

TOGETHER WE BUILD

# community



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Fort Collins  
**Habitat**  
for Humanity®

# BENEFITS OF PARTNERSHIP



## Brand Recognition & Visibility

- **70%** of global consumers would recommend a company with a purpose over one without.
- Fort Collins Habitat's audience (Jan-Sept 2024)
  - E-News: **5K**
  - Facebook reach: **8.2K**
  - Instagram reach: **1.2K**
  - ReStore Facebook reach: **21.3K**
  - Website: **94K**
- **Overall brand worth: \$1.8 Billion (similar to Starbucks)**



## Make an impact in your community

- **Less than 25%** of the Fort Collins community can afford to buy their own home
- Investing in homeownership **strengthens businesses** by supporting talent attraction and retention



## Foster Team Building and Collaboration

- **Provide opportunity for connection through volunteering**
- Improve employee recruitment and retention
  - **71%** of employees think it's important to work for a business that gives back.
  - Purpose-driven workers have **20% longer expected tenures** and have **64% higher fulfillment levels** in their work.

# TEAM BUILD SPONSORSHIPS

The average cost for Fort Collins Habitat to build a home is \$375,000. Your support through Team Build sponsorships help offset these construction costs while providing an opportunity for your team to bond through volunteering.



## Construction Site

Build new homes in partnership with hardworking families! Help frame walls, hang siding, install doors, paint, and more.

"I enjoy working with my hands and doing things I normally don't do in my everyday job. **I feel like I always learn something new on Habitat Build days.**"

-Corporate Group Volunteer Survey Response

## ReStore

Fort Collins Habitat's ReStore is a social enterprise that operates as a thrift store. All proceeds from the store's sales go towards Habitat's programs. Volunteers help with unloading donations, arranging items for sale, loading purchases, and greeting and assisting customers.



"The volunteers always bring amazing energy and make our dream home that much more special. **The volunteers shared such warm encouragement and genuine excitement for our homeowner journey that our motivation was multiplied each build day!**" -Halley and Niina, Habitat Homeowners

# TEAM BUILD SPONSOR RECOGNITION & BENEFITS

Partner Benefits	Cornerstone Builder (\$15,000)	Roof Builder (\$10,000)	Frame Builder (\$7,500)	Foundation Builder (\$5,000)	Team Builder (\$2,500)
Team Build days per calendar year*	5	4	3	2	1
Advance scheduling opportunities (up to six months)	X	X	X	X	X
Recognition in every printed program for home dedication ceremony	X	X	X	X	X
Speaking opportunity at events including home wallraisings and dedications.	X				
Article about partnership in e-newsletter	X				
Website recognition	Logo (linked)	Logo (Linked)	Logo	Logo	Name
Social media promotion	Up to 5 posts	Up to 4 posts	Up to 3 posts	Up to 2 posts	1 Post
Complimentary tickets to Homecoming Gala**	1 Table	1 Table	4 Tickets	4 Tickets	2 Tickets
Logo on digital signage at events	X	X	X	X	X
Recognition in year end Coloradoan thank you ad and e-newsletter	X	X	X	X	X
Tickets to Hammer 'n' Ale appreciation event	X	X	X	X	X
Customized sponsor benefits as agreed upon	X	X			

\*Team Build days can include up to 10 volunteers per volunteer day (subject to change) and are an optional benefit. You choose how much volunteer time you would like within the guidelines noted above, and you may choose where you volunteer your time.

\*\*Accepting tickets to the Homecoming Gala will change the tax-deduction of your sponsorship. If you would like to opt-out of tickets please contact Cortney Moore at [cmoore@fortcollinshabitat.org](mailto:cmoore@fortcollinshabitat.org).



If you are interested in partnering with us, please contact our Community Engagement Director, Abby Krstulic, at [akrstulic@fortcollinshabitat.org](mailto:akrstulic@fortcollinshabitat.org) or 970-488-2610. Visit <https://fortcollinshabitat.org/corporate-partners/> for more information.

Got a creative idea? Contact us and let's talk! Our Development Team is dedicated to helping you have a meaningful and enjoyable partnership, whether through our existing packages or with custom-made creative solutions.



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