



**BENEFITS OF BELIEVING  
IN THE AMERICAN  
DREAM**



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



**98% of Rochester Habitat  
children graduate  
from High School**



**Over 200 families are living in  
Habitat homes, taking ownership  
in their neighborhood and our city**



<FIRST NAME> <LAST NAME>

<ADDRESS>

<CITY>, <STATE> <ZIP>

Dear <SALUTATION>,

As we begin our 2013/14 building season we look around Rochester to see the 200+ Flower City Habitat houses and homeowner families sitting on porches, taking their children on walks, and preparing their yards for spring. It's a heartwarming sight, one made possible by your donation last year; support we are counting on again this year because there are so many more families yet to help.

In fact, this year we're short funding for four families who will live another year in unhealthy, unsafe housing without your help. Families like the Smith family whose two girls, and baby-on-the-way, have been waiting since 2012 to start their home. Mom, a long-time hospital secretary who just finished her LPN, has always wanted a permanent place for her girls to call home.

Or the Martinez family, where mom has responsibly saved the paychecks from her retail job so that her son can grow-up knowing that hard-work really does pay off; that he too can own a place to call home someday. They have been working with us since 2011. These are your neighbors, our city's children - all who have the potential to strengthen our city's future.

With your support, these families, and others waiting to become homeowners can achieve the American Dream. Families waiting to finish their last 200 of 450 sweat-equity hours. Families saving and ready to pay their zero-interest monthly Habitat mortgage. **Please give today so we can add more houses to our fall building schedule. Help us keep investing in Rochester's neighborhoods and our future generations.**

Sincerely,

A handwritten signature in black ink that reads "Matthew J. Flanigan".

Matthew J. Flanigan, CEO Flower City Habitat for Humanity

*P.S. If you give through the United Way, you can always choose to designate your gift to us - use code 1521 on your form this year to make Flower City Habitat your donation beneficiary.*