

# Hollywood

Hollywood for Habitat for Humanity (HFHFH) is an entertainment industry partnership with Habitat for Humanity of Greater Los Angeles (Habitat LA) that was founded in 2000 by Screenwriter, Director and Producer Randall Wallace (*Braveheart*, *Heaven is for Real*, *Secretariat*). The goals of HFHFH are to support Habitat LA through donations, volunteer hours and advocacy, engaging the entertainment community in a variety of ways to help raise funds and awareness of Habitat's mission, including:



Holly Robinson Peete, Actress

## Music Touring Programs

Touring campaigns include elements such as: artists building Habitat homes at tour stops, donations of \$1 per ticket sold, co-branded merchandise, onsite and online video clips, tickets for Habitat partner homeowners to attend shows, VIP concert experiences and "Win a Chance to Build with the Band" online auctions.

## Set Donations

As part of their effort to be "green", studios and productions donate their sets to the Habitat for Humanity ReStores which are then sold to the general public with all proceeds going toward building and renovating more homes with Habitat partner homeowners.

## Auctions

We hold celebrity and athlete driven VIP auctions throughout the year, creating many opportunities for fan bases to donate to our cause.

## PSA's and Print

Artists and athletes create PSA's and ads with Habitat for Humanity messaging to be shared during their concerts, special events, on-site and via their social networks.

## On Screen

Television shows and commercials shoot at Habitat build sites and incorporate the work of Habitat into their storylines.

## Fan Build Day

TV/Film cast/sports teams come together to build with their fans. (e.g. General Hospital Fan Build Day, L.A. Dodgers, L.A. Lakers, L.A. Sparks, Murs/Guerilla Union Build Day, Shameless/House of Lies, 30 Seconds to Mars, etc.)

## Contact

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Pauley Perrette, Actress



Matt Kemp, L.A. Dodgers

*"Habitat for Humanity is a perpetual motion miracle; everyone who receives, gives and everyone who gives, receives. If you want to live complacent and uninspired, stay away from Habitat. Come close to Habitat and it will change you and make you part of something that changes the world."*

*-Randall Wallace, Founder, Hollywood for Habitat for Humanity*