



FISCAL YEAR IN REVIEW

April 2022 - March 2023





Homeownership is so important to me. It gives me a sense of achievement, freedom, and most importantly, a place for my children to grow. To see the looks on my children's faces when they saw the site for their new home was priceless!

- Stephanie Pettway, Habitat for Humanity Homeowner

Strength and stability have always been key parts of our mission and this past year they were also areas of focus for our internal operations. Fiscal Year 2022/2023 saw a great deal of growth focused on strengthening our core work while building effective programs and services for our community. Over the last year we invested in our team by adding three new positions to support areas of growth.

The demand for homebuyer services is high and continues to be a pressing issue for our community.

- To assist with this demand, we added a Housing Counselor, and we were able to provide more robust one-on-one coaching to our clients. Thanks to this addition we were able to welcome nine new homebuyers into the program.
- We implemented a post-purchase counseling program, which allowed us to re-connect with Habitat homeowners and ensure they have resources needed to remain in their homes long-term.
- We revamped our educational program, Habitat Detroit HomeEd, to provide classes on topics from credit building, saving, home maintenance and fire safety, to name a few.
- Under the leadership of our outstanding construction team, we were able to manage three major gut rehabs and one new build. This was not without its share of contractor and material delays; however, we continue build a strong subcontractor base and produce high quality housing to serve our mission.

The team continues to grow our volunteer engagement opportunities and build donor relationships.

- In the fall of 2022, we brought on a part-time Volunteer Coordinator to prepare for a busy build season. Thanks to this added position, saw growth in our philanthropy efforts and had great success securing grant support for our programs.

Preserving homeownership for our community is just as important as providing new opportunities.

Through our Critical Home Repair and Veteran Home Repair programs, we were able to improve the health and safety of homeowners, including Veterans, with major home repairs.

We have built a strong partnership with SEELS to receive funding for energy efficiency repairs resulting in additional interventions installed for homeowners.

As we continue to seek out funding sources that cover administrative and overhead expenses, we have transitioned to new opportunities with the City of Detroit SEHR program and others that are still in progress.

Throughout the year we built a relationship with the Detroit Land Bank Authority and are preparing to launch a partnership to rehab homes together starting in Fiscal Year 2023/2024.

Acquisition will be an ongoing priority in FY23/24 to ensure we have a steady stream of property to work on to maintain continuity with our homebuyers, volunteers and production schedule.

This past year we addressed old issues to create a clean slate and start fresh with a new team and vision. We now have a broader focus toward the future and growing our impact. The work we have done to strengthen our organization has led us to new opportunities with Habitat for Humanity International and with the City of Detroit.

We look forward to the next year and continuing to grow and provide housing solutions for our community.

In Partnership,



Stephanie Osterland
Habitat for Humanity Detroit, CEO





You Helped Us Welcome New Homeowners

Homeownership

- Sold 3 homes to qualified homebuyers, welcomed 10 new homebuyers into the program
- Implemented post purchase counseling program serving 12+ homeowners with mortgage, tax and parcel issues
- 4 successful loan payoffs

HomeEd Education Program

- Grew financial education curriculum facilitating 23 classes, a 109% growth from the prior year
- We saw 401 new class participants, a 240% growth from last year!

You Made an Impact in Detroit

Philanthropy

- Secured \$194,000 grant from Marathon Petroleum for CHRs and CommUnity event in 48217
- Increased year-over-year support from Carhartt, KPMG, Rocket Community Fund and more
- Increased Annual Appeal by 38%
- Awarded the Habitat International HITK campaign which will result in \$150,000 in FY23/24

You Helped Us Build

Construction

- Managed rehab and repair projects within budget
- Onboarded several new minority and Detroit based contractors

Critical Home Repair

- **Completed more than 20 critical home repair projects, 8 of which were for Veterans**
- Implemented Energy Efficiency Program completing 10 unique interventions such as new furnace, hot water heater, AC unit and more

You Helped Us Build for Our Veterans

On Thursday, November 10, 2022 the Victors Home Solutions team, in partnership with Habitat Detroit, installed two new roofs for Veterans in Detroit, as a part of our Critical Home Repair Program.

Habitat Detroit has collaborated with Victors Home Solutions to make these critical home repairs possible. These two roofs donated by Victors use high-quality materials that come with the company's leak-free guarantee.

"For every 100 roofs we replace, we donate one to a family in need. The program scales with every installation, so if we do 2,000 roofs a year, we give away 20. It's a wonderful feeling that on top of receiving a premium product and experience, our customers also benefit knowing they are a part of a community paying it forward," says Victor Smolyanov, CEO of Victors Home Solutions.

Through this partnership, Habitat continues to address the real pressing issues of homeowners by connecting them with volunteers and local businesses striving for the same objectives.

"Our mission has always been committed to providing adequate living situations for Veterans," says Stephanie Osterland, Habitat Detroit's Executive Director. "Many Veterans in our neighborhoods have limited resources and health concerns that make our job vital to the community. We're so grateful to Victors Home Solutions and their donations that allow us to reach our goal of making these homes safe and energy efficient."





Meet Jessica Marsh

For far too long, Jessica shared a one-bedroom apartment with a leaking roof, unstable foundation, and mice infestation with her mother, 15-year-old daughter, and 1-year-old son. These uninhabitable conditions caused Jessica to reach her breaking point, leading her to Habitat for Humanity Detroit.

Immediately after her acceptance into the program, Jessica joined all of our homeowner education classes, strengthening her knowledge on budgeting, home maintenance, and more. Along the way, she also met a wide community of loving and supportive neighbors, making this new journey even more impactful for her and her family.

Finally, she found herself walking through the front door of her new Habitat home, signifying a life-changing beginning for her and her family. With the physical and financial stability of their new home, Jessica finds peace in knowing that her children have a safe place to grow and develop, while acting as a source of inspiration for them to reach toward their dreams, too.

Through her journey with Habitat for Humanity Detroit and beyond, Jessica was able to fully discover how home is the key to a better and brighter future.

Welcome home, Jessica!



— “ —

This house, it's everything to my family. It's the glue. To be able to show my daughter that it's possible and to make her proud of me, that's the biggest thing for me. The baby doesn't have many memories, but this is what he'll know. He'll always know that mom was a homeowner. That's all he'll know, and that's a good thing, too.

You Helped Homeowners Return Home Safe

- Completed in-home fall prevention interventions for 75 homeowners in the initial round of the Return Home Safe Program. Improvements included installation of grab-bars, lights, traction treading and more.
- A report by America's Health Rankings said 29.3% of Michigan seniors ages 65 and older are likely to suffer from a fall, and one out of five falls causes a serious injury like a hip fracture and head trauma



Meet Donald and Margaret

In an effort to create safer homes for seniors recently discharged from the hospital, Habitat Detroit has partnered with Henry Ford Health System and Baldwin Society Supporting Older Adults to create the Return Home Safe program. With 2.6 million seniors living in Michigan, there is an urgent need to help these seniors avoid serious injury through more stable living environments.

This new initiative is vital for people like Donald and Margaret. After a full assessment of their home, Habitat Detroit addressed the most pressing safety needs by installing friction strips on the staircase, multiple grab-bars in the bathroom, and newly updated smoke alarms and carbon monoxide detectors.

"We are concerned about falling so the grab bars, handrails, lights and other things make us feel 100% safer," said Donald and Margaret. "It is beautiful to see that people care so much and want to help seniors. We appreciate Habitat and the Return Home Safe Program so much."

Donald and Margaret are the first couple to be helped by the Return Home Safe program, but they surely will not be the last. Thanks to an initial investment of \$100,000 from the Michigan Health Endowment Fund, Habitat Detroit plans to serve at least 100 patients by 2023.

You Helped Us Build CommUNITY

- Completed 2 community garden revitalization projects
- With the completion of 4 workshops, we engaged with almost 100 kids in the community

Grassroots Gardens

We Made Strides on Morningside's Grassroots Gardens

On a beautiful, sunny day Habitat for Humanity Detroit, in partnership with the Rocket Community Fund, came together to revitalize Morningside's Grassroots Garden. More than 35 volunteers from the Rocket family of companies gave of their time and energy to assist Habitat's staff and core volunteers with projects to enhance the existing garden space. Motown hits filled the air as volunteers and staff worked side-by-side on multiple projects including building benches, pulling up weeds, and laying down mulch, mulch and more mulch. One of the most impressive projects can now be seen in the southeast corner of the garden—a newly built water catch system. This structure will allow for easy rain collection that can later be utilized to water the garden plants on hot summer days.

Raised garden beds were given new life with the addition of a variety of pollinator-friendly plants. A chalkboard was installed with the hopes of inspiring residents to learn more about gardening while taking an active role in keeping up the garden. While there was plenty of hard work there were also plenty of smiles and laughter. Volunteers enjoyed a delicious boxed lunch courtesy of Motor City Casino, Habitat staff spent the day ensuring everyone stayed well-hydrated.

Through working on the Grassroots Garden project Habitat Detroit hopes to impact the Morningside neighborhood in meaningful ways beyond homeownership. Habitat Detroit also enjoyed spreading the message of our mission to those who volunteered as well as to community members who stopped by to learn more about our work.

Without support from sponsors and an investment from the local community, Habitat Detroit's work cannot move forward. While the volunteers planted vegetables and built useful structures, the goal was to have planted seeds of hope and help build the future of Detroit.



You Stood By Our Side

Volunteers

- Engaged with 23 unique sponsors and volunteer groups, with a 21% increase from last year
- We saw a total of 648 volunteers, and 3,201 service hours!



Meet Anne Archer, Volunteer of the Year

"I started volunteering in the late 1990's. Our church is a member of the Grosse Pointe Partners, so we would sign up to build walls in the warehouse, paint walls in nearly finished homes, landscape and whatever else was needed. In 2005, I was honored to work with many fabulous people during the Jimmy Carter Build in Detroit. The Grosse Pointe Partners co-sponsored a house. It was a very hot week-hammertime started at 7:30 AM and we got home close to 6:00pm each evening. I think that week was what tugged at my heart to work with this organization.

30 strangers came together to work on a common goal of providing safe and affordable housing.

On the last day there I realized that we had become a family! Due to physical limitations, I chose to work at the Jane Street office in 2012 where I became involved in the Volunteer and Community Development Department. To say we had fun would be an understatement! Every person, no matter their job title was committed to the organization! I don't have any particular life-changing reason as to why I volunteer, but I do have a saying on my desk-"Work for a cause, not for applause/Live life to express, not impress."





Habitat for Humanity Detroit

14325 Jane Avenue, Detroit, Michigan

313.521.6691

www.habitatdetroit.org

