986

Girl Scouts developed initiatives to help girls and their families deal with new social issues including youth suicide, drug abuse and AIDS.

2000

The Girl Scout Research Institute, whose goal is to elevate the voices of girls on issues that matter to them and their futures, launched its first study.

2015

GSEP launches a \$9 million comprehensive campaign to invest in innovative program, increased access for all girls, and our outdoor leadership centers.





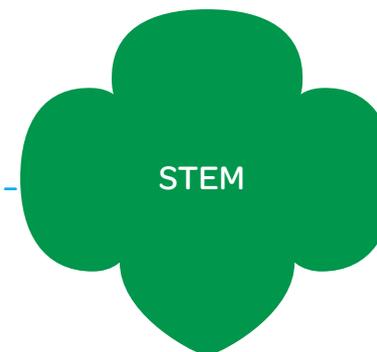
## transformational leadership begins in girlhood



In order to earn her Girl Scout Gold Award, **Kelley, age 18**, designed a multi-faceted project to benefit Haitian children impacted by the recent earthquake. She made bean bags and activity books to help improve the children's motor skills and musical abilities, collected donated musical instruments, and developed a five-day "trip to Haiti" program to teach local kids about Haitian culture, the effects of the earthquake, and how they can help children in Third World countries.

*"My Girl Scout experience has showed me that it is actually very possible to make a large difference."*

—KELLEY, 18



The Tin Mints, GSEP's robotics team, sold 700 boxes of cookies each in order to participate in the "Ultimate Ascent" challenge. One of only a few all-girl and Girl Scout teams competing in the FIRST program, **the girls, ages 16**, spend six weeks creating a functioning robot that went on to win four awards and helped them advance to the Regional Championships, where they finished 27th out of 109 teams.

*"With our spirit, leadership experiences and can-do attitude, we have a great shot of reaching the national championships every year!"*

—ERIN, 16



When **Kennedy, age 8**, arrived at the first-ever Girl Scouts triathlon, she wasn't completely sure what to expect. She set up her pink bike in the transition area, let a volunteer write her race number on her arm and leg, and snapped on her swimming cap. After reaching the end of the swim-bike-run event, she stayed at the finish line giving out high-fives to all of the other athletes.

*"I felt glad when I made it to the finish line. It was really fun and encouraging."*

—KENNEDY, 8



**Elizabeth, age 16**, sold over 550 boxes of cookies to help fund a once-in-a-lifetime Girl Scout Destination trip to Japan. After touring Tokyo and visiting the Imperial Palace, she met sister Girl Scouts from Japan for a cultural exchange. The final highlight was climbing Mt. Fuji and participating in a sunrise summit ceremony.

*"I had the most amazing adventure of my life."*

—ELIZABETH, 16

### We shape leaders for today and the future:



- **8 out of 10** Girl Scout alumnae attributed their personal and professional success to Girl Scouting.
- **90%** of Girl Scout Alumnae are registered voters.
- **80%** of women business owners were Girl Scouts.
- **70%** of female US Senators and US Congress were Girl Scouts.



# 15 outcomes of the girl scout leadership experience



## DISCOVER

- Girls develop a strong sense of self
- Girls develop positive values
- Girls gain practical life skills
- Girls seek challenges in the world
- Girls develop critical thinking



## CONNECT

- Girls develop healthy relationships
- Girls promote cooperation and team building
- Girls can resolve conflicts
- Girls advance diversity in a multicultural world
- Girls feel connected to their communities locally and globally



## TAKE ACTION

- Girls can identify community needs
- Girls are resourceful problem solvers
- Girls advocate for themselves and others locally and globally
- Girls educate and inspire others to act
- Girls feel empowered to make a difference in the world

“**Girl Scouts changed my life** because I developed the many hidden talents inside of me. I am a more complete person now because of my Girl Scout experiences.”

*Valentina K., 2014 Girl Scout Gold Awardee*

# who we are



BERKS, BUCKS, CARBON, CHESTER, DELAWARE, LEHIGH, MONTGOMERY, NORTHAMPTON & PHILADELPHIA

**100+**  
FULL-TIME  
& **350+**  
SEASONAL  
EMPLOYEES

MORE THAN  
**40,000** GIRLS



APPROXIMATELY  
**9,000**

GIRLS SERVED THROUGH  
**OUTREACH PROGRAMS**

APPROXIMATELY  
**15,000**  
GIRL CAMPERS



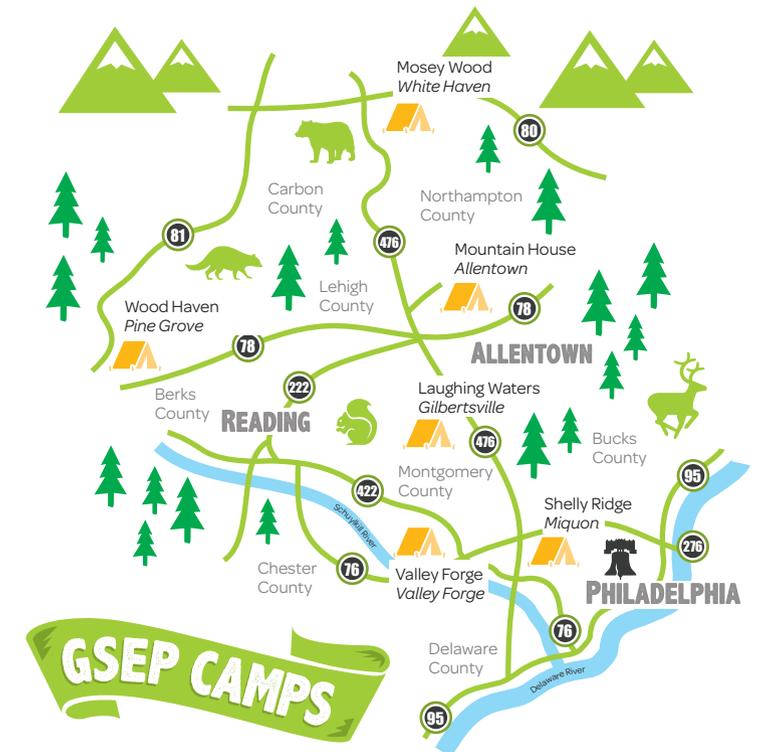
NEARLY  
**15,000**  
VOLUNTEERS  
& ADULT MEMBERS

**6** SERVICE  
CENTERS



## MISSION

GIRL SCOUTS BUILDS GIRLS OF **COURAGE, CONFIDENCE, AND CHARACTER** WHO MAKE THE WORLD A BETTER PLACE.





# building a brighter future for **every** girl

Invest in our three year, \$9 million Campaign and support girls to make our community stronger.

## goal #1

Inspire Leadership through access to innovative experiences.

**Total**  
**\$2 million**

## goal #2

Advance the values of diversity and inclusion through outreach.

**Total**  
**\$2 million**

## goal #3

Improve GSEP outdoor leadership centers to expose girls to environmental stewardship, adventure and fun.

**Total**  
**\$5 million**



# goal #1

Total \$2 million

Inspire leadership through access to innovative experiences.



Our primary focus is to retain current members and reach new ones through consistently high-quality programs that support the Girl Scout Leadership Experience, an outcomes-based model that engages girls to discover their own abilities, connect with others, and take action to make the world a better place.

Close to 10,000 girls participate in GSEP programs each year. We've listened to what 21st-Century girls want and focused our programming on the following priority areas:

## LEADERSHIP

Girl Scouts offers unique leadership building opportunities for all girls. In order to experience leadership in action, girls as young as five years-old undertake:

- Community Service
- Careers & Entrepreneurship
- Personal Development
- Team Building and Conflict Resolution

## OUTDOOR

Spending time outdoors is empowering, motivating, restorative and increasingly rare for young people. Through immersive experiences at camp and outdoor programs close to home, girls jump into:

- Camping
- Adventure
- Outdoor Skills
- Environmental Stewardship

## TRAVEL

Today's girls live in a global world. Whether they are travelling digitally or packing a backpack to head overseas, girls experience:

- New Places
- Cultural Experiences
- Self-sufficiency
- Adaptability

## STEM

Although women are underrepresented in STEM careers, research shows that a majority of girls have an interest in STEM. Through innovative hands-on programs and access to women working in STEM fields, girls investigate:

- Science
- Technology
- Engineering
- Math

## EXPRESSION

Non-stop media may be a fact of life for today's girls, but it can also be a powerful tool for sharing ideas and creating change. So they can harness the media and take back control of the messages coming at them, girls learn about:

- Design
- Communication
- Media Literacy
- Advocacy & Policy

## HEALTH & WELLNESS

Girl Scouts is a safe space for girls to build the confidence needed to make life-long smart choices. Through activities that focus on the whole girl, girls practice:

- Physical Activity
- Healthful Eating
- Positive Body Image
- Developing Healthy Habits



## goal #2

Total \$2 million

Advance the values of diversity and inclusion through outreach.



We believe every girl deserves the opportunity to become the leader she wants to be and the world needs her to be. Through targeted outreach, GSEP serves thousands of girls each year through a variety of signature programs.



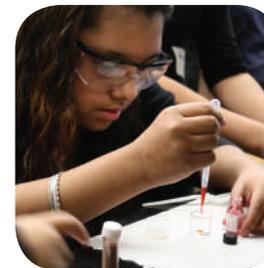
### FUNDED TROOPS

Through our Funded Troop Program we serve more than close to 3,000 girls in urban, suburban and rural areas. Raub Middle School Funded Troop in Allentown, PA discovered that their community did not have a recycling program. Through their Take Action project, the girls developed a recycling program for their school, that was later adopted by the township.



### GIRL SCOUTS BEYOND BARS (GSBB)

More than 100 girls from the city of Philadelphia whose mothers are or have been incarcerated participate in Girl Scouts Beyond Bars programs every weekend, including visits to Riverside Correctional Facility every other week. Through the GSBB program, girls have achieved several GSLE outcomes including: (1) Girls' personal development; (2) Girls' leadership development; and (3) Strengthening the mother-daughter bond (secondary).



### FUNDED SERIES: *INSPIRAR*

Each year close to 2,000 girls participate in 4-6 part Girl Scout series at their schools. In the City of Reading we implemented a Hispanic Leadership Fund initiative supported by MetLife Foundation. *Inspirar*, invites girls to engage their minds and hearts as they explore air with all their senses. Nearly 1,000 Hispanic girls from the four Reading School District middle schools participated over two years, including visits to college campuses and Girl Scout camp.



### CAMPERSHIPS

Girl Scout camp is heavily subsidized by GSEP, however some girls need more assistance. More than 300 girls receive Camperships to attend camp each year.



### FINANCIAL AID

Additionally, Financial Aid is provided to those girls throughout the year who need assistance with programs and supplies.



## goal #3

Total \$5 million

Improve GSEP outdoor leadership centers to expose girls to environmental stewardship, adventure and fun.



Camp experiences offer five main factors that build strength and resilience in young people.

- 1 Positive Emotions from having FUN!
- 2 Engagement with people and activities.
- 3 Relationships that develop with other young people and adult mentors.
- 4 Meaning that come from nature and new experiences.
- 5 A sense of achievement with opportunities to try new things.

In an all girl-setting, **camp is their first opportunity to experience true independence**, freedom to **discover** who they want to be, a safe place to **take risks**, and the opportunity to **explore** nature.

### 21st century skills

Research<sup>1</sup> shows that the camp experiences develop 21st Century Skills:

- 1 Critical Thinking and Problem Solving
- 2 Teamwork and Collaboration
- 3 Adaptability and Leadership.



<sup>1</sup>More than S'mores: Success and Surprises in Girl Scouts' Outdoor Experiences, a Report from the Girl Scout Research Institute (GSRI), 2014



## goal #3: outdoor program vision investment plan

### CAMP SHELLY RIDGE : STARTER CAMP AND STEM

Located just outside Philadelphia in Montgomery County, Shelly Ridge offers 113 acres of meadows and woodlands, a spacious indoor activity lodge, and a large swimming pool.

- Site of a new state-of-the-art activity and STEM center
- New 54 bed year round lodge
- High and Low Ropes Courses
- Expand capacity from day camp to resident camp
- Expand camp capacity by 30%

### CAMP LAUGHING WATERS: HEALTH AND WELLNESS

Laughing Waters is set on more than 400 gently sloping acres, offering excellent recreational activities, camping pavilions, cabins, and platform tents. The site has wide open spaces, a large swimming pool with lighting, an athletic field, and hiking trails, and features archery and horseback riding.

- Site of a new state-of-the-art Health and Wellness Center
- Renovations to year round cabins
- High and Low Ropes Courses
- 9-hole Frisbee Golf Course
- Expand camp capacity by 15%

### CAMP MOSEY WOOD: ADVENTURE AND WATER

Located in Carbon County, Camp Mosey Wood's natural beauty is nestled in the Pocono Mountains on more than 400 acres. Mosey Wood features a beautiful lake that beckons every girl to swim, canoe, stand up paddle-board, kayak or sail – or to try these water skills for the very first time! Last year, we added stand-up paddle-boarding and guided rafting trips down the Lehigh River!

- Dueling Zip Lines across the lake
- High and Low Ropes Courses
- New 54 bed year round lodge
- Expand camp capacity by 30%

## gsep camp facts

**6** CAMPING EXPERIENCES



**3** RESIDENT CAMPS



**3** DAY CAMPS



APPROXIMATELY

**15,000**

GIRL CAMPERS



**❄️ 10,000+**

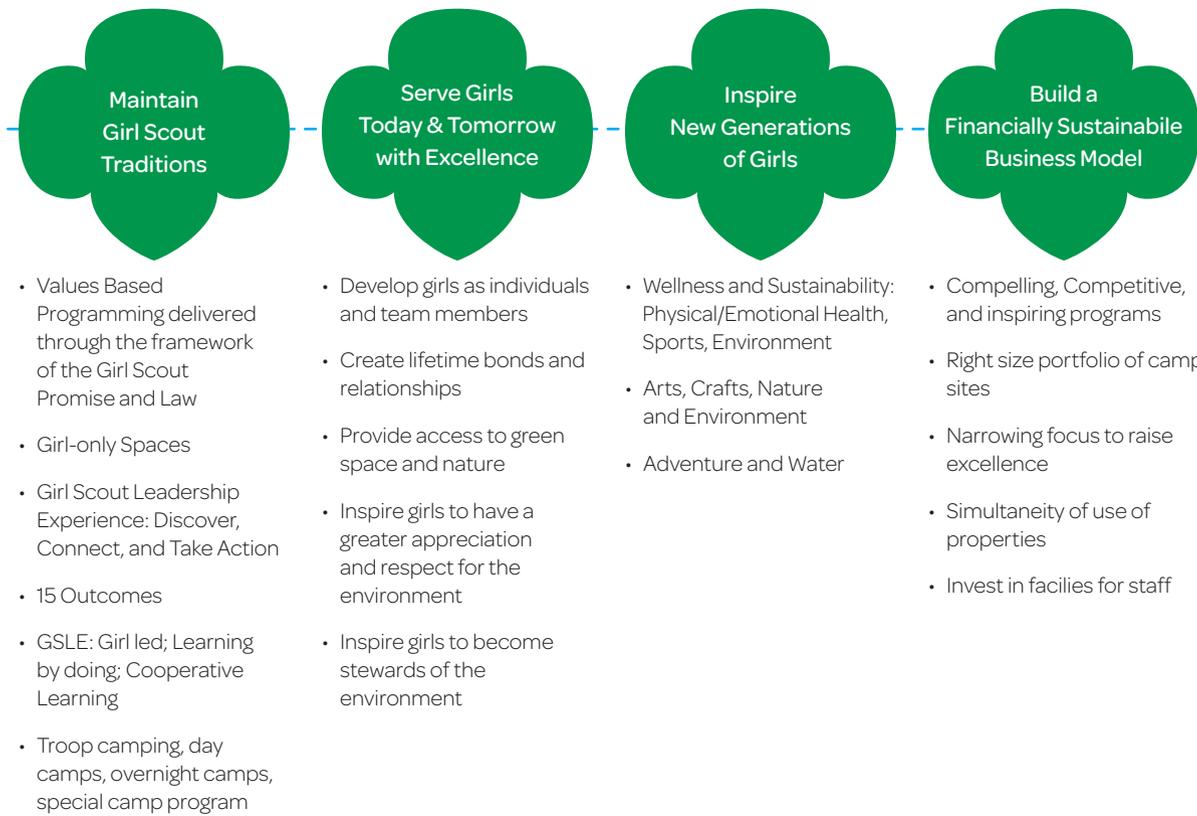
GIRLS UTILIZED CAMPS OUT OF SEASON

**\$** CAMPSHIP DONATIONS SEND MORE THAN **300** GIRLS TO CAMP EACH YEAR

**100% FUN**



### goal #3: our outdoor program vision will:



“**Camp is my second home, a safe haven. It is sacred.** Every time I go, I try to slow down and appreciate every moment, every detail – my friend’s smile, the crunch of leaves on the trails...the ripples that spread across the lake when I skim my hand across the surface.”

Mosey Wood Camper





### The Girl Scout Promise

*On my honor, I will try:*  
To serve God and my country,  
To help people at all times,  
And to live by the Girl Scout Law

### The Girl Scout Law

*I will do my best to be*  
Honest and fair,  
Friendly and helpful,  
Considerate and caring,  
Courageous and strong, and  
Responsible for what I say and do,  
*and to*  
Respect myself and others,  
Respect authority,  
Use resources wisely,  
Make the world a better place, and  
Be a sister to every Girl Scout.

campaign  for girls

[gsep.org](http://gsep.org) | 888.564.4657

 /GirlScoutsEPenn

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togetherthere 



# Our case for support

Help us build strength, stability  
and self-reliance.





# Habitat for Humanity is a global leader

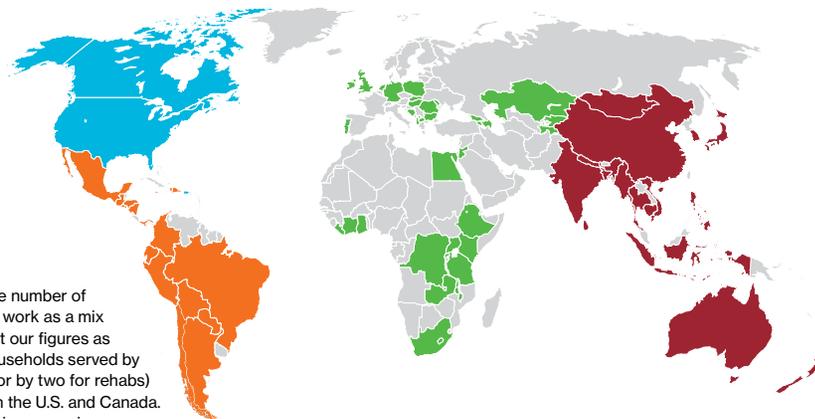
**As a global organization delivering local impact, Habitat is uniquely positioned to address the world's shelter crisis.**



# individuals served

FY2019

Habitat for Humanity's strategic plan looks at the number of individuals impacted by our work. We report our work as a mix of households and individuals, and so, to present our figures as individuals, we multiply by five the number of households served by our international work, and we multiply by four (or by two for rehabs) the number of households served by our work in the U.S. and Canada. The data presented below have been through this conversion.



U.S. and Canada		Latin America and the Caribbean		Europe, Middle East and Africa		Asia and the Pacific	
New and rehab construction	16,320	New and rehab construction	35,345	New and rehab construction	3,860	New and rehab construction	38,055
Repairs	16,540	Incremental construction	29,525	Incremental construction	114,435	Incremental construction	273,990
Market development	710	Repairs	64,825	Repairs	16,770	Repairs	15,050
<b>Total</b>	<b>33,570</b>	Professional services	30,790	Professional services	34,440	Professional services	70,675
		Market development	1,847,575	Market development	1,676,655	Market development	1,598,875
		<b>Total</b>	<b>2,008,060</b>	Civil society facilitation	3,275	Civil society facilitation	1,180,010
				<b>Total</b>	<b>1,849,435</b>	<b>Total</b>	<b>3,176,655</b>

Our work in **more than 70 countries** and across **all 50 states in the U.S.** has helped transform the lives and communities of **29 million people** through housing since 1976.

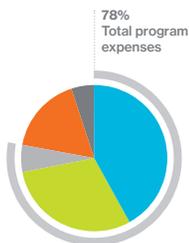
With the help of **more than 1.4 million volunteers** each year, Habitat serves a family somewhere around the world **every 21 seconds**.



# financial statements

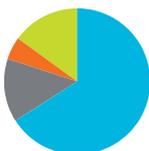
FY2019

Audited consolidated



**FY2019 Use of funds** (in thousands of dollars)

42%	Program – U.S. affiliates	\$121,512
30%	Program – International affiliates	\$85,843
6%	Program – Public awareness and advocacy	\$16,647
17%	Fundraising	\$49,265
5%	Management and general	\$14,986
	<b>Total expenses</b>	<b>\$288,253</b>



**FY2019 Sources of funds** (in thousands of dollars)

66%	Contributions	\$197,354
14%	Donated products	\$42,191
5%	Government grants	\$15,753
15%	Other income	\$45,221
	<b>Total revenue</b>	<b>\$300,519</b>

## Unaudited combined

The audited financial statements of Habitat for Humanity International reflect only part of Habitat's work around the world. As autonomous nonprofit organizations, Habitat for Humanity affiliates and national organizations keep their own records of revenues and expenditures.

To better demonstrate the magnitude of the movement, we annually compile combined (unaudited) financial amounts for Habitat for Humanity in total. For the fiscal year that ended June 30, 2018, we estimated the total impact of the entire Habitat for Humanity mission was as follows:

Total revenue of  
**\$2.3 billion**



Total net assets of  
**\$3.1 billion**

**FY2018 Use of funds**

84%	Program	\$1.6 billion
7%	Fundraising	\$139 million
9%	Management and general	\$178 million



**FY2018 Sources of funds**

35%	Contributions and grants	\$800 million
31%	Donated product	\$713 million
28%	Sales of homes	\$641 million
6%	Other income	\$128 million





# We have tremendous friends

**Habitat Humanitarians are high-profile volunteers recognized for their invaluable contributions.** This generous group serves as mission champions, advocates and spokespeople to raise awareness of the need for decent, affordable shelter in the U.S. and around the world.



## Other supporters include:



“In the same way bricks form the foundation of a home for a family, the gift of a Habitat house provides the foundation for community growth and development. A home is instrumental in breaking the shackles of poverty from one generation to the next.

“Sometimes, God looks down on the world, and he says, ‘Why do my children treat each other like this?’ God looks down on the world today and sees you. God smiles because he sees you doing fantastic work.”

ARCHBISHOP EMERITUS DESMOND TUTU, PATRON OF HABITAT FOR HUMANITY SOUTH AFRICA



“When I volunteered on Habitat builds, I saw how readily families contributed their own labor. They worked as hard as the volunteers because they were building their own house. At the house dedication, there was no mistaking the joy and pride on their faces. I’ve heard how parents build on the stability of a Habitat home to enable their children to achieve greater strength and self-reliance. I know these stories are true as I’ve met some of the families myself.”

BOLLYWOOD ACTRESS AND HABITAT VOLUNTEER JACQUELINE FERNANDEZ



“I remember that first day in the house. Just seeing my mom’s smile, just seeing my little brother and sister. You know, after we got the house, I started separating myself from negative things. I was able to come home and work on my craft as a student and as an athlete. The Habitat house really helped me focus and mature.”

HOUSTON TEXANS QUARTERBACK, COLLEGE FOOTBALL PLAYOFF NATIONAL CHAMPIONSHIP MVP AND HABITAT VOLUNTEER DESHAUN WATSON

Our Habitat Humanitarians are **former President Jimmy Carter, former first lady Rosalynn Carter, country music stars Garth Brooks and Trisha Yearwood**, and world-renowned construction and real estate experts **Drew and Jonathan Scott**.



**The scope of  
the problem we  
address is vast.**

**1 in 4 people in the world need decent housing.**

# The need for housing:

- ▶ **More than 37 million households** in the U.S. — 31.5% of all households in the country — are paying more than 30% of their income on housing, according to the 2019 *State of the Nation's Housing* report.
- ▶ **Ninety percent** of cities around the world do not provide affordable housing of adequate quality, according to the World Economic Forum. (*Habitat* magazine, September 2019)
- ▶ **Three-quarters** of the world's population does not have legal documentation of their property rights, according to the World Economic Forum.
- ▶ The World Health Organization says those living in poor conditions “are exposed to greater personal and environmental health risks, are less well-nourished, have less information and are less able to access health care, thus they have a higher risk of illness and disability.”
- ▶ The United Nations estimates that **1 billion people** around the world live in informal settlements, and **600 million more** do not have adequate housing.



A photograph of an elderly Black woman with short grey hair, wearing a black headband and a red and black star-patterned shirt. She is smiling broadly and standing in front of a house with a red door and white shutters. The background includes green bushes and a lawn.

**We have the  
unmatched  
ability to  
address this  
need.**

**Driven by the vision that everyone needs a decent place to live, Habitat has partnered with families for 43 years to build and improve places they can call home.**

Our work focuses on increasing access to homeownership and housing finance, improving housing affordability and quality, helping communities prepare for and respond to natural disasters, and building strong and resilient neighborhoods.

## See the results:

### Our work today includes:



**New construction** where our houses and work processes are designed for their specific local settings and use locally available materials.



**Improvement and repair of existing houses.** In the U.S., this work is done as part of our neighborhood revitalization efforts. Outside the U.S., we help families build incrementally and help create access to housing microfinance loans.



**Advocacy**, which advances access to adequate and affordable housing through changes to policies and systems. This includes a campaign called Cost of Home, which aims to change housing policies across the United States to help make housing more affordable.



**Habitat works alongside the families who partner with us.**



**Each family invests their time and effort** building their own home and the homes of others. This sweat equity can take many forms – from construction to working in a Habitat ReStore – and includes homeowner classes where families learn about their mortgage, insurance, maintenance, safety and more.





# We are aided by our volunteer-led model.

Each year, Habitat mobilizes 1.4 million volunteers to build, advocate and raise awareness about the worldwide need for shelter.

Habitat is a global community, with partners from all walks of life who lift their hands, hearts and voices to move our life-changing work forward worldwide. Volunteers, donors and families together increase our impact.

## Hear from our volunteers:



◀ “I have always felt very clear within myself that this is what I am supposed to be doing. As each attempt to explain myself fell short, I eventually resorted to responding, ‘It doesn’t so much feel like a choice as it does a calling.’”

HABITAT VOLUNTEER  
DONNA RICCA

“I had no idea that the to-be residents help to build homes – their home and their neighbors’ homes. Frankly, it’s beautiful. That was the moment I remember feeling empowered. I was a lucky man to be working with men and women all committed to a plan greater than themselves, committed to the idea of community.”

HABITAT VOLUNTEER DILLON KEEFE

“I’ve been lucky in life to be able to make a good living doing what I love to do. And I figure now it’s my turn to give back. It wasn’t just building, it wasn’t just getting out of the house. There is something bigger involved. And it keeps me coming back.”

HABITAT VOLUNTEER TED MARSTILLER

# We are built on a foundation of faith.

The idea that became Habitat first grew from the fertile soil of Koinonia Farm, a community farm outside of Americus, Georgia, founded by farmer and biblical scholar Clarence Jordan. Koinonia was established to serve as a “demonstration plot of the kingdom of God.”

While personal faith is not always the motivating factor for all Habitat volunteers, our mission has always been based on the idea that we serve God by serving others.

Habitat partners with all people – of different faiths or of no faith – whether they are seeking housing or joining us to help.

## Habitat’s global prayer

God, teach us humility so that we may...

listen,

confess and forgive,

serve in relationship with the poor,

persevere in our mission,

unify as one body with many different parts, and

**act with courage and boldness.**

Amen.



A young boy with a shaved head, smiling broadly, wearing a blue polo shirt, standing in front of a house. The background is slightly blurred, showing a red house with a white roofline and some greenery.

**Through  
shelter, we  
empower.**

**Affordable housing is the foundation on which  
families and communities thrive.**

A decent place to live can remove barriers to opportunity, success and health that might have been a part of a family's life for years, if not generations.

Better, affordable living conditions lead to improved health, stronger childhood development and give families the ability — and financial flexibility — to make forward-looking choices. Proper shelter creates jobs, revitalizes neighborhoods, attracts employers, increases consumer spending and government revenues, and lowers the risk of foreclosure, all while bringing transformative benefits to families and developing resiliency in communities.

“There's hope that I'll be able to help the kids get to colleges or buy their first cars, things that never would have been possible before Habitat.”

**LORRIE, HABITAT HOMEOWNER**

## Significant economic impact

Habitat Canada's work has returned **almost \$42 million** in societal benefits to the community. Research proves that the Habitat homeownership model generates a societal benefit return of \$175,000 per family.

**More than 17,000** low-income families have learned valuable skills about managing their household finances through regional financial education programs.

Habitat's MicroBuild Fund has disbursed **\$132.53 million** in capital to 54 financial institutions serving low-income households and has provided access to better housing for **more than 827,000 people in 31 countries**.

**Seventy-four percent** of homeowners in Georgia are better able to save money since purchasing their Habitat home, and approximately 71% say they're better able to pay bills on time.

Habitat Charlotte homeowners have contributed **\$17 million** in property taxes since 1983.

Greater Green Bay Habitat homeowners **pay \$268,000** in property taxes each year, adding a **total of \$11.8 million** to the tax base since 1987.



# Long-lasting improvements for families

Ninety percent of surveyed Habitat homeowners in 44 U.S. cities said they could not have owned a home without help from Habitat.

Seventy-four percent of surveyed U.S. Habitat homeowners say their **health has improved** since moving into their homes.

Families living in the more than 5,000 homes built by Habitat India in the rural interior of Maharashtra have reported a **higher standard of living and lower medical bills**, thanks to less exposure to weather, insects and predators.

Ninety-five percent of Habitat Cambodia homeowners report **reduced stress**, and 86% report that their children were now able to study at home. Sixty-nine percent of families report **increased income**, with 123 families starting their own microbusinesses.

Fifty-seven percent of adults in surveyed U.S. Habitat households are **furthering their education**.

Thanks to solar shingles, one Habitat Houston homeowner's electricity bill was reduced to \$39 per month. She previously lived in an apartment where her monthly bill often reached \$300.

“I feel good knowing that my house will go to my family,  
that they will have a place to live if I die.”

YOANNA, HABITAT HOMEOWNER





# Positive impact on communities and society

More than 800,000 families in Pernambuco, Brazil, could benefit from the State Policy on Prevention and Mediation of Urban Land Conflicts that Habitat helped pass in 2015. The public policy provides vulnerable populations with **secure land tenure and property rights**.

A Habitat project partnering with Roma families in Slovakia to improve their living conditions identified that there had been “significant improvement in the health of the community through the provision of **safe, clean drinking water**.”

A survey of Habitat homeowners in Sacramento revealed that 48% families feel **more connected to their community**.

The U.S. Department of Housing and Urban Development says studies show that “homeowners accumulate wealth as the investment in their home grows, enjoy better living conditions, are often more involved in their communities, and have children who tend on average to do better in school and are less likely to become involved with crime.”

“Healthy communities are places that foster good health, and basic conditions to thrive are available to everyone.”

**DON SCHWARZ,**

Robert Wood Johnson Foundation’s senior vice president of program. The foundation is a financial supporter of Habitat’s neighborhood revitalization efforts.



# Help us today.

Habitat's strategic plan supplies the framework for exponentially expanding our worldwide impact so that we can partner with more families to build or improve places to call home.

Our Global Impact Fund supplies the flexible funding for that expansion, which enables us to build impact at the community, sector and societal levels.

## Habitat's Global Impact Fund moves our mission forward by:

- Leveraging resources to respond to the world's housing need.
- Building the capacity of our global network.
- Investing wisely to sustain our programs through tough economic times.
- Designing innovative programs that reach ever-growing numbers of families.
- Practicing good stewardship in order to increase our efficiency and ensure the trust of our generous donors.



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