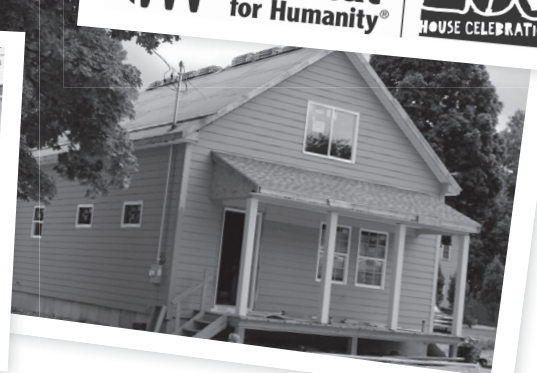


NAILS&TALES

SUMMER 2013 NEWSLETTER FOR FLOWER CITY HABITAT FOR HUMANITY



Flower City
Habitat
for Humanity®



OUR 200TH HOUSE

The 2013/14 build season marks the occasion of our 200th house in the city of Rochester. It's a special house, not only because of its number, but because of its placement on Brown Street and the fact that it was made possible by the combined efforts of faith-partners in HIP - Habitat Interfaith Partnership (for more on this, see the article on page 5).

"It's a milestone, a MAJOR milestone," says Arthur Woodward, CEO of Flower City Habitat. "It's recognition of a lot of effort from a lot of people who continue to serve our community. It's recognition of the staff that has built an organization strong enough to make this happen. It's recognition of a lot of volunteer hours from the community to build a better Rochester."

So this celebrated moment of our 200th house has caused us to take a bit of time to reflect on where we've been and where we're going. Who better to talk with then, than some of the passionate people who helped to start Habitat here in Rochester (back in 1984) and those

who helped groom us into what we've become.

Roger Cross was a man moved to start Flower City Habitat in 1984. He and his first wife Barbara made a trip to Americus, GA to deliver eye glasses for shipment overseas. There they met Millard Fuller, founder of Habitat for Humanity International, and like so many before them, were moved to start a Habitat for Humanity affiliate in their own community. Cross gathered local leaders he felt could help Rochester's impoverished inner city gain access to decent affordable housing.

Max Jenkins joined Cross working hard to solicit financial support, but realized it was credibility that was most needed to get the first 50 houses built.

"When we first started, we had to explain what Habitat for Humanity was to a lot of people," says Jenkins. "If people had heard of us, they thought we were 'that thing Jimmy Carter had started'."

Left-Right: The first Flower City Habitat for Humanity House on Cady Street; Raising the wall on our 100th house back in 2000; The 200th Habitat house on Brown Street, sponsored by Habitat Interfaith Partnership (HIP).

"But I had a really good relationship with Millard Fuller, so we talked him into coming to Rochester for a one-day press event on three of the early houses. During the event, as Millard was meeting and having fun with the families, he picked up one of the children – and of course it made the papers. That was big for us – any time we could get in the papers more people knew who we were. The publicity was key - it gave us a credibility."

Harry Beilfuss worked alongside Cross and Jenkins helping to bring a strategic business approach to Flower City Habitat that could sustain building beyond the initial houses.

"We're more organized now than initially," says Beilfuss. "Back then we were just putting our toes in the water of the poverty housing issue. It's been a learning process, but we better understand now what it takes

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OUR 200TH HOUSE (Continued from page 1)

to get the job done. We're better at keeping people involved; we're better at understanding what motivates one person to act but might not for another."

Taking the organization from the first 50 houses to the next 100, then 200 was no easy task. It took some re-thinking of the early set-up of Flower City Habitat. "The biggest change I saw during my time with Flower City Habitat was going from building 2-3 houses a year to 6 and beyond," says Ted First, early chairman of the board and first ad-hoc Executive Director. "When Flower City Habitat first started, there was no paid staff but a bookkeeper. In order to be able to build at a growing except for sustainable pace we had to transition from an all volunteer organization with little vision to a paid staff with 5 year goals."

Flower City Habitat's early transition has made building 7-10 houses annually possible, and helped the organization face new challenges that current economic and political situations present. "Everything has become more complex," says First. "Fundraising is more challenging. Families are more challenging – there are so many families around the country who can't even afford a Habitat house. Taxes and the mortgage laws have made building in certain areas either unaffordable or impossible. But it's important that Habitat stays and remains nimble – adapting to these changes. There are things we can do, ways we can change, to continue to help families."

As Flower City Habitat looks for ways to increase building to 10-15 houses



a year it's important to not lose sight of the mission and why working toward eliminating poverty housing is important.

"We used to say that a Rochester child in poverty experiences a new school every 15 months due to moving and change in living conditions," says First. "When this happens so often it impacts the social network of that child, creating an unstable support system. Owning a home can stop that constant disruption – creating a stable home and a stable network where children can grow and succeed."

"Yes, we work to build homes with families," says Woodward, "but the real success of these 200 homes can be seen in the children of the families. They are the ones who, through education and hard-work, can break the cycle of poverty. They are the ones who move into better jobs, more stable relationships, and see that working hard for a home (or a future) is not beyond their reach. After all, they've seen their parents do it."

Two hundred houses is a symbol of the possibility when time, talents, and treasure come together to address a growing problem such as poverty in the United States. "Government can only do so much," says Woodward, "it's up



Left-Right: Roger Cross with former president Jimmy Carter in 1985, one year after Flower City Habitat's start; Millard Fuller with a Rochester Habitat homeowner child on the front page of the Times Union in 1992.

to us to fill a gap in housing options that neither private companies nor government can fill."

Beilfuss says it best when asked what he thinks is the future for Flower City Habitat as we venture towards our 300th house. "We're proud of the [200th] house and the points along the way to get here, but being at the 200th house gives a feeling of what there is still left to do. I wish we had done more. The process [of building houses] takes a long time. It takes a lot of people and a lot of commitment. 200 houses is a great milestone, but wouldn't it be great to be celebrating 2,000?"

LEADERS

BUILD

LUNCHEON

Celebrate economic and neighborhood development in Rochester at our

Leaders Build Luncheon
September 13th at 11:30am

Visit
bit.ly/LeadersBuildLuncheon13
to buy tickets or tables



Left-Right: ReStore volunteer and board member Kevin Duhamel maximizes his financial gifts through a match with Chase Bank; Gordy Benoit, a Hammer & Saw volunteer, doubles his donations through a dollar for dollar match with ExxonMobil Foundation.

CREATIVE GIVING

It's easy to think about giving as a donation to our annual appeal, a gift to a friend who is raising funds for our Women Build House, or a day volunteering out on site - but did you know there are other, creative ways that you can help us build MORE houses with MORE families? Here are some of our latest favorites, and if you see something that strikes your fancy, don't hesitate to give us a call for further details.

LEGACY GIVING

It's easy to put off deciding where your investments will go after you pass until life throws a curve ball that makes you consider your options. But did you know that the BEST time to think about your assets is in your 40's and 50s? Planning ahead not only gives you a chance to prepare your assets for the best return possible, but it also allows you to talk with your family about your plans AND the organization you choose to give to.

"Maybe you start supporting an organization whose mission you believe in, through time and talent," says long-time Flower City Habitat

volunteer and donor Lois Rixner, "but when something is your passion, you can make a family decision to designate part of your treasure. This way what you stand for now, what you believe in, can last beyond you."

At Flower City Habitat we'd be honored to have your legacy gift help continue our mission of working with low-income families to provide "a hand-up not a hand out". Acknowledging your family's gift before or after your death will be up to you. Contact Teresa Bianchi (585) 546-1470 if you're interested in learning more about how you can leave an impact at Flower City Habitat.

MATCHING GIFTS

Double your donation! More than 1,400 companies match their employees' tax-deductible donations to Flower City Habitat, often by donating the same amount or more. Some even match gifts of retirees and spouses. This benefit is provided at no cost to you, but in most cases it doesn't happen automatically--you need to request the matching funds.

You can find a full list of companies, and details on each by visiting our website bit.ly/MatchingGifts, or talk with your HR representative.

Some companies who match:

- Allstate
- American Express
- Ameriprise
- Bank of America
- Bon-ton
- Citizens Bank
- Constellation Brands
- Corning
- Gannett
- GE
- Genesee & Wyoming Railroad
- Harris RF Communications
- Home Depot
- IBM
- Johnson & Johnson
- JP Morgan Chase
- Keybank
- LexisNexis
- Macy's
- OrthoClinical
- Royal Canadian Bank
- Starbucks
- TIAA-CREF
- Thermo Fisher Scientific
- Thomson Reuters

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SHEDS AND BEYOND

Throughout the past school year, our Habitat clubs and chapters have been more active than ever before, building, fundraising, and spreading the word about Habitat. With new programs and opportunities on the docket, the students' enthusiasm is carrying through the summer and well into next year.

In the past, Rochester's colleges and high schools have worked individually towards their Habitat goals. Now, we have students from multiple schools working together towards a common goal. A great example of this is The Brighton Build, a house made possible through the collaborative fundraising efforts of Brighton High School Habitat Club and McQuaid Habitat Chapter. These students have been working hard within their Brighton community, friends and family networks, and beyond to raise their \$35,000 half of a match to build this home.

"The realization that many teenagers like us do not have the luxury to call a place home, or the opportunity to pursue their dreams by going to college, is why we build," says Nate Rogalskyj, McQuaid Habitat Chapter member and student. "When our club heard that Brighton High School's club shared the same conviction, we were ecstatic and honored to join them in building towards a house."

Another new Youth Program is the Habitat Young Professionals (HYP) Shed Build. With the help of our HYPs who have purchased the materials, students will be able to spend a day in the JOSANA neighborhood building sheds for our Habitat homeowners. This program provides opportunities for students to get out on site and build while also engaging younger students. (You only have to be 14 to help us build sheds!) HYPs are building too, showing the students how their Habitat involvement can evolve after graduation. HYP President, Ashley Borelli, told us, "we thought it would be a great way to interact with the schools and show them this is what they can be doing as they get older."

During the last week of June, Flower City Habitat hosted our annual Youth Immersion. For four days, 17 students from eight different schools worked alongside homeowners and volunteers, learning about the struggles of poverty housing, the Habitat home-buying process, and the difference that they can make in their community. This comment from Joshua Knill, one of the Immersion students, summarized the week, "I am definitely going to work with Habitat again. [This program] built awareness about the city and how much we helped."

Bottom Left-Top Right: Francis Encarnacion and Nate Rogalskyj from McQuaid volunteering on Brown Street; Madeline Ferris and Reed Brown from Pittsford Mendon High School paint the siding on our 200th house during 2013 Youth Immersion Week; Webster Thomas Habitat Club students pose with the HYP Shed they built this spring; HYP members help get the PGA Habitat Build house ready during their summer volunteer days.

HIGH TIME FOR PIE

We're gearing up for the annual Habitat Pie Sale! If your school club or chapter, church coalition, or other group would like to sell pies with proceeds going to your group's Habitat goals - contact Ray Griswold at rgris57152@aol.com.

Pies will be on sale from October 1st to November 22. Delivery of pies will take place November 26.



Top Left - Right Bottom: Volunteers from UTP (United Presbyterians Together) work on 644 Brown Street; HIP (Habitat Interfaith Partnership) volunteers working on the trusses for the 200th house this summer; Homeowner Sylvia Parder on her dedication day this winter celebrated with sponsor Greece Coalition; Ray Griswold of Penfield Habitat Coalition says a prayer during the dedication of 628 Brown Street.

COALITION NEIGHBORHOOD

If you take a drive or walk down Brown Street, you'll see a lot of changes. Right at the corner of Brown and Wentworth is our 200th house; across the street from it you'll find three houses - two finished and one nearly done; and tucked right behind those, on Eddy Street, you'll find a new Habitat home that was dedicated when the cold wind was still blowing in Rochester. What's special about these houses is that they're all Coalition houses - homes made possible through the fundraising efforts of faith-based groups within our community.

"With the Susan B. Anthony House being so close [to the Brown Street area] it's important to preserve this area of Rochester," said Dianne Brown, member of Habitat Interfaith Partnership. "The neighborhood is in need of transition...it has a lot of potential."

What you might not know, is that the Brown Street area has a long history with our faith coalitions. Fourteen of the 25 Habitat houses in this neighborhood were

made possible through the support of our faith partners.

"I remember 13-14 years ago when we built our house on Love Street it was all alone at the time," said Bill Mason, member of Greece Coalition of Churches. "What we learned is it's important to build groups of homes. One house, two houses here and there, don't have the impact a group of Habitat houses together - like building community with homeowners."

From the first Brown Street area coalition home in 1988 to those we'll dedicate this winter, one thing is for certain: when our faith partners put their time, talents, and treasure behind a mission they believe in, you **SEE** results.

"When you get into [the Brown Street] area, you can see it changing. I had a friend comment to me about how he drives through it often now and is amazed at the transformation he sees. The Habitat houses out there are part of that visible change," said Mason.

We, and the families surrounding Brown Street, are thankful for that *visible change*. And we're thankful for the Coalitions constant reminder that by working **TOGETHER** we have the power to change families, neighborhoods, and our own city.

BROWN STREET AREA COALITION HOUSES

- 632 Brown St - Southwest Coalition and Third Presbyterian
- 639 Brown St - Habitat Interfaith Partnership (200th Habitat House)
- 644 Brown St - United Presbyterians Together
- 628 Brown St - Penfield Coalition
- 83 Eddy St - Greece Coalition
- 40 Love St - Greece Coalition
- 29 Love St. - Irondequoit Coalition
- 51 Taylor St. - Brighton Coalition
- 48 Love St. - Webster Coalition
- 67 Silver St. - Downtown Church Coalition
- 578 Brown St. - Harvest Home
- 64 Love St. - Habitat Interfaith Partnership
- 73 Silver St. - Episcopal Coalition
- 47 Love St. - Penfield Coalition



VOLUNTEER VARIETY

Here at Flower City Habitat, we know that when it comes to our volunteers, no two are alike. Our rainbow of volunteers is represented by amazing individuals ranging in age from 14 to those well into their 80's, each with a different background and unique reason for coming to Habitat. Through our summer build programs, we've been able to host many diverse groups on site.

In early June, Leaders Build Week allowed our corporate volunteers normally working behind a desk an opportunity to spend a day building on a Habitat construction site. CEOs from over 50 local businesses, including major sponsors like the ESL Foundation, the Bonadio Group, and Brighton Securities contributed over 600 volunteer hours to building homes in the JOSANA neighborhood. Proceeds from Leaders Build Week and the Leaders Build Luncheon, planned for September 13th, will fund the 2013 Leaders Build home.

Our PGA Blitz Build, sponsored by PGA TOUR Wives Association and the PGA of

America Spouses broke ground during Leaders Build Week. Members of the PGA and sponsoring organizations built on site and will return in August with volunteers from around the country to build this house in two weeks!

An all-female sponsored home is our Women Build. Women Build teams are hard at work, fundraising and getting ready to resume construction on their 2013 Habitat home, which broke ground with a special celebration on Mother's Day weekend.

"I volunteer for Women Build because as a mother I cannot just sit by and watch another mother struggle to build a better, healthier life for her family," said Karen Kall, 2013 Women Build Chair. "In our own city there is poverty, lead paint, and unhealthy and unstable living conditions that impact our children."

Through Urban League's Youth Build program, we were able to host some of Rochester's inner city students on our construction site. The Urban League's

Left Top-Right Bottom: Joe Morelli from Wilmore puts the finishing touches on a Habitat house during 2013 Leaders Build Week; Thea Korbel from Women Build team Calico Hammers helps remove forms on the 2013 Women Build House; Lifetime Assistance ReStore Volunteers Scott, Maureen, Johnny and Tracy help keep our story sparkling every Friday; Urban League Urban Youth Empowerment NOW Students work on our 200th house with homeowner Ebonique Hardaway and her friend Nahja.

Urban Youth Empowerment NOW group brought four students to volunteer on our 200th house. They worked alongside homeowner Ebonique (and her friend Nahja) learning the tricks of the building trade.

"I really like coming out and building, I did it last summer too," said Urban League student Julien Bell, "I like learning about how the houses are built and picking up new construction skills."

And we have to take a moment to celebrate the volunteers at Habitat ReStore. From our retirees, to students, to church members, to business committee members, to community members - it takes an army to make Habitat ReStore as successful as it has been this past year. Every bit of the proceeds go back into the projects that build Habitat houses here in Rochester. These un-sung heroes help Dan, our Restore Manager, and our staff do remarkable things while keeping overhead low. Thank you!

CREATIVE GIVING (Continued from page 5)

- Time Warner Cable
- Verizon
- Wells Fargo

CARS FOR HOMES

Turn a chore into a gift through Cars for Homes. Cars for Homes is a program run through Habitat for Humanity International where you can donate your unwanted car (running or not!) and proceeds from its sale can go to the affiliate of your choice.

And Cars for Homes isn't only about cars, you can also donate:

- Truck
- Boat
- RV
- Motorcycle
- Construction or farm equipment

Donating to Cars for Homes is easy - just call 1-877-277-4344 but be sure to tell them you'd like your donation to go to Flower City Habitat for Humanity.

IN LIEU OF GIFTS

In Lieu of gifts isn't just for weddings and birthdays. Sometimes it can feel like we're all giving and getting a few too many ties and tote bags. Next time you're the gift-giver consider making a donation in honor of your friend/family member to Flower City Habitat. You can do it through the mail, or our online donation page.

Indicate who (or what holiday) this gift is for and we can send out a card on your behalf.



HABITAT RESTORE

Don't forget that you can also support building by donating new or like-new home improvement items to our ReStore. ReStore is a home improvement outlet open to the public with all proceeds going towards Flower City Habitat building projects.

Mon - Fri 10am - 6pm | Saturday 9am - 5pm
755 Culver Road | Rochester, NY 14609
(585) 697-2012 | RocReStore.org

HABITAT HAPPENINGS

Homeowner Picnic

September 8th at 2pm
 Genesee Valley Park

Leaders Build Luncheon

September 13th at 11:30am
 JOSANA Neighborhood

Christ's Love in Action

September 25th at 7pm
 Asbury First United Methodist

Habitat Pie Sale

October 1st - November 22th

World Habitat Day

October 7th

HYP Guest bartender Night

October 2013

Thanksgiving Basket Collection

November 2013

Roc the Day

December 11th

Holiday Adopt a Family

December 2013

Volunteer Luncheon

December 2013

Stay up to date with Habitat Happenings by checking our website: bit.ly/FCHHCalendar



Top-Left-Right: Flower City Habitat ReStore is open to the public and filled with new and lightly used home improvement supplies with 100% of proceeds helping building projects; The new appliances room at Habitat ReStore. Elwin Castro from our ReStore donation team is ready for the next pick-up - call 697-2012 to schedule pick-up of your donations today.



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RochesterHabitat.org

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Building Houses, Building Hope!

MORE THAN 200 THANKS

From our first house on Cady Street Street to our 200th house on Brown Street we've sure come a long way and it's all thanks to you. As we head into our 40th house (of our 100 house pledge) in the JOSANA neighborhood, we just wanted to recognize that we couldn't do it without all 12,000+ of you who receive this newsletter, donate, volunteer, and advocate for us - for years since and in the years to come, you're helping to build a stronger Rochester. Thank you!



Left-Right: The first Flower City Habitat home in Rochester, moved in 1994; the 200th Flower City Habitat home on Brown Street, sponsored by Habitat Interfaith Partnership; raising the roof on the 202nd house thanks to ESL Charitable Foundation. Just imagine where we're headed next!