

FY 2015 ANNUAL REPORT



*family,
community,
volunteers, HOPE,
teamwork, dedication,
building impact, stability,
COMMITMENT, affordable,
self-sufficient, CHANGE,
empowerment, support,
compassion, HOMEOWNERSHIP*

We are Habitat.

WORKING TOGETHER



PARTNERING WITH FAMILIES



IMPROVING HOUSING



CHANGING LIVES



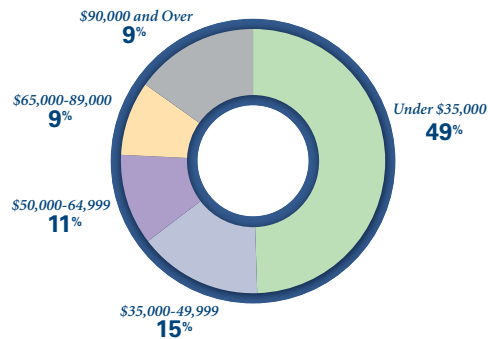
OUR MISSION:

South Shore Habitat for Humanity is a faith-based, nonprofit organization dedicated to delivering simple, decent, affordable homes in partnership with families in need.

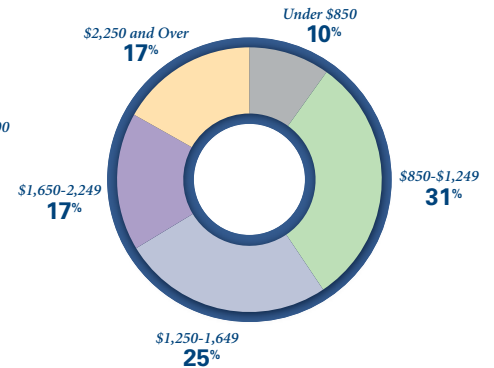
Dear Friends of South Shore Habitat,

The percentage of people without access to decent, stable housing is rising. While this is a national concern, it is a local concern. Massachusetts ranks 44th in homeownership rates, 48th in affordability and 49th in racial diversity, according to the Warren Group, a Boston real estate tracking firm. Joint Center for Housing Studies illustrates that only about 10 percent of our recently added rental apartments would be affordable to the nearly half of renter households in America who make less than \$35,000 a year. **Renters now pay almost 49% of their income on housing.**

Income Distribution of Renter Households



Asking Rents for Multifamily Units



What does this mean? Increasing the affordable housing supply across the globe is essential. Ensuring that all families have a safe and stable place to call home should be a public policy priority. While daunting, it is an achievable goal. Habitat for Humanity provides a solution. **Our homeowners spend less than 30% of their annual income on their mortgages.** Additionally, South Shore Habitat homes have deed riders, protecting their affordability in perpetuity. Rental rates can continue to rise, prohibiting even higher income individuals to have access to units. Empty housing isn't the solution, affordable housing is. By supporting SSHH, you are helping to increase the production of affordable housing and helping more individuals and families.

Our work is not done. Chad and I are excited to kick-off our 30th anniversary of service to the South Shore community. We invite you to consider increasing your involvement with our affiliate in whatever way best fits your philanthropic agenda. Perhaps it is financially, increased volunteer engagement on a build site or at the ReStore, or you can assist us with our biggest challenge – land acquisition. We need your help to identify land or properties on which to build or rehab in our 35 cities in towns. If you know of a place we can build, or want to assist in this area, please let us know.

We have witnessed volunteers and donors give their time, talent and resources so that our Family Partners could forge a path to success and homeownership. One of our homeowners recently shared her gratitude by saying, **"A simple word of thanks, can't possibly express how we truly feel! We haven't been provided with just a home – it's our future, our faith and our self-respect!"**

Thank you! Together we build. Together we are Habitat.



Martine

Martine L. Taylor
Executive Director



Chad

Chad D'Adamo
Board President

ANNUAL EVENTS OVERVIEW...

High Heels & Hard Hat Gala

Building off the success of the previous year, High Heels & Hard Hats achieved record attendance and outstanding results, yielding \$168,000. Chronicle host, Anthony Everett, led guests through a captivating program where they heard firsthand how our affordable housing program impacts families and our community.

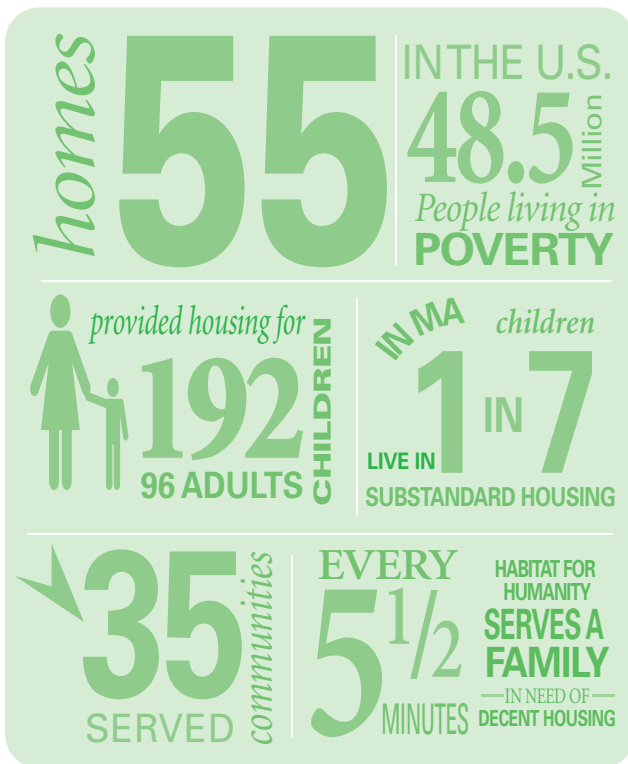
Corrinne Byrne spoke about being 12 when she and her family received their Habitat home on Christmas Day. Now age 27 and a classically trained soloist, working on her PHD in NYC, she thanked the crowd with a soulful tune by Handel. The performance served as a palpable reminder of how closely housing and education are interwoven. Habitat homeowners prosper with better health, economic empowerment, educational opportunities, and community pride.



Doug Noonan, Reebok & Carol Adey, CoreNet Global New England



Corrinne Byrne



Golf Classic

Our annual charity tournament, held on World Habitat Day and under the direction of Co-Chairmen, Al Marchionne, President of Marchionne Insurance, and Peter Brown, President of Dedham Savings, our annual charity tournament raised \$86,000. Highlights included: helicopter ball drop, Macanudo giveaways and the complimentary "Whiskey Hole."



Al Marchionne



Peter Brown

Marketing & Technology Expansion

During fiscal year 2015, we thank our corporate partners for providing the resources for us to purchase and implement the following:

- **New CRM Database:** Dedham Institution for Savings Foundation
- **Marketing Collateral:** Arbella Insurance Foundation
- **Website:** Arbella Insurance Foundation
- **Website Design:** Hill & Partners, Inc.

Ride for Habitat

Bike enthusiasts geared up and cycled a 15-, 25-, or 50-mile ride along the scenic South Shore. Cyclists and volunteers from local businesses, civic organizations, and congregations raised \$24,000 while building awareness for affordable housing.

Ride creator and organizer, Ed Martin of Norwell, started the ride as a way to combine his passion for cycling and his desire to make a difference. Our goal for 2016 is 100 riders and \$30,000. Please join us on June 11th.



"I am happy to support South Shore Habitat for Humanity. I get to ride and make a difference for local families. Everybody can get involved." – Ed Martin

SOUTH SHORE HABITAT FOR HUMANITY BOARD OF DIRECTORS & STAFF

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Evelyn L. Nelson, Vice President of Development

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Ron Waite, Construction Manager

Kathryn Gaudet, Marketing Coordinator

RESTORE STAFF:

Mark S. Anderson, ReStore Manager

Eileen Kessel, Assistant ReStore Manager

OFFICE VOLUNTEERS:

Rita Newcomb

Carol Battista

OUR IMPACT IN THE COMMUNITY...



Volunteer

SSHH is truly a volunteer driven organization. Last year, nearly 1,000 volunteers donated over 10,000 hours of service. These hours were spent on the construction site, strategizing in the board room, managing the office, and so much more. There is no task too small or too large. Volunteers are key, especially as we expand. We need skills-based volunteers in marketing, finance, construction, and administration. These volunteer hours not only propel us forward in achieving our mission, but saved the organization approximately \$275,000 which can now be used for the construction of our homes. If you are interested in getting involved, please visit our website or contact Sarah Amaral, Community Relations Manager, at samaral@sshhabitat.org.



Volunteer Spotlight

Rita Newcomb started volunteering with SSHH 20 years ago. Her first experience was bringing a group of high schoolers from her church's youth group to install windows. Even now, she can recall the fear she felt imagining how that day would unfold. The day went well and Rita is still blessing us with her time, talent, and sense of humor. What started as a one-time opportunity is now a weekly volunteer experience. Rita has served on the Board of Directors, committees and led fundraising events. Her institutional knowledge, smiling face, and commitment to our mission and our community, is a priceless asset to this organization. Thank you Rita!

WomenBuild

SSHH was one of 300 affiliates selected to participate in the 2015 National Women Build Week. More than 23,000 volunteers nationally took part in the eighth annual event.

- 621 homes were built, repaired or renovated
- 656 families served
- 23,278 volunteers
- 18,107 women volunteers
- 1,690 Lowe's Heroes
- 253 million media hits from traditional media and Web-based articles and blogs all supporting the importance of affordable housing globally



Cars for Homes

South Shore Habitat for Humanity celebrates Earth Day by recycling cars into homes all year round!

Cars for Homes is Habitat for Humanity's national car donation program. Proceeds from all sales go to local affiliates to support their housing programs.

Donating a used car can help build homes and save the environment. Steel scrap is an essential material in making new steel. More steel is recycled annually than paper, plastic, aluminum, glass and copper combined. To date, more than 40,000 vehicles have been donated to the program.

During FY 2015, South Shore Habitat for Humanity raised \$8,000. Our lifetime donations total \$98,000.

"These funds have helped the Massachusetts Affiliates build 746 safe, decent affordable homes" said Martine Taylor, Executive Director, of South Shore Habitat for Humanity.

Interested in donating a car or other vehicle visit www.CarsforHomes.org



Youth Engagement

SSHH partners with local high schools and universities to empower youth to raise money and advocate for affordable housing. Active campus chapters include: Thayer Academy, Whitman-Hanson Regional High School and Stonehill College.



Faith Relations

Our partners put their beliefs into action. In 2015, the faith community provided significant financial support, volunteer service, and resources. Pilgrim Church of Duxbury, wanting to truly impact their community, donated \$50,000 or 1/3 the cost of the Franklin Street home and volunteers monthly to build and provide lunches to volunteers.



El Salvador Global Village Trip

Habitat for Humanity believes in a safe, decent home for everyone. As part of their mission, local affiliates participate in the Global Village Program.

SSHH supports our sister Affiliate in Santa Ana, El Salvador by tithing 10% of our unrestricted funds. To date, SSHH has contributed over \$585,000 and built 209 homes for the Salvadoran community. Volunteers participated in SSHH's 2nd Global Village trip in November 2015. Our next trip is planned for Fall 2016 in celebration of our 30th Anniversary.



Photos Speak Louder Than Words...

We thank our corporations and volunteer groups for providing a day or more of service to build our recent Hanover and Duxbury homes. In June 2015, we welcomed home the Plahn and Patry families. We look forward to welcoming our 56th family partner in June 2016.



FAMILY PARTNERS...

Our Family Partners share their appreciation . . .



The Plahn Family



"I can't even believe you still are doing more for my family! Thank you so much for the gift cards. They will be put to good use! All my children are relaxed knowing they are safe and that this home is forever our piece of heaven. We worried daily about rent, no heat, the tenant's behavior and having a landlord constantly badging us. Now we think about dinners together at a large table. Trimming the tree and laughing as loud and as long as we can! Thanking God each day for sending Habitat to Hanover.....of all the places we got a "forever" home here! You made my dream real....everyone kept telling me to have faith.....to BELIEVE .. Thank you just isn't enough! My younger two children are already planning to help other families like us. My children and myself are forever changed. Thank you!" - Elaine



The Patry Family



"Thanks! A simple word that cannot possibly express how we truly feel! We haven't been provided with just a home... it's our future, faith and our self-respect!" - Renee

EXECUTIVE SUMMARY...

South Shore Habitat for Humanity's Strategic Plan is focused on our ability to increase capacity and serve more families in the 35 towns and cities that we serve. We strive to be an exceptional affiliate of Habitat for Humanity International, collectively advocating throughout the world for simple, decent and affordable housing.

Our Strategic Plan includes three focus areas: Production, Outreach and Sustainability. Our core philosophy remains unchanged. As we grow and implement new and different ways to go about our daily work, we remain committed to the personal relationships that have developed over the past 30 years. We continue to respect and value our supporters; as we look to evolve with the changing landscape of nonprofit organizations, our core focus will remain on our mission of delivering affordable housing in partnership with the families we serve and those who serve alongside us.

Production

Increasing our production and creating more units of affordable housing, is our top priority. We are committed to a construction model that is efficient and responsible, delivering a high quality product in a financially responsible manner. To accomplish this we will:

- Implement a new model which adds resources focused on identifying new projects
- Enhance our on-going communication with towns and cities to build advocacy and assist them in meeting their affordable housing needs
- Evaluate opportunities for land acquisition through private real estate transactions

Outreach

We will be expanding our network and deepening our partner engagement within our service area. To accomplish this we will:

- Increase the number of volunteers, donors and advocates who support us in a variety of ways
- Communicate the vital importance of affordable housing in the health and wellbeing of individuals, as well as, the positive impact it can have on the community
- Improve the ease in which stakeholders connect with us utilizing technology and social media
- Provide individuals with new volunteer opportunities through the ReStore

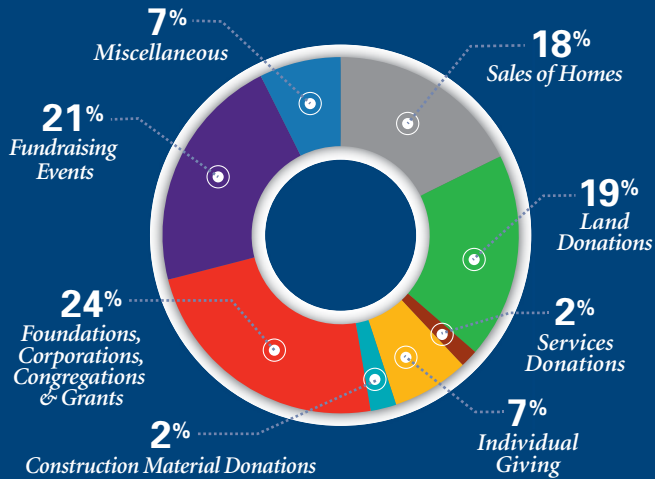
Sustainability

Create an organization that can financially sustain operations and continue to increase program services to meet the needs of the communities we serve. To accomplish this we will:

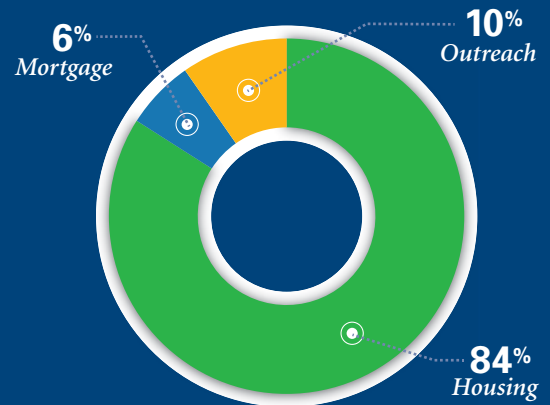
- Launch a ReStore to acquire and re-sell donated products at discounted prices, thereby generating profits that will in turn provide an ongoing source of revenue to support the core needs of our program services
- Continue to develop and grow our grant writing, finding new and creative ways to support our program and grow capacity through private and public entities that provide funding to nonprofit organizations
- Improve our development strategies, utilizing metrics and analytics, to gain a deeper understanding of, and to grow, our base of supporters

FINANCIAL OVERVIEW...

Revenues
FY 2015



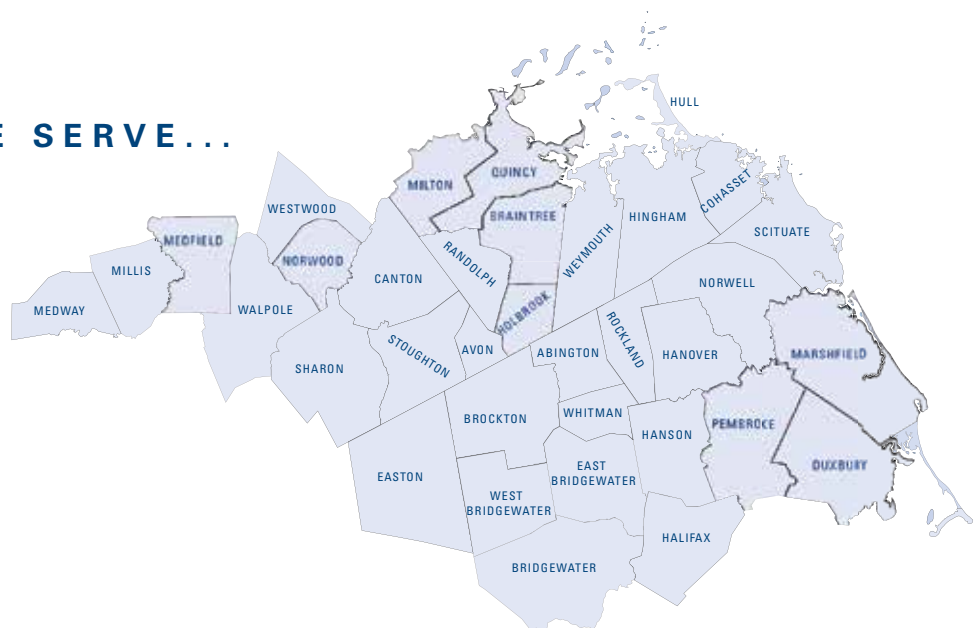
Expenses by Category
FY 2015



AFFILIATE HIGHLIGHTS...

- Implementation of Strategic initiatives, including marketing collateral, technology upgrades and a the creation of a new website
- Selection by Habitat International to participate in WomenBuild 2015 sponsored by Lowe's; empowering women to engage and advocate for affordable housing. Thank you to celebrity, Taniya Nayak, for serving as the SSHH chairwoman
- Affiliate's first Global Village Trip to our sister affiliate in Santa Ana, El Salvador. The trip was led by founding board member John Galvin and long-time board member and volunteer, Amy Boynton. To date, SSHH has tithed over \$585,000 and built 209 homes in El Salvador
- Utilizing almost 1,000 volunteers in the construction of Hanover Homes #54 & #55
- 10,000 volunteer hours spent on committees, events, and construction
- Business plan approved by Habitat for Humanity International to open our first ReStore this summer. Together with the ReStore, we will be able to meet the needs of individuals and corporations looking to increase their volunteer participation and philanthropic engagement
- Family Partners, the Ford and Ferland families successfully paid off their mortgages

COMMUNITIES WE SERVE...



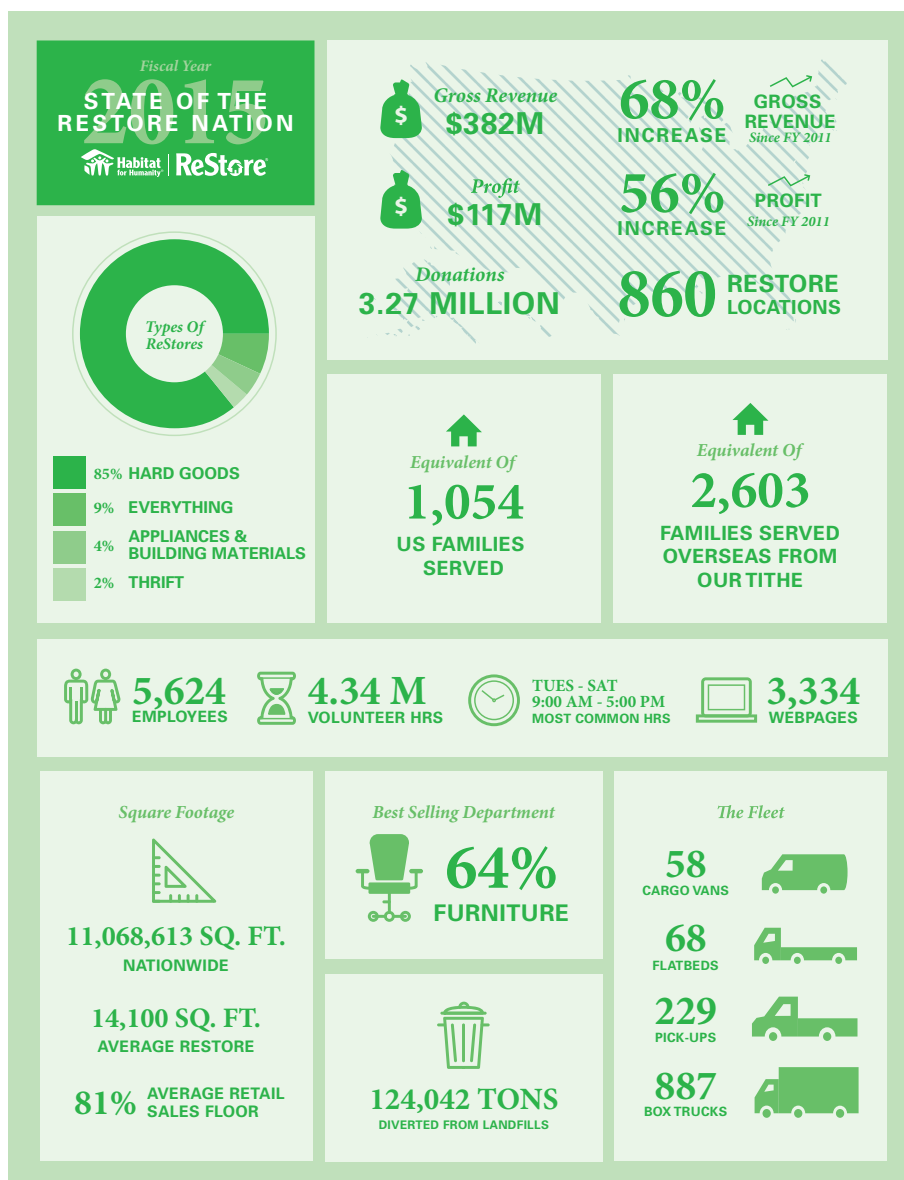


Coming Soon: Late Spring 2016!

"A good deal for you, your community and the environment"



Habitat for Humanity ReStores are nonprofit home improvement stores and donation centers that sell new and gently used furniture, home goods and building materials to generate profits which will be returned to the affiliate to increase capacity and provide sustainable funding. Additionally, repurposing these items, eliminates waste and protects the environment. Currently there are 860 ReStores in the United States and Canada. We will be opening our ReStore in Hanover, MA this coming Spring 2016. We will be recruiting volunteers to assist with our opening.



South Shore Habitat for Humanity

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For more information visit us: www.sshabitat.org

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