2023 opportunities
company partnerships, sponsorships and builds

every team can build a better world
When you partner with Habitat for Humanity Seattle-King County (SKC) you transform lives today and for generations to come.

A home is something we all need to thrive. No matter who we are or where we come from, we all deserve to have a decent and affordable place to live and the opportunity for a better future. When Habitat Homeowners partner with us, they start down a new path — one with far fewer barriers to a better, healthier, more financially stable life. When YOU partner with Habitat for Humanity Seattle-King & Kittitas Counties, your donation of time, materials and financial support make the life-changing experience of homeownership possible for hard-working families in our community struggling through the housing crisis.

why partner?
Partnering with Habitat for Humanity Seattle-King County is an excellent way to:

• offer employee engagement and team building opportunities, promote your company to the larger world, and make a lasting impact.
• build camaraderie and community with your employees at a hands-on Habitat team build event.
• demonstrate your commitment to affordable housing
• show you are a purpose driven company, which drives both profits (88%*) and employee morale (97%*).

*For Momentum 2022 Research Report

why sponsor?
Companies receive a wealth of financial and promotional benefits, including:

• priority access to unparalleled team building experiences
• meaningful & life-changing engagements with families building strength, stability and self-reliance
• brand association with one of the most recognized and trusted nonprofit organizations in the world
• corporate recognition opportunities and visibility benefits across multiple platforms
• tax deductions for financial and in-kind contributions

Since 1986, our partners have helped us create 750 housing solutions, serving nearly 2,000 people. With your support, in the next 3 years Habitat for Humanity Seattle-King County will ...

BUILD & SELL
272 new homes across 14 communities

REPAIR & RESELL
25 existing Habitat homes

REPAIR & PRESERVE
250+ community homes

SUSTAIN
Place 250 units in land trusts for long-term affordable use
who we help

Kebebush and Merid are originally from Ethiopia. Kebebush moved to Seattle in 2010, Merid reunited with her 3 years later. Many of their family members had already been living in Seattle, so they decided to stay in the area to raise their own children. They have a daughter, Meti, and a son, Kenna.

Kebebush works for a start up as a Production Coordinator, and Merid works in finance for the State of Washington. Both Merid and Kebebush volunteer for their church and give back to the community. Their children enjoy spending time playing soccer, swimming, reading books, and drawing.

This family is thrilled to have become homeowners through Habitat for Humanity. The rising home prices in Seattle Metro Area have made it nearly impossible to find stable affordable housing. Habitat for Humanity provided the opportunity for Merid and Kebebush to continue building and contributing to their community, as well as raising their children in a place that is safe and secure, a place that they can call their own home.

how we build
strength through partnerships

Habitat for Humanity SKC provides permanent housing solutions to support families’ enduring change & empowerment — and also lasting memories! Through this model, honed over 40 years:

Habitat SKC builds, rehabilitates and repairs homes. Habitat sets mortgages at under 35% of a family’s income.

We sell homes for about $275,000, across the street from homes selling for over $1 million.

Habitat SKC keeps costs low. Seattle is one of the top 10 most expensive cities in the US to build. Habitat keeps costs low by partnering with groups and individuals to provide volunteer and financial support.

Habitat SKC partner families realize self-reliance through 250 “sweat equity” hours, plus financial & homeownership training, before assuming a mortgage.

Habitat SKC homes are placed in a Land Trust ensuring permanent affordability for future generations and families. Our homeowners have better futures too: in health, financial stability, job tenure and educational attainment.

Habitat SKC partner family spotlight

Partner Family Demographics FY2022

- Caucasian: 33%
- Black: 14%
- Hispanic: 5%
- Asian: 5%
- Other: 14%
- 14% non immigrant black families
- 19% African-American immigrants

Avg. Household Size 2.18
Avg. Age of Buyer 37
Avg. Age of Children 7.5
Avg. AMI 63.5%
Avg. Mortgage $240,000
From Seattle, Skyway, Federal Way, and North Bend, and many more communities in between, Habitat for Humanity Seattle-King County has built, renovated and repaired more than 750 homes serving over 2,000 residents over the past three decades. Here’s a look at where your support is making an impact today.
our brand
Habitat for Humanity Seattle-King County is an independently chartered affiliate of Habitat for Humanity International, the largest nonprofit homebuilder worldwide.

Recognized in 2021 as one of Forbes Top 10 Charities, and in 2020 as Engage for Good’s 2020 Golden Halo Award Winner — North America’s highest honor for corporate social initiatives and cause marketing. Habitat for Humanity was also awarded the 2018 Harris Poll non-profit “Brand of the Year” for social services and the “Most Love” and “Most Trusted” brand.

our reach
We will showcase your sponsorship in our printed collateral materials and online in accordance with the benefits by sponsorship level. Our website reach includes 412k annual website views with 251k unique annual visitors, with a combined monthly social media channel reach of 55k with 11k+ followers.

contact us
For questions regarding sponsorship and customized volunteer projects, contact:

Angela Appleton, Director of Corporate Relations
(206) 866-7599 | angela.appleton@habitatskc.org

Alex Wyatt, Corporate Relations Manager
(206) 866-6783 | alex.wyatt@habitatskc.org

For questions regarding philanthropy, branding and communications, contact:

Amy Farrier, Chief Development Officer
(206) 456-6943 | amy.farrier@habitatskc.org

make your commitment now
www.habitatskc.org

virtual ‘lunch & learns’ and speaker series
We will present to your company, employee resource group, community group or interest group a Habitat overview or cover a specific topic. This will help connect your group to Habitat and get them excited to join us in person for a volunteer day.
team builders
build morale and a better world!

Be part of the solution by partnering with Habitat for Humanity Seattle-King County. Team build days offer hands-on opportunities to build permanent structures, work directly with other volunteers, homeowners, and members of the community, and raise walls and funds that will serve deserving families for decades. The experience lasts as well—in tired muscles, smiles, and camaraderie built by working together. Your sponsorship offsets the hard cost of labor, materials, tools and land. Our work would not be possible without your financial contribution and your volunteer hours.

Team Build Day Options

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<thead>
<tr>
<th></th>
<th>CONSTRUCTION</th>
<th>RETAIL</th>
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<tbody>
<tr>
<td></td>
<td>new home</td>
<td>home repair</td>
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<tr>
<td>best for</td>
<td>the premier Habitat experience</td>
<td>biggest 1-day impact,</td>
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<tr>
<td>max team members</td>
<td>20</td>
<td>7</td>
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<tr>
<td>days available</td>
<td>wed – sat</td>
<td>wed – sat</td>
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<tr>
<td>build hours</td>
<td>8:45a - 4p</td>
<td>8:45a - 4p</td>
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<tr>
<td>locations</td>
<td>Burien, Capitol Hill, West Seattle,</td>
<td>White Center, Renton,</td>
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<td></td>
<td>Bellevue</td>
<td>South Seattle, Federal Way</td>
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<tr>
<td>tasks</td>
<td>Foundations, framing, siding,</td>
<td>Siding repair, window</td>
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<tr>
<td></td>
<td>insulation, drywall, flooring,</td>
<td>installation, exterior</td>
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<td></td>
<td>painting, finish, landscaping</td>
<td>painting, fencing,</td>
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<td></td>
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<td>desk &amp; stair repair,</td>
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<td></td>
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<td>landscaping</td>
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<tr>
<td>Classic Build</td>
<td>$5,000</td>
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<tr>
<td>Premier Build</td>
<td>$7,500</td>
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Team Builds can be customized to accommodate customers, clients and VIP schedules. All team builders receive follow-up invitations to celebrate with a family receiving keys to their home and a better future.

We look forward to building with your team!
Our Habitat Stores serve as a gathering place for our community as volunteers, customers, donors, and staff to come together to support our mission to build homes, community and hope in our neighborhoods.

When you shop, donate or volunteer at any of our four Habitat for Humanity Stores, you support your neighbors struggling to find safe, stable and affordable housing. Every purchase or donated item provides critical funding to build or repair homes right here in our community, providing safe and permanent places to live.

**YOUR SUPPORT = OUR IMPACT IN FY22**

- 2,433 tons of material diverted from landfills through **350,041 donated items**
- our Habitat Stores sold **437,551 items** serving **113,257 customers**
- **585 volunteers** donated **9,363 hours**
Sponsor a new home

Support a family’s new path to homeownership — one with far fewer barriers to a better, healthier, more financially stable life.

<table>
<thead>
<tr>
<th>HOME TYPE</th>
<th>FULL HOME*</th>
<th>½ HOME</th>
<th>¼ HOME</th>
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<tbody>
<tr>
<td>New Construction</td>
<td>$240,000</td>
<td>$120,000</td>
<td>$60,000</td>
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<tr>
<td>Acquisition Rehab</td>
<td>$150,000</td>
<td>$75,000</td>
<td>$38,000</td>
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<tr>
<td>Recycled/Buyback</td>
<td>$100,000</td>
<td>$50,000</td>
<td>$25,000</td>
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*Does not include cost of land.

Sponsor critical home repairs

Keep a senior at home — 90% of Habitat’s 35+ Critical Home Repairs each year serve seniors, keeping roofs overhead & roots in our communities.

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<tbody>
<tr>
<td>Full Service Area</td>
<td>$500,000</td>
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<tr>
<td>Single Home Repair</td>
<td>$25,000</td>
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<tr>
<td>Repair Team Build</td>
<td>$5,000</td>
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FULL-HOME SPONSORS RECEIVE A CUSTOMIZABLE PACKAGE OF BENEFITS:

- **Thorough promotion of your support** to local media outlets, including media day opportunities on request, in concert with your PR & marketing teams.
- **Video and photo opportunities** throughout the build. (One partner produced a spot for the NFL playoffs.)
- **Logo placement on-site through the build**, at the specific home lot, on our website, in external publications, in social media, and in other sponsor recognition efforts.
- **Invitations for your senior leaders** to exclusive Habitat events throughout the year.
- **Recognition in annual report, all events, mailings, etc.**
- **Premium engagement opportunities for your employees and partners at your sponsored project:**
  - **Up to 25 build-day volunteer opportunities**, for up to 20 employees each day.
  - **Construction and hospitality staff dedicated** to your company throughout the build, providing customized construction experiences, morning coffee and lunches, community speakers, Habitat chats, giveaways, and more.
  - **Private Kickoff and Dedication ceremonies** with homeowners, elected officials, and community leaders invited to participate.

Habitat for Humanity SKC, 500 Naches Ave SW, Suite 200, Renton WA 98057 | (206) 453-2950 | angela.appleton@habitatskc.org | habitatskc.org | Facebook | Twitter | Instagram | LinkedIn
Habitat SKC partners have priority access to unparalleled team building events, meaningful & life-changing engagements with families building self-reliance, and brand association with one of the most recognized and trusted nonprofit organizations in the world.

Team builds and visibility benefits are available based on your annual sponsorship commitment, and each partnership comes with your brand featured in association with your choice of recognition event.

<table>
<thead>
<tr>
<th>sponsorship levels</th>
<th>$250K</th>
<th>$100K</th>
<th>$50K</th>
<th>$25K</th>
<th>$15K</th>
<th>$10K</th>
<th>$5K</th>
<th>$2.5K</th>
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<tr>
<td><strong>Team Builds</strong></td>
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<tr>
<td>New Construction Builds *, Stores or Repairs</td>
<td>35</td>
<td>15</td>
<td>7</td>
<td>4</td>
<td>2</td>
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<td><strong>Visibility</strong></td>
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<td>Media Partnership (press releases &amp; earned media)</td>
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<td>Logo On Website, Annual Report, Emails, Newsletter</td>
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<td>Right to Use Habitat SKC Logo for one year</td>
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<td>Social Media Highlight</td>
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<td>Listed in Annual Report</td>
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<td><strong>Home Dedications</strong></td>
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<td>Present Keys to Partner Family</td>
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<td>Speak from Podium</td>
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<td><strong>Special Events Recognition and Invite</strong></td>
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<td>Women Build</td>
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<td>Beyond the Build Luncheon</td>
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<td>Logo Recognition at Events Throughout the Year</td>
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<td>Invitation to Corporate Leadership Event</td>
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* New Construction Builds include Premier Experience, priority scheduling, t-shirts, lunch, morning coffee & snacks, Habitat chat, social media post

* Classic Build
2023 beyond the build opportunities

Celebrate the achievements of volunteers, faith groups, and corporate partners in creating over 5 million stable nights’ sleep and counting for low-income families in an unprecedented housing market. Our luncheon is attended by 800+ attendees and will attempt to raise $2 million for low-income homeownership, and gain inspiration for our ongoing work. Learn more at habitatlunch.org or contact corp@habitatskc.org or (206) 456-6943.

### recognition levels

**luncheon presenting $100k**
- Step & Repeat wall at event entrance
- Podium opportunity to address guests
- Four tables of ten. Ten build days
- VIP/Company featured in event video
- Hosting of VIP reception
- Promotional item placed at guest seats
- Gobos (Lighted Logo)
- Showcase Table
- Company name and logo featured in our main PowerPoint event presentation, on event signs, website homepage, printed mailings, and exclusive social media thank-you
- Year round recognition as a top supporter

**luncheon gold $25k**
- Invitations to VIP reception
- Three tables of ten. Three build days
- Promotional item emailed to attendees
- Gobos (Lighted Logo)
- Showcase Table
- Company name and logo featured in our main PowerPoint event presentation, on event signs, website homepage, printed mailings, and exclusive social media thank-you
- Year round recognition as a top supporter

**luncheon bronze $10k**
- Invitations to VIP reception
- One table of ten. One build day
- Showcase Table
- Company name and logo featured in our main PowerPoint event presentation, on event materials and website event page
- Social media event photo featuring your company

**luncheon steel $5k**
- Invitations to VIP reception
- One table of ten. One repair build day
- Company name featured in our main PowerPoint event presentation, on event materials and website event page
- Social media mention of your company

### recognition benefits

All annual supporters are recognized via our Luncheon. Donors choosing the Luncheon as their recognition event may also be eligible for these benefits:

**Step & Repeat wall:** your logo repeated behind professional photographs, available via URL for guests, shared on social media.

**Podium opportunity:** briefly address the audience on your unique connection with Habitat’s mission. (Exposure: 800+ VIP Reception 100+)

**Build days:** scheduled on a mutually agreeable date, expires one year from event date. First-come, first-served. 20 max per build day, 7 max per repair.

**Company promotional offer:** supplied by sponsor, placed at guest seats as takeaway. Item & placement approved by Habitat. (Exposure: 800+)

**Gobo/Lighted Logo:** your logo projected at the event. (Exposure: 800+)

**Showcase tabling:** share your company info with guests during pre-event networking hour and post-event mingling.

**Promotional reach:** printed Invitations: 6,442, website 412k annual page views/251k unique visitors, Social media 55k+ combined monthly reach/11k+ followers.
Women of Impact (WOI) is the marquee Women Build event which brings together women from diverse backgrounds and professions through a day of volunteering and guest speakers on Saturday, May 6, 2023.

Virtual and In-Person events will take place during Women Build week including panel discussions, DIY home repair sessions and advocacy. Check out our website and social media for more details.

“I have been telling everyone that my experience on the Habitat for Humanity Women Build far exceeded my expectations and was truly one of the most empowering experiences of my life! Truly. We absolutely want to be involved again next year” — Lisa K, Prime Electric

Learn more at habitatskc.org/women-build or contact corp@habitatskc.org or (206) 456-6943.