



LAYING THE FOUNDATION  
FOR A STRONGER  
ROCHESTER



Habitat homes have added  
\$6.5 million into our  
city's tax rolls



97% of Rochester Habitat  
children graduate  
from High School



Over 422 inner-city children and  
300 adults are living in lead-free,  
Habitat homes, building community



<FIRST NAME> <LAST NAME>

<ADDRESS>

<CITY>, <STATE> <ZIP>

Dear <SALUTATION>,

At Flower City Habitat our goal is to build 10 houses a year with families in Rochester's JOSANA neighborhood. For years we have been able to meet or exceed our goal thanks to community members like you. This year is different - we are short of funding, meaning we've had to tell families they will not be in their homes for the holidays.

We are inspired by Habitat for Humanity's founder Millard Fuller who would tell us to "ask **BOLDLY**." So, we look to **YOU** to help us make the difference so that we can keep building.

**Please find \$25 or more in your budget this summer to help us  
continue building with your hard-working neighbors in need.**

Over the past 27 years, 100% of your support has stayed in Rochester to help us build over 200 homes, strengthening our city through outcomes like the ones in our graphics above. Our struggling neighborhoods, like JOSANA, grow stronger only as long as our Habitat building continues.

Please don't wait to respond to this letter. We have families that are waiting to move into a decent affordable house **NOW**. These families have upheld their end of the deal by completing the required 450 hours of sweat equity and they are ready to begin paying their 30-year zero-interest mortgage. Now we need your help to uphold our end of the bargain and finish what we started.

Sincerely,

A handwritten signature in black ink, appearing to read "Arthur Woodward".

Arthur Woodward, CEO Flower City Habitat for Humanity

*P.S. If you find it easier, you can give online at [bit.ly/FCHHGrow](http://bit.ly/FCHHGrow) where you will also have the option to give monthly automatic gifts and become a member of our Carpenters Club.*