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**Building a  
Better  
World**



Photo by Blackswan Photographers

**Sunnyslope  
Revitalization  
Coalition**

**Proposed  
Project Plan  
August 6, 2020**

**Sunnyslope  
Neighborhood**

Habitat for Humanity Central Arizona is excited about the growing partnership with congregations, businesses, and community leaders of the Sunnyslope revitalization team. It is with great enthusiasm and excitement that we present this proposed project plan to the you!

### About Us:

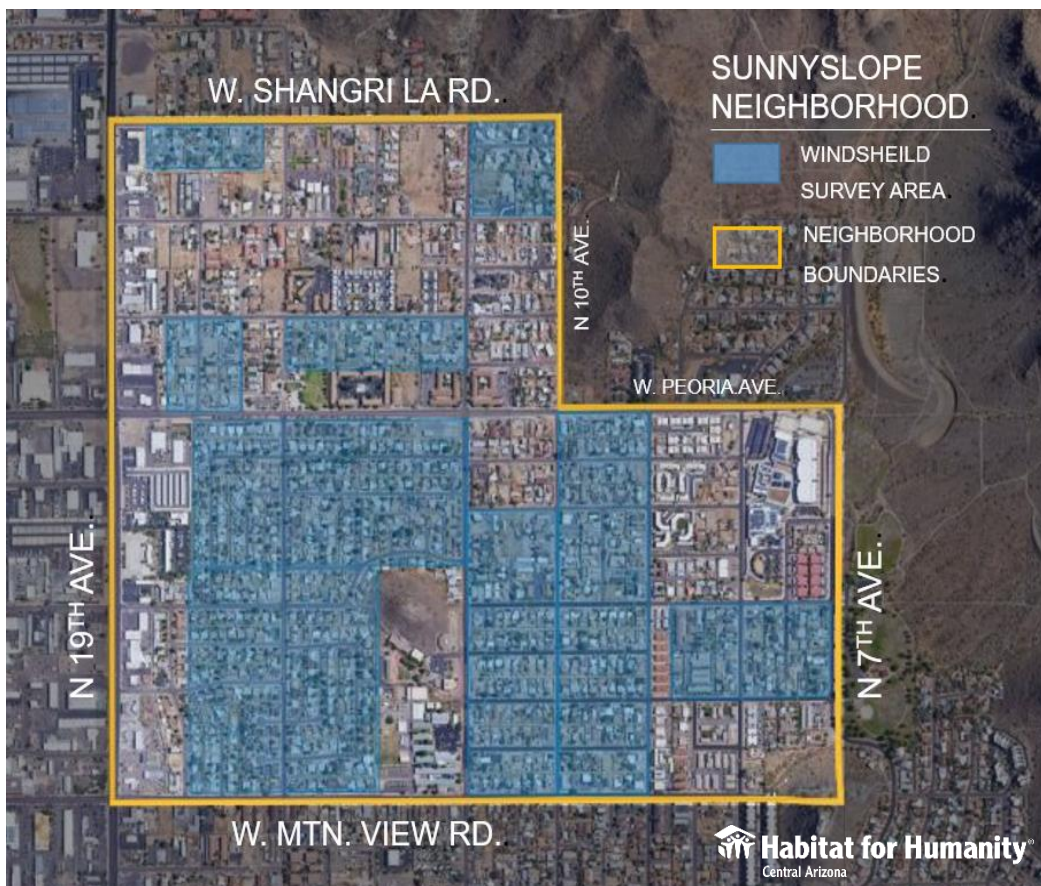
As a Christian-based nonprofit, Habitat for Humanity Central Arizona (Habitat) seeks to put God’s love into action by bringing people together to build homes, community, and hope. For 35 years, Habitat has been building, renovating, and repairing simple, decent and affordable homes in partnership with low-income families in need. Since 1985, Habitat has built or renovated over 1,100 homes and has completed over 2,600 home repairs. Our service area includes Maricopa County and parts of Pinal County.

We believe that a home is more than a roof over someone’s head. We believe homeownership impacts important aspects of daily life, including health, safety, and educational attainment. As a result, Habitat offers no-profit repairs and mortgages to the families we serve.

### Sunnyslope Neighborhood Revitalization Project:

In July 2019, Habitat met with First Christian Church (FCC) to learn more about the congregation’s desire to help residents within the Sunnyslope community. FCC shared its vision to assist families with housing needs and to help the neighborhood with revitalization efforts. FCC then invited and was joined by other individuals, companies and congregations sharing this same vision, including: 3A Automotive, City of Phoenix, Johnson Bank, Missio Dei Community Church, and others.

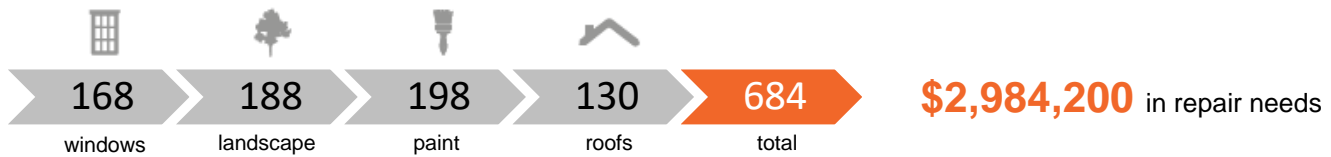
The boundaries for the targeted area within the Sunnyslope Neighborhood were identified as: N. 7<sup>th</sup> Ave – N. 19<sup>th</sup> Ave, and W. Mountain View Rd – W. Shangri La Rd. From the areas surveyed, as shown below, an initial projected cost for the neighborhood was estimated just over \$2.9 mil. As outreach to families and community places begin, needs can be better assessed, and cost projections more accurately calculated.







The estimated number of repairs include:



*While Habitat typically focuses on single-family, detached homes, our team is also open to the conversation of serving families in mobile homes and multi-family homes.*

## Community Needs

In addition to housing needs, the Habitat team will explore the potential of completing community-wide projects. Habitat will work with neighborhood associations and other local, neighborhood groups to learn more about community needs and wants. Potential community-based repairs could include but are not limited to community gardens, external school repairs, and community sporting fields/facilities or other public area projects.

## Habitat Neighborhood Revitalization Services

Habitat offers three levels of service through the Neighborhood Revitalization Program:

- **A Brush with Kindness:** includes exterior work such as painting, minor repairs, landscaping, or replacement of materials for the purpose of maintaining good or sound condition.
- **Weatherization:** improves the energy efficiency and overall indoor air quality and comfort of the structure, such as insulation or window repairs.
- **Critical Home Repair:** encompasses interior or exterior work performed to alleviate critical health and safety issues or code violations, including a change to or repair of materials or components; or a modification for accessibility; plumbing or electrical repairs.

Habitat strives to maximize its resources and make the largest impact possible within the cities we serve. This is accomplished in a number of ways:

### 1. Cost Savings:

Habitat's greatest cost savings during this project will be the costs saved on labor. Habitat will utilize one highly trained site supervisor to engage a group of general volunteers who are all donating their time to complete exterior paint and landscape. Each volunteer hour donated is equivalent to a donation of \$15.56 fair market value. In turn, Habitat can pass down the cost savings to the homeowner.

### 2. Community Impact:

When Habitat works in a well-established neighborhood, often the residents in the community will make their home preservation and beautification a higher priority. The energy and enthusiasm from the volunteers on the job site is contagious. During repair projects, neighbors often approach Habitat staff to see if assistance is available to help improve their own homes. We recognize the relationship between affordable housing repairs and successful community development.

### 3. Community engagement/relationship development:

By requiring homeowners to actively participate alongside volunteers, it provides an opportunity for relationships to be built between our partners and local residents. Homeowners in the past have testified, "I can't believe strangers would help me with my home," and "This reminds me that God is still here."

## How the Program Works:

Habitat believes that actively partnering with families encourages a sense of pride in their home and a sense of community throughout. This partnership is often referred to as a “hand-up” vs. a “hand-out.” Furthermore, homeowners preserve dignity knowing that they are capable of providing for their families.

### **Homeowner Qualifications:**

To participate in the Neighborhood Revitalization program, families must meet the following criteria:

- Be a homeowner
- Be a US citizen or Permanent Resident
- Have a need for affordable home repairs
- Contribute financially a percentage of the repair cost and a minimum of eight sweat-equity hours. The percentage of contribution is determined by Habitat and the Coalition once the project moves forward.

### **Program Process:**

1. Homeowners inquire about the program and meet with Habitat’s Construction and Family Services Departments to assess the needs of the home.
2. Habitat presents a scope of work that includes the cost for the proposed services and any subsidies available in their neighborhood.
3. The proposed scope is adjusted, (if necessary), and a contract is signed by the homeowner. Habitat works with the family to specify a completion date for the repair.
4. Repair is completed, and the family is provided a Certificate of Completion. At this point they will have the opportunity to share and evaluate their experience.

### **Additional Generosity:**

If a homeowner cannot afford a repair, additional generosity may be obtained through our Sliding Fee Scale. To apply for the Sliding Fee Scale, the family will be required to provide income documentation to determine if they qualify for an additional subsidy. If the family qualifies, Habitat will adjust the cost of the repair and the amount of required sweat equity, accordingly. As the homeowners’ financial contribution decreases, the amount of required sweat equity increases.

## Value to the Community:

The Neighborhood Revitalization Program is more than repairs: it is a place-based strategy to support local communities in developing and obtaining the tools they need to revitalize neighborhoods. Furthermore, it allows Habitat and community partners to:

- Respond to community needs and allow residents to improve the neighborhood and enhance their quality of life.
- Serve more families with an array of different repairs products and services.
- Provide and preserve safe, dignified housing for low income residents.
- Preserve existing housing stock, which can help residents remain in their homes while preserving their neighborhoods.





## Partnership with Habitat CAZ:

Habitat for Humanity Central Arizona is committed to partnering with community-based organizations. This partnership allows partnering organizations to serve others on a local, national, and global level and make an impact that lasts a lifetime in those communities.

### **Benefits to Partnering Together:**

- Create a visible community revitalization and impact made by members of the congregations, corporations, and organizations involved in the coalition.
- Improved quality of life and humanity among coalition members and the surrounding community.
- Develop community-minded, informed individuals and better leaders.
- Seeking social justice while serving the community and making an impact for the Kingdom of God.
- Create an opportunity for building relationships with homeowners and their families.

### **Coalition Sponsorship Benefits & Recognition:**

- Collaboration to create Marketing and PR opportunities that further enhance the positive relationships in our community, including public service announcements and press releases.
- Customized Impact Report.
- Participation in Community Celebrations.
- Recognition in Habitat communications, including: website, annual gala, Habitat Newsletter, social media, recognition plaque, and banner/signage within the Sunnyslope neighborhood.
- Customized slide show.
- Recipient of a table at our annual gala.

## Support Provided by Our Community Partners

New partnerships, volunteers, and funding are necessary to revitalize our communities at affordable repair costs. Habitat understands the value of collaborative efforts with faith-based organizations, individuals, corporations, foundations and cities. We are excited to partner with you in reaching Sunnyslope!

### **Volunteer Support:**

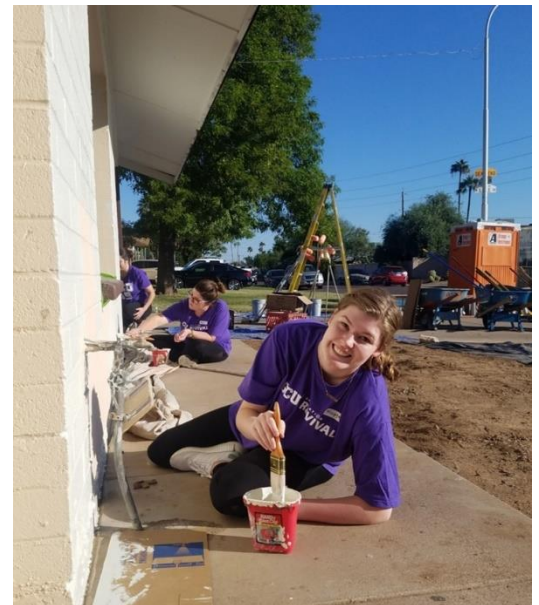
God has called us to serve one another. May our lives reflect the words of Jesus in Matthew 20:26, *"Instead, whoever wants to become great among you must be your servant."*

### **Volunteer Groups**

The Habitat volunteer experience creates tangible results and an opportunity to work alongside local families. Projects most friendly to volunteers often include paint and landscape repairs. Each project can use 10-15 volunteers working an average of 3-4 hours to complete the repair. Volunteer opportunities most frequently occur on Saturday but may also occur during the week on Wednesday-Friday.

### **Volunteer Leaders**

In order to help guide volunteer groups accordingly, Habitat would need the help of 2-4 individuals to serve as Volunteer Leaders in addition to the group of 10-15 volunteers. People in a Volunteer Leadership position have a more involved role throughout the morning of the repair. Their responsibilities include greeting the family, helping prep the site for the group to arrive, guiding volunteers on how to paint or lay landscape rock, and complete any last-minute cleaning after the group has left.



**Number of Potential Projects:**

How many repairs can be completed is determined by family participation in the repair program. After funds are raised and outreach to families begins, Habitat will work with the Coalition to determine a goal for how many repairs can be completed in total and on a monthly basis.

**Financial Support:**

Thank you again for partnering with us financially to support the Neighborhood Revitalization efforts in Sunnyslope! It is amazing to see so many people come together to raise the initial \$200,000 needed to start the repair efforts in this neighborhood. These funds go directly towards the families’ repairs, acting as a subsidy and helping the repair remain affordable. Funds may also be used towards community projects when approved jointly between Habitat and the Coalition.

For home repairs, if each family participating in the program received a maximum of \$15,000 of repairs each year, it is estimated that at least 13-14 families will be able to be served with the initial raised funds. As more families participate in the program, more funding will be needed.

**Fundraising Methods:**

As fundraising continues, Habitat is willing and able to help faith institutions, communities and organizations use a variety of fundraising methods. Fundraising methods can include but are not limited to:

- Financial Sponsorship
- Residential construction in-kind donations on qualified materials approved by Habitat
- Qualifying Charitable Organization Tax Credit donations

Donations made to Habitat can be claimed on a taxpayer’s Arizona State tax liability for a dollar-for-dollar credit. Arizona taxpayers filing as “single” and “head of household” status may claim a maximum credit of \$400. Taxpayers that file as “married filing joint” may claim a maximum credit of \$800.

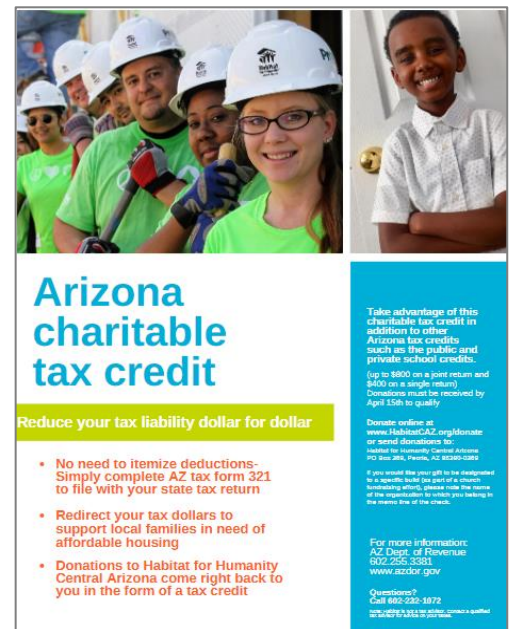
- Text-to-give platforms

Habitat has a giving platform that allows members to donate on behalf of their organization via text message. Getting started is as simple as setting up a code specific for your organization.

To help assist any congregation or organization in fundraising or volunteer recruitment, a Habitat staff member would be happy to present at any group gatherings.



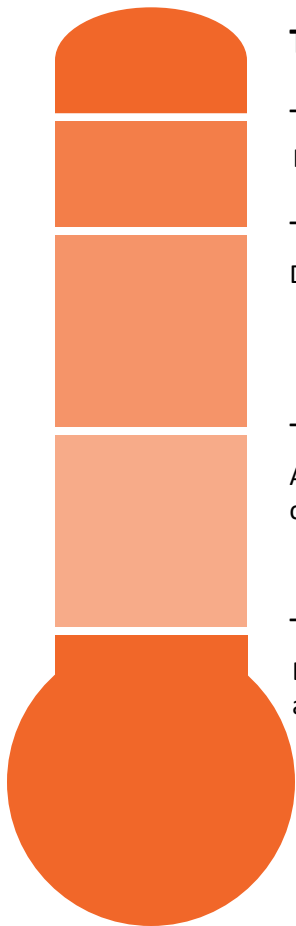
Text-to-Give Example



Tax Credit Flyer Example

## Targets & Timeline:

Based upon the information above, there are several steps to begin neighborhood revitalization projects within a neighborhood. As the Coalition begins to fundraise and achieves the different target amounts below, Habitat will also begin completing different engagement activities within the community. While all fundraising efforts are different, reaching the goal of \$200,000 can take approximately 1.5 years.



**Target 5: \$200,000** Schedule and begin repairs!

**Target 4: \$175,000**

Draft public announcement regarding coalition and begin outreach.

**Target 3: \$150,000**

Distribute community survey.

**Target 2 \$100,000**

Attend neighborhood association meetings, consult with community leaders and develop community survey.

**Target 1: \$50,000**

Draft initial marketing materials and identify neighborhood associations and groups.

## Conclusion

The vision of revitalizing neighborhoods into vibrant, safe, and inviting places to live across Central Arizona will translate into a new community spirit in the Sunnyslope Neighborhood. With your partnership, we can make a tangible impact in our community!

