



 **Habitat for Humanity**[®]
of Frederick County, Maryland



**build
sponsorships**
every contribution
has an impact.

 **Habitat**
for Humanity[®]
of Frederick County
Maryland

    
frederickhabitat.org



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Some photos:
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everyone deserves a decent place to live.

Through Habitat for Humanity of Frederick County, you can provide a hand up, not a hand out, to a local family.

As Frederick County faces an ever-shrinking supply of affordable housing, our work at Habitat to bring people together to build homes, communities and hope is increasingly important. This year, the United Way of Frederick County released the ALICE report, which looks at residents who earn more than the Federal Poverty Level, but are barely able to make ends meet. The report indicates that 26% of our Frederick County population falls into this category. That means that 26% of our neighbors do not qualify for public assistance because they are employed and working hard every day, and yet, are a long way from being able to afford decent housing on their own, especially in an area where Housing Affordability was ranked poor by the same report. This is exactly where Habitat comes in. This is the population we serve. By providing these neighbors with a 'hand up, not a hand out' we help them achieve the strength, stability and self-reliance that comes with affordable home ownership.

At Frederick Habitat, we are moving forward into the fullest build schedule we've ever experienced. We're building more, because people need us more. And we need you to make it possible. Every dollar we raise goes directly towards our construction projects, building and repairing homes in Frederick County for those neighbors in need. Please keep that in mind as you decide what you can give to make sure someone has a decent and affordable home to live in and participate in our Frederick community.



Ron Cramer
Executive Director
Habitat for Humanity of Frederick County

the need for affordable housing runs deep in our Frederick Community.

The United Way ALICE report put numbers and statistics to a need we knew existed in Frederick County.

We knew we were in an expensive real estate market, where home ownership was out of reach for many citizens, but the ALICE report numbers have shown just how deep that need runs.



The population spotlighted by the ALICE (Asset Limited, Income Constrained, Employed) report are Frederick County neighbors who work hard and earn more than the federal poverty level, but are barely able to make ends meet, much less save for a big purchase, like a home. In fact, the same report ranks Housing Affordability as poor in our community, substantiated by the Frederick County Affordable Housing Needs Assessment of 2016, which reported a shortage of 11,000 affordable housing units.

The ALICE report provides a Household Survival Budget demonstrating the bare minimum a family needs to cover the most basic necessities. That budget shows a family of four needs more than \$75,000 annually to survive in Frederick County. With such lofty numbers, it may come as no surprise that 26% of our County's population falls into this category.

What the ALICE report does not offer is answers. So where do our hardworking citizens turn for a 'hand up, not a hand out'?

Habitat is here to help answer that need. In Habitat's homeownership program, qualifying applicants make between 30-60% of the Average Median Income, which for a family of four in Frederick County, equates to up to \$66,180, right in the heart of the ALICE population. At this level, they can partner with Habitat to build their own home and purchase it at an affordable rate, purchasing a brighter future. But they need you.



Our homeowners work in a variety of industries. They are the people you see and interact with every day, all seeking the American Dream, to achieve the strength stability and self-reliance that comes with affordable home ownership.

You can make that a reality with a build sponsorship.

Your Build Sponsorship will make someone's dream of home ownership a reality. Your sponsorship dollars will directly pay for construction materials that will become the floor they walk on, the walls that give them security, and the door they enter through to hear 'welcome home'.

With one sponsorship, you can change the course of someone's life forever. Sign up today.

sponsorship opportunities & benefits

Every gift and partnership helps a family help themselves.

Habitat works to eliminate barriers to a better, healthier, more financially stable life for individuals and families in Frederick County. Your sponsorship will directly fund the construction of a home for a local family giving them the strength, stability and self-reliance they need to build a brighter future. You will change their lives.

\$100,000+

home sponsor

- Press Release announcing your company as the title sponsor of the home build, complete with picture of you and future homeowner.
- Name recognition in any press releases or media interviews regarding the build
- Invitation and speaking opportunity at groundbreaking, affirmation and dedication ceremonies
- Up to 4 dedicated volunteer days for employees of your organization (t-shirts provided!)
- Logo prominently displayed on signage at build site
- Logo prominently displayed on website
- Ad in Habitat e-newsletter for 6 months
- 5 dedicated social media posts recognizing partnership
- Habitat hard hat signed by partner family to display in your business representing partnership

\$50,000

build sponsor

- Name recognition in any press releases or media interviews regarding the build
- Invitation and name recognition at groundbreaking, affirmation and dedication ceremonies
- Up to 2 dedicated volunteer days for employees of your organization (t-shirts provided!)
- Logo displayed on signage at build site
- Logo displayed on website
- Ad in Habitat e-newsletter for 3 months
- 4 dedicated social media posts recognizing partnership
- Habitat hard hat signed by partner family to display in your business representing partnership

\$25,000

brick & mortar sponsor

- Invitation to groundbreaking, affirmation and dedication ceremonies
- 1 dedicated volunteer day for employees of your organization (t-shirts provided!)
- Logo displayed on signage at build site
- Logo displayed on website
- 3 dedicated social media posts recognizing partnership
- Ad in 1 Habitat e-newsletter
- Habitat hard hat signed by partner family to display in your business representing partnership

\$10,000

nuts & bolts sponsor

- Invitation to groundbreaking, affirmation and dedication ceremonies
- 1 dedicated volunteer days for employees of your organization
- Logo displayed on signage at build site
- Logo displayed on website
- 1 dedicated social media posts recognizing partnership
- Habitat hard hat signed by partner family to display in your business representing partnership

\$5,000

partner sponsor

- Invitation to groundbreaking, affirmation and dedication ceremonies
- 1 dedicated volunteer day for employees of your organization
- Name displayed on signage at build site
- Name displayed on website
- 1 dedicated social media post recognizing partnership
- Certificate of appreciation to display in your business representing partnership

every contribution matters.

Contact Information:

Company	Name as you want it to appear		
Address	City	State	Zip
Contact Name	Title		
Phone	Email		

Sponsorship Level:

- Home (\$100,000) Nuts & Bolts (\$10,000)
- Build (\$50,000) Partner (\$5,000)
- Brick & Mortar (\$25,000)
- We are unable to be an official sponsor, but please accept our tax-deductible donation in the amount of: \$ _____
- We will provide a donation of in-kind services valuing \$ _____
- Description of services: _____

Payment Information:

Check # _____ Enclosed \$ _____

Make payable to **Habitat for Humanity of Frederick County**

Bill my credit card: Visa MasterCard Discover American Express

Card Number	Expiration Date	
Name on Card	CCV	
Billing Address		
City	State	Zip
Signature	Date	



please complete and return to:

Habitat for Humanity of Frederick County, MD
Attn: Build Sponsorships
117 E. Church Street, Frederick MD 21701
P: 301.698.2449 F: 301.698.1697 bethany.miller@frederickhabitat.org