TOGETHER WE BUILD

community



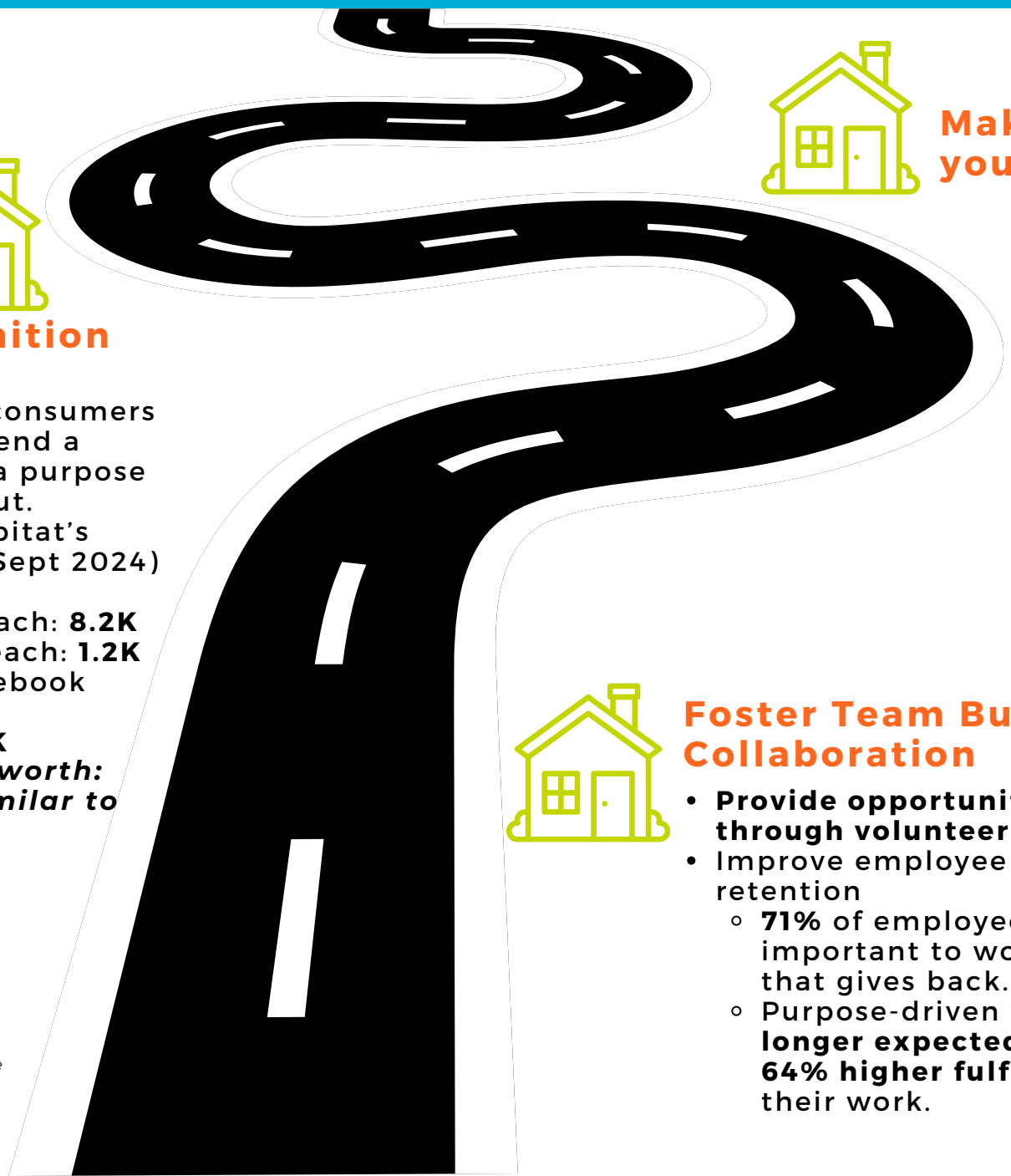




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Fort Collins Habitat for Humanity®

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.

Sources: Corporate Volunteerism: A Complete Guide to Getting Started, Bloomerang Habitat for Humanity International: Brand Valuation, Harvard Business School

WAYS TO ENGAGE

- Guided Construction Site Tours
  - Give your team a behind-the-scenes look at Habitat in action with a visit to an active build site.
- Coffee or Lunch with Habitat
- Connect with our team in a relaxed setting to learn more about our mission, impact, and partnership opportunities.
- Event Participation & Collaboration
  - Invite Habitat to attend or participate in your company events, employee engagement days, or community initiatives.
- Homecoming Event Planning Committee
- Sponsorship & Grant Recognition Opportunities
  - Celebrate your impact with photo opportunities featuring a presentation check or branded Habitat recognition moment.
- In-Kind Giving Opportunities
  - Support Habitat through donated goods or services—such as auction items, materials, or restaurant partnerships.
- Workplace Engagement & Educational Sessions
  - Host a Habitat team member at your office to share your company's impact, alongside insights from our Homeowner Services team about our application process and families served.
- Employee Matching Gift Programs
  - Amplify your employees' generosity by matching their donations to Habitat.
- ReStore Engagement
  - Volunteer as a team at our ReStore or contribute donated goods to support affordable housing initiatives.

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. Please consult your tax advisor regarding the tax deductibility of your sponsorship. If you would like to opt-out of tickets please contact Nessa at vwhitney@fortcollinshabitat.org.



If you are interested in partnering with us, please contact our Corporate Engagement and Events Manager, Nessa Whitney, at vwhitney@fortcollinshabitat.org or 970-632-2756. 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.

Fort Collins
Habitat for Humanity®

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