

**RAISE FUNDS, BUILD HOMES**  
There is no place quite like home



Midland County  
**Habitat**  
for Humanity®



# who we are

Midland County Habitat for Humanity is a faith-based nonprofit that operates as a home builder, a mortgage lender, and provider of homeowner education.



Midland County Habitat for Humanity (MCHFH) is part of a global, nonprofit housing organization operated on Christian principles that seeks to put God's love into action by building homes, communities and hope. Midland County Habitat for Humanity is dedicated to eliminating substandard housing locally and worldwide through constructing, rehabilitating and preserving homes; by advocating for fair and just housing policies; and by providing training and access to resources to help families improve their shelter conditions.

Habitat for Humanity was founded on the conviction that every man, woman and child should have a simple, durable place to live in dignity and safety, and that decent shelter in communities should be a matter of conscience and action for all.

# Habitat Misconceptions

- We are a home builder and mortgage lender - we do not give homes away.
- Some question if there is an affordable housing need in Midland County. In 2018 Habitat partnered with local agencies and businesses to conduct a housing study. The study revealed that Midland County has 3,200 households earning less than \$20,000 (80% live in the city), Midland lacks 1,000 units of affordable housing.
- Habitat partners with individuals and families that earn 30% to 60% of the area median income (AMI) and in some cases 80%. A family of three can earn a maximum of \$58,000 and qualify for a home with Habitat.
- Habitat builds and sells affordable housing - not poverty housing. Applicants must meet income and other requirements and currently live or work in Midland County.

# what are the houses like?



Habitat builds simple, decent, affordable homes.

All homes are Energy Star® certified and are constructed in the most efficient, cost effective and environmentally responsible methods possible.

# families

Habitat homeowners earn between 30-60% (in some cases 80%) of the area median income and would not qualify for conventional mortgage financing. They help build their own homes alongside volunteers and complete a comprehensive homebuyer education program.



# volunteers



More than 70% of home construction is accomplished by community volunteers committed to help build safe places for participating families to call home.

Volunteering with Habitat for Humanity is not only fun but is also uplifting and rewarding.



# funding the home

We are asking our supporters to rally their friends, family, and networks to support our work. By becoming a fundraiser for Midland County Habitat for Humanity, you will help build more Safe, affordable housing in Midland County, and you'll help your friends feel good about doing good.

Starting a fundraiser is easy to do, and it's fun. We'll even give you all the tools you'll need to make a difference. With your help, even more families and individuals will have the opportunity to reinvest in themselves and their community. Plus, you can earn some great incentive prizes.

\*\*please note, fundraising is optional



# Funding The Home

**By working together, MCHFH and volunteers can help fund a new home and build safe, affordable housing in our community!**

**\$120,000**

- Estimated value of an average MCHFH home



**\$250**

- If each volunteer raises \$250 and 25-30 volunteers came to volunteer each week during the build season – we can fully fund the home together!



- Safe, affordable housing is created in Midland County to help individuals and families seeking housing.





# funding the home

## Two easy ways to fundraise

- Start a peer to peer fundraising page and raise funds online to qualify for some great prizes.
- Fill out a fundraising board and raise funds to turn into the MCHFH offices.

Raise the qualifying amounts and earn some great MCHFH swag!



**Raise \$250**  
Customized Hard Hat



**Raise \$500**  
T-Shirt & Customized  
Hard Hat

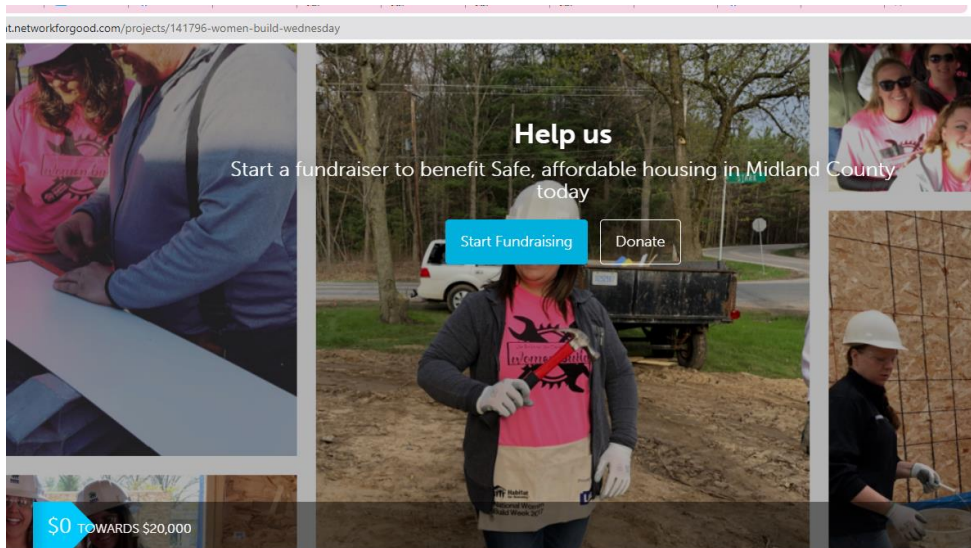


**Raise \$800**  
Tote, T-Shirt &  
Customized Hard Hat



**Raise \$1,000**  
Hoodie, Tote, T-Shirt &  
Customized Hard Hat

# personal fundraising



Online peer to peer fundraising is easy with MCHFH's web page. Sign up online and raising funds today.

Have questions about online fundraising? Contact Amanda King 989-496-0900 x24  
[king@midlandhabitat.org](mailto:king@midlandhabitat.org)

## Women Build Wednesday

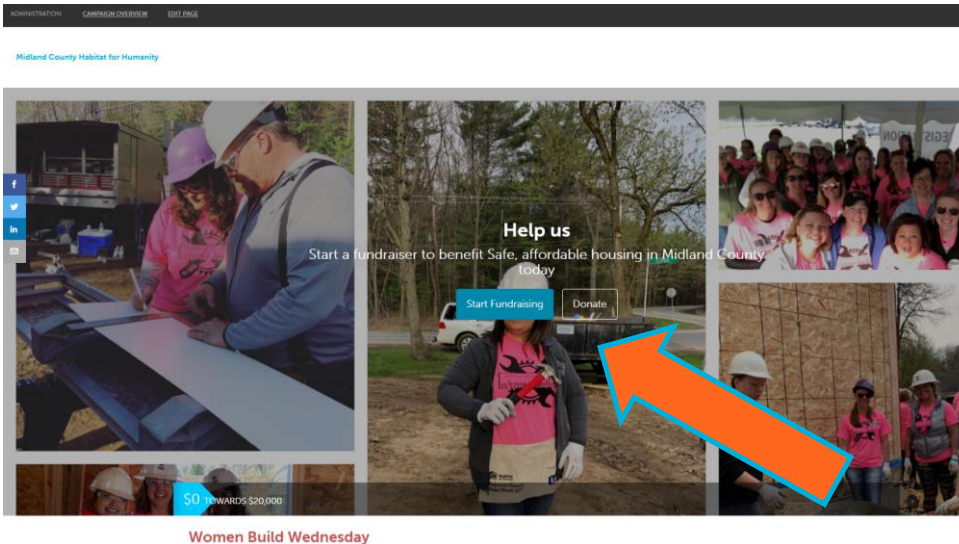
Women Build is an event that empowers women to help with housing construction efforts, an area that generally only 15% of volunteers are female. This is a great opportunity day on the build site while helping to provide a new home to a deserving Partner Family.

Every Wednesday from October 27th, 2021 to March 30th, 2022 Midland County Habitat for Humanity will host Women Build Wednesdays. This will provide the opportunity for take a proactive step in serving their communities.

Volunteers work under the guidance of construction professionals, and also alongside other volunteers and future Habitat homeowners. Whether you are learning new skills, a few to your tool belt, this is a rewarding experience for all involved, and improves the community that you share.

[Click Here to Start Fundraising](#)

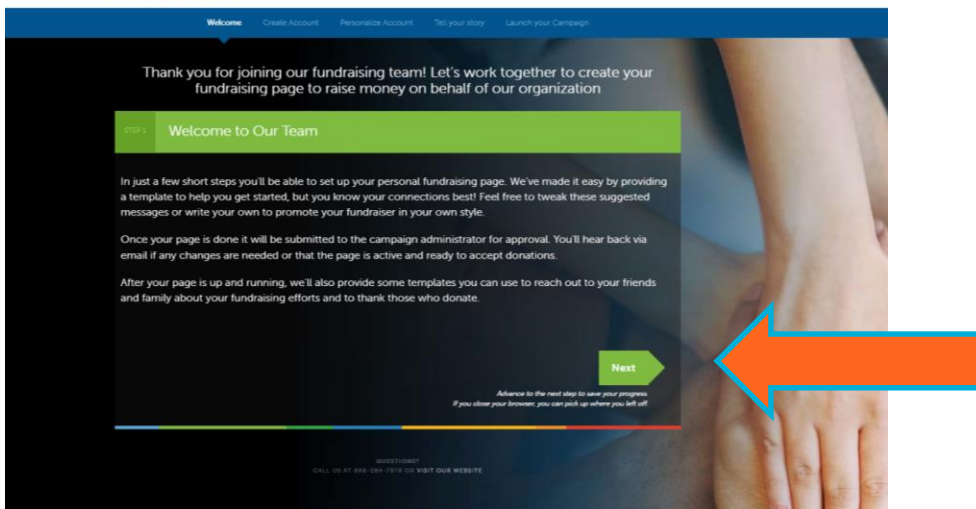
# personal fundraising



Step 1:

Click on “Start Fundraising”

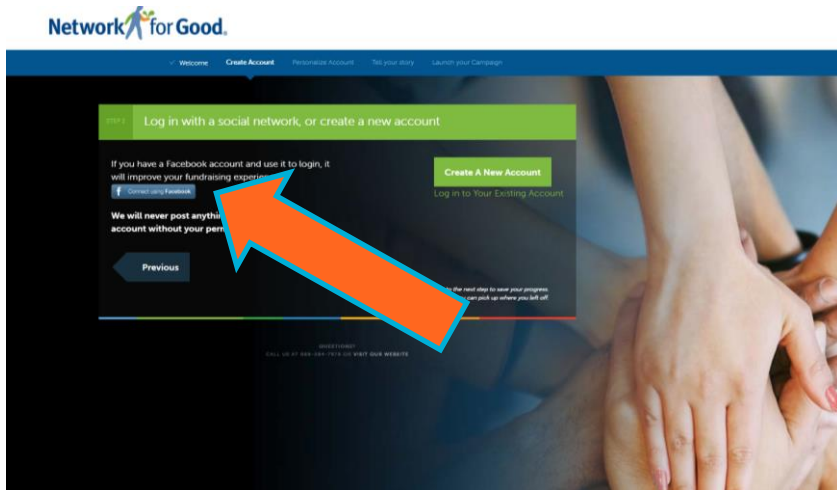
Network for Good.



Step 2:

Click on “Next”

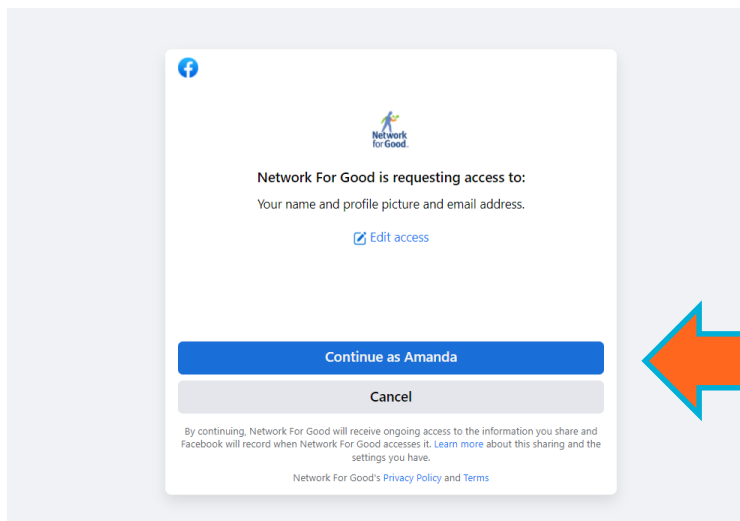
# personal fundraising



## Step 3:

If you have a Facebook account, click “continue using Facebook”. This option will give you a greater set of peer to peer fundraising tools.

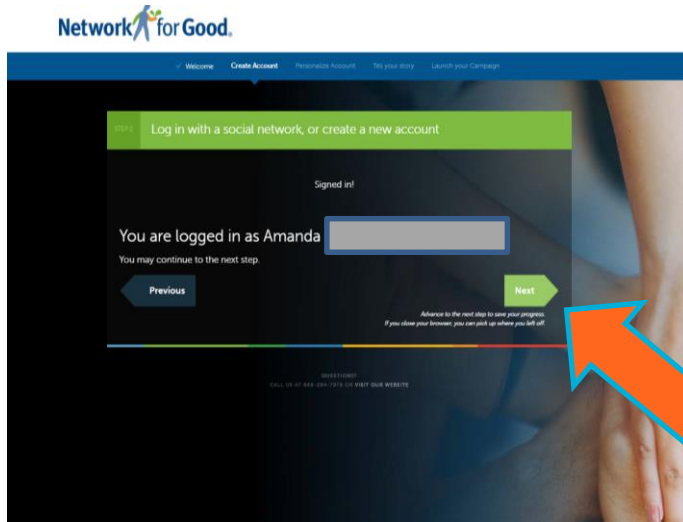
If you do not have social media, click “create a new account”.



## Step 4:

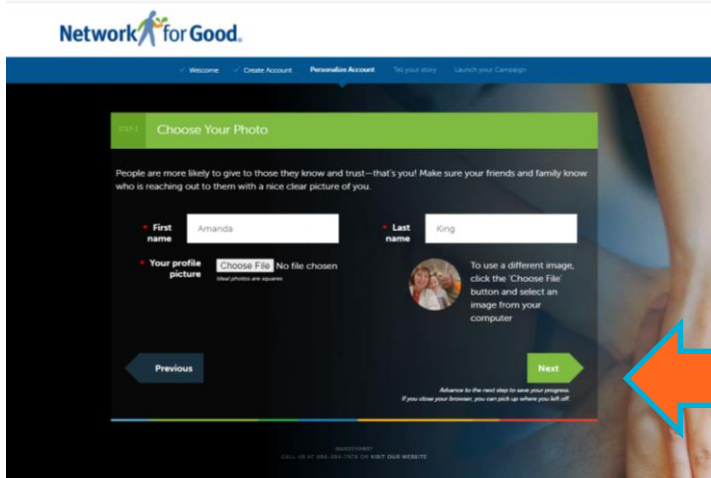
Verify the linked Facebook account is correct and click “continue”

# personal fundraising



Step 5:

Verify the listed contact email is correct and click “next”.



Step 6:

Choose your profile picture and verify your name, then click “next”

# personal fundraising

Network for Good

Welcome | Create Account | Personal Account | Tell your story | Launch your Campaign

Now, add details to your fundraising page to help inspire donors to give

### Tell Your Story

- Your fundraising goal: \$ 1,000
- Primary call to action: Help build safe, affordable housing in Midland County
- Secondary call to action: Join me and help make a difference, please give today
- Modify this to tell your personal story: Join me in supporting real change. Let's support good in the world and make a difference. Help us for Midland County Habitat for Humanity. Just a small donation will go a long way to helping me meet my goal for Midland County Habitat for Humanity.

Previous Next

Advance to the next step to see your progress. If you close your browser, you can pick up where you left off.

## Step 7:

Enter in your fundraising goal. You can choose the goal you would like to reach. To earn all of the Habitat swag items, you must raise \$1,000.

You can modify the message or add a personal story. If you do not have a personal story to add a default message is entered. Once you have updated, click "next".

Network for Good

Welcome | Create Account | Personal Account | Tell your story | Launch your Campaign

One last step...

### Launch Your campaign

Here's a preview of your fundraising page! Like what you see? Great! Click the 'Launch Your Campaign' button below to start fundraising today!

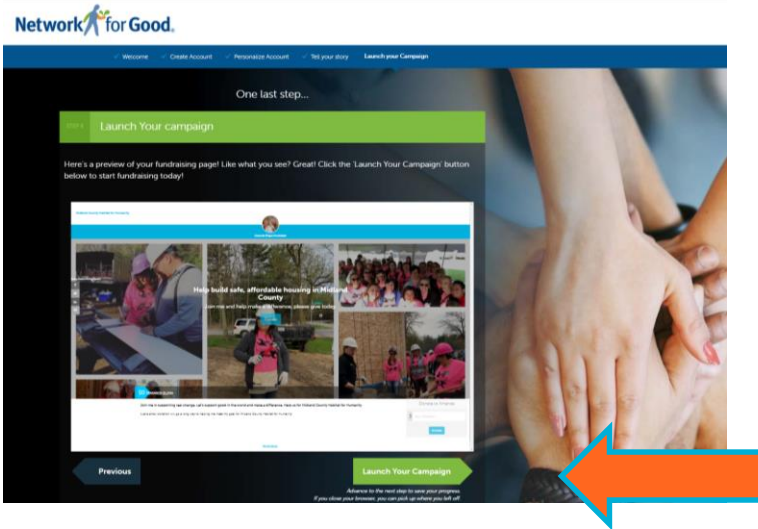
Previous Launch Your Campaign

Advance to the next step to see your progress. If you close your browser, you can pick up where you left off.

## Step 8:

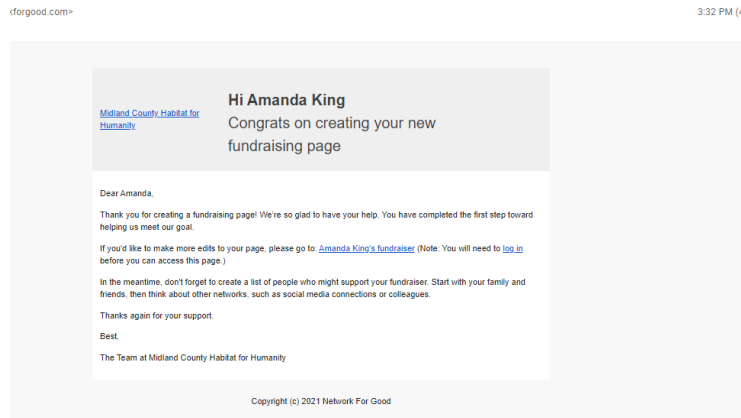
Review the preview of the campaign page. If you see changes you would like to make, click the "previous" button.

# personal fundraising



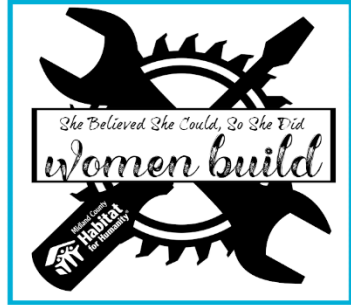
Step 7:

Click “launch your campaign” to complete set up



Step 8:

You will receive an email from Network For Good with instructions on how to edit your campaign page.



# Raise \$250 in 5 Days!

Fundraising can be easy and fun. Just follow these easy steps for success to raise funds for affordable housing in your community.

## Other fundraising ideas:

Post a message on social media (I am fundraising for Midland County Habitat for Humanity to raise funds for safe affordable housing in Midland County. Let me know if you would like to donate to my fundraiser.)

Collect pop bottle or cans from friends and neighbors and donate the deposits

Ask your place of work if you can host a wear jeans day for \$5.00 a participant and donate the funds to Habitat

### Day 1

Make your own donation of \$25

### Day 2

Ask 5 friends for \$5 donations

### Day 3

Ask 10 co-workers to give \$5 donations

### Day 4

Ask 10 family members for \$10 donations

### Day 5

Ask 5 people from your place of worship, or neighbors to contribute \$10 donations



## Congratulations!

You just raised \$250! Share your success with your donors. Post on social media to let everyone share the excitement.





Fundraiser's Name: \_\_\_\_\_

# THANK YOU for your support!

Help us fund safe, affordable housing in Midland County. Please choose and initial a box that describes you and donate the amount to the fundraiser.

Completing this board will raise \$1,000 to support the building of affordable housing in Midland County. It is not required to complete the board, any and all donations help Habitat work towards a community where everyone has a decent place to live.

I support Habitat's mission to bring people together to build homes, communities and hope \$40		I knew Habitat partnered with individuals that earn 30 - 80% AMI \$30	I am surprised to learn MCHFH did \$400,000 in home repairs in 2021 \$20	I have purchased a book from the ReStore \$50	I have driven past the Habitat multifamily homes \$40
I did not know I could text 989-375-1775 to donate to MCHFH \$30	I did not realize Habitat did home repairs \$50	I did not realize Habitat offers financial coaching \$20	I know Habitat partners with individuals and families \$30	I moved more than 2 times in my life \$20	I know MCHFH builds on average 3 homes a year \$10
I went to Midland High School \$20	I did not know Habitat was founded in 1976 \$20	I know Habitat does not give homes for free \$20	I did not know I could text 989-375-1775 to donate to MCHFH \$30	I have volunteered at Neighborhood Revitalization \$15	I did not realize you can donate appliances to the ReStore \$15
I went to Bullock Creek schools \$20	I want to make a difference in my community \$15	I know Habitat does critical home repairs \$5	I did not know I could text 989-375-1775 to donate to MCHFH \$30	I am not originally from Midland \$20	I knew the ReStore is open during the lunch hour \$20
I've volunteered with Habitat \$15	I support a community where everyone has a decent place to live. \$10	I am not originally from Midland \$20	I did not know I could text 989-375-1775 to donate to MCHFH \$30	I am not originally from Michigan \$20	I am originally from Midland \$5
I have donated to the ReStore \$20	I went to Meridian High School \$20	I did not realize you can donate your car to habitat \$10	I knew Habitat partners with individuals and families \$30	I did not go to high school in Midland County \$20	I knew the ReStore sold paint \$20
I like MCHFH's Facebook page \$10	I own a tool belt \$5	I know how to install siding \$10	I did not know I could text 989-375-1775 to donate to MCHFH \$30	I went to Dow High School \$20	I have safety glasses \$20
I support affordable housing \$20	I have volunteered at Women Build before \$5	I moved 2 times or less in my life \$20	I did not know I could text 989-375-1775 to donate to MCHFH \$30	I know how to install siding \$10	I have safety glasses \$20
I am on MCHFH's newsletter list \$10	I have volunteered at Women Build before \$5	I moved 2 times or less in my life \$20	I did not know I could text 989-375-1775 to donate to MCHFH \$30	I know how to install siding \$10	I have safety glasses \$20

Interested in learning more? Go to [midlandhabitat.org](http://midlandhabitat.org) or contact Amanda King at 989-496-0900 x24 or [king@midlandhabitat.org](mailto:king@midlandhabitat.org)

# Fundraising Thank You Gifts

As a special way to say thank you for hosting a personal fundraiser for Midland County Habitat for Humanity, there are different gifts you can earn. All gifts are ordered quarterly, other than the hard hat. Reach your fundraising goal by 12/1/2021, 3/31/2022, 6/30/2022, 9/30/2022, 12/20/2022 to qualify for a gift.



**Raise \$250**

## **Customized Hard Hat.**

Hat will have a decal added with your name and Women Build logo. Hard hats are green.



**Raise \$500**

## **Women Build Shirt**

A limited edition Women Build Shirt, only available to fundraiser participants

# Fundraising Thank You Gifts



**Raise \$800**

## **Habitat Tote**

A white tote with blue accents and Habitat logo. Tote is 22.5" x 15.5" x 7"



**Raise \$1,000**

## **Habitat Hoodie**

A limited edition Women Build fleece hoodie. Only available to fundraiser participants

# questions

If you have questions or need more information about the fundraiser or Women Build, contact Amanda King.

Amanda King  
Impact Manager  
989-496-0900 x24  
[king@midlandhabitat.org](mailto:king@midlandhabitat.org)



Pictured L to R Jennifer Chappel, CEO and President and Amanda King, Impact Manager