



Since 1990, Habitat for Humanity of Greater Los Angeles has been committed to a vision of a world where everyone has a decent place to live. Our goal is to raise and invest **\$100 million** into affordable housing and neighborhood revitalization by 2020.

## Join us in Building a Greater Los Angeles.



We're building a  
**connected** Los Angeles.



Habitat for Humanity of Greater Los Angeles (Habitat LA) brings together community stakeholders, government officials, faith organizations, corporations and volunteers to achieve the goal of eliminating substandard housing. These partnerships allow us to create new opportunities for families and neighborhoods to succeed. Habitat LA is committed to building self-reliance through homeownership. We provide a hand-up, not a hand-out to empower low-income families and individuals **to build a better future.**

**Our commitment is to build, renovate and repair over 1,000 homes by 2020.** We can only accomplish our goals by **uniting together** to build the foundation for lasting change throughout greater Los Angeles.



We're building a  
**hopeful** Los Angeles.



## **In Los Angeles County, nearly 25% of residents live below the poverty line.**

Many live in substandard housing conditions, finding themselves having to choose between groceries and rent on a monthly basis. According to a 2016 study by Beacon Economics and Next 10, California is the least affordable homeownership state in the United States. Los Angeles County fares even worse. Nearly 60% of Angelenos pay more than 30% of their income towards rent, which creates a financial burden on an already vulnerable community. In response, Habitat LA is expanding its financing models — creating a social investment fund to increase the number of affordable mortgages extended to new homebuyers and provide low-income families with down payment assistance, soft-second loan financing and home improvement loans. When payments are made, Habitat LA reinvests these funds into its mission.

We're building a  
**sustainable** Los Angeles.



Habitat LA has made a commitment to consider the environmental impact of our everyday practices. Our social enterprise model, the ReStore, serves as an effective means of decreasing our carbon footprint. We work with deconstruction companies and contractors, homeowners, stores and others to take in reusable building materials, furniture, home décor, electronics and appliances. We then sell these items to the general public at a fraction of retail cost. This diverts millions of pounds of waste from area landfills while raising additional revenue to support our mission.

**Our goal is to open three new ReStores over the next few years.** These additional stores will increase Habitat LA's store count to five throughout our service area. They will continue to build Habitat LA's sustainability and provide the community with more convenient locations to shop and donate.



We're building a  
**stronger** Los Angeles.



Los Angeles County is only as strong as its poorest neighborhoods. Habitat LA's goal is to build strength through increased economic opportunities, which include homeownership, training and affordable lending.

**The new Habitat LA Housing Center will play a key role in creating a stronger Los Angeles.** This regional center will provide housing resources, community education and job training. It will be a catalyst for the advancement of best practices in new construction technologies and sustainable building. Its existence will create a ripple effect for change throughout greater Los Angeles.



# Economic impact

Habitat LA has a 273% return on investment for each dollar donated. Further, the economic impact on the regions we serve generates more jobs and income through retail sales and tax revenues.

Your investment: **\$1,000\***

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**\$3,727**

in economic benefit<sup>†</sup>



**273%**

Return on Investment



**94.4%** Program expenses<sup>‡</sup>

**4%** Administrative expenses

**1.4%** Fundraising expenses

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\* Assumed program spending of \$20M per year

† Research and analysis conducted by Professor Jiyoung Park, University at Buffalo, The State University of New York and CREATE, USC

‡ Charity Navigator 2016



# Campaign **breakdown**

**\$70 million**

## Home Production

1,000 Homes will be built, renovated and repaired.

**\$20 million**

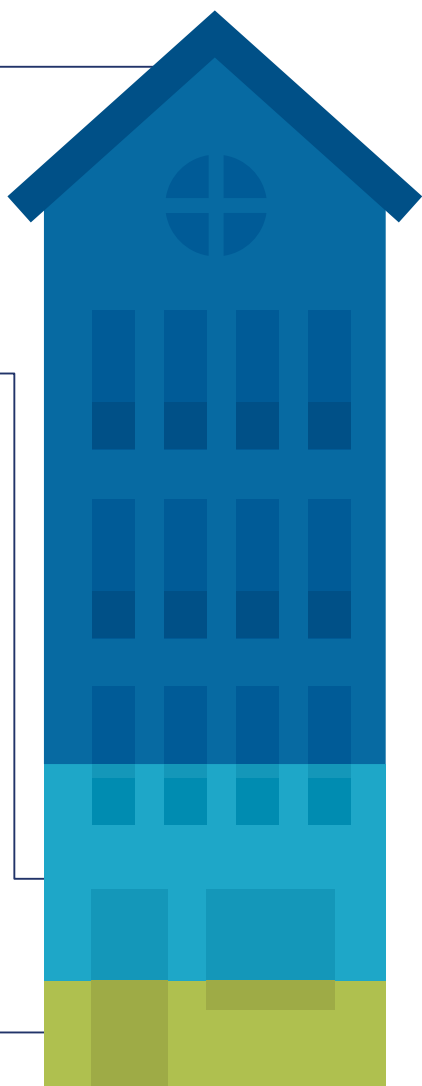
## Habitat LA Housing Center

Program funding will support education, job training, housing resources and a new ReStore.

**\$10 million**

## Social Investment Fund

Expansion of our lending resources will provide additional mortgages, home improvement loans, down payment assistance and more to families seeking better housing opportunities.





Together, we're building a  
**Greater** Los Angeles.



Our goal of **building a connected, hopeful, sustainable, stronger** and ultimately **greater Los Angeles** is only possible with your support. Our vision is to empower through homeownership, to build strength, stability and self-reliance. Your investment will help us accomplish the following:

Serve **51** cities and communities throughout greater Los Angeles.

Build, renovate and repair  
**1,000 homes** to serve  
**15,000 people.**

Mobilize **100,000** individuals through advocacy, special programs and events to join the cause of affordable housing.

Provide **1 million** people access to affordable home improvement materials through our ReStores.

Engage more than **100,000 volunteers** to donate over  
**1 million hours.**

Divert more than **3 million pounds** of waste from local landfills.

We ask that you consider making an investment in Habitat LA, which will leave a lasting impact for generations to come. Join us in building hope for a better tomorrow.

**Home starts with you!**



### **Our Mission**

Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope.

### **Our Vision**

A world where everyone has a decent place to live.



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