



UFF-DA!

Useful Facts and Figures— Data for Affiliates

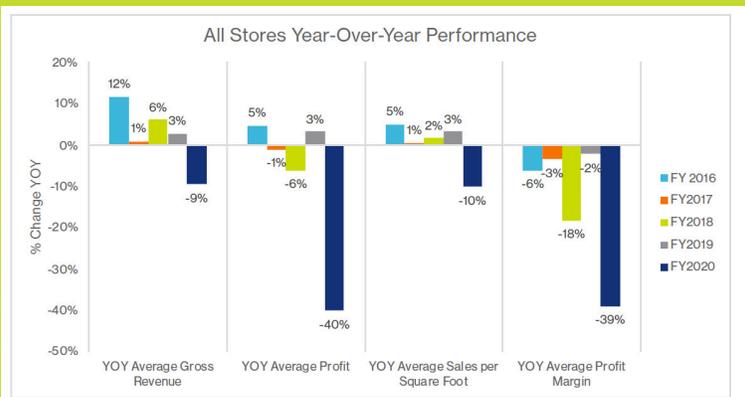
Title – April 2021

ReStores faced a challenge at the onset of the COVID-19 pandemic, but staff found creative ways to keep their work moving while keeping communities safe! In FY20, US ReStores profited approximately \$76.1 million*! The 14 ReStores supporting Minnesota affiliates profited over \$785,000! These profits mean that items were kept out of landfills, donors supported their local community, and customers found new treasures. Ultimately, the profits funded Habitat’s work, meaning more Minnesotans partnered with Habitat to build or improve their homes.

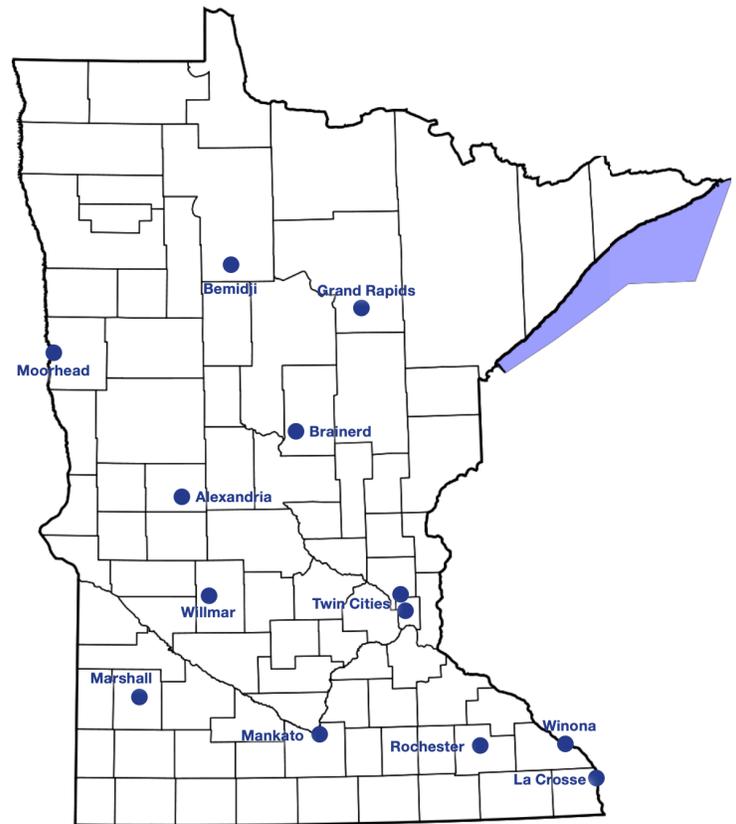
National ReStores

\$76 million
Profit in FY20*

923
ReStores



ReStores Around the State



Minnesota ReStores

\$785,000
Profit in FY20**

14
ReStores***

\$4.4 million
Donated Product Revenue in FY20

FY20 Top-Performing Minnesota ReStores

Habitat Affiliate	Gross Revenue	Expenses	Profit	Profit Margin
Lakes Area	\$623,339	\$349,363	\$273,976	44%
South Central	\$329,864	\$212,205	\$117,659	36%
La Crosse Area***	\$468,340	\$401,142	\$67,198	14%
Twin Cities (New Brighton)	\$913,707	\$846,845	\$66,862	7%
All Minnesota ReStores Average	\$379,684	\$324,916	\$54,768	14%
All US ReStores Average**	\$503,018	\$420,677	\$82,341	16%

*Projected: includes estimates for ReStores with missing reports

**reported totals

***The La Crosse ReStore (located in Wisconsin) is counted in Minnesota’s total ReStores as revenue supports the affiliate’s work in both states.

FY20 Minnesota ReStore Stats

Affiliate	Location	Year Opened	Service Area Population	FY20 Profit
Douglas County	Alexandria	2014	36,009	\$53,833
Itasca County	Grand Rapids	2007	45,058	\$38,470
La Crosse Area	La Crosse, WI	2006	192,254	\$67,198
Lake Agassiz	Moorhead	2006	208,777	\$47,173
Lakes Area	Brainerd	2004	128,319	\$273,976
Northwoods	Bemidji	2007	47,241	\$54,178
Redwood River	Marshall	2008	41,916	\$2,174
South Central	Mankato	2007	150,880	\$117,659
Twin Cities	Minneapolis	2016	2,849,567	\$24,429
Twin Cities	New Brighton	2007		\$66,862
Two Rivers Habitat	Rochester	2014	237,836	\$0
West Central	Willmar	2012	106,187	\$30,140
Winona-Fillmore	Winona	2003	72,327	\$9,598

Keys to Success: Partnerships

Local Builders: great usable product for the ReStore has come from remodeled or demolished cabins. The ReStore staff did the work themselves, growing their reputation with builders.

Realtors Association: ReStore Consultant Mary Johnson connected with the local realtors association, who tell their clients to donate furniture to the ReStore when downsizing or cleaning out a parent's home. They make it as easy as possible, picking up items and coordinating with another organization if the ReStore can't use the donation.

—Scott Hall, ReStore Manager, Lakes Area

Key to Success: Great Leadership: Lakes Area ReStore has a solid staff that's been in place for years which builds "stability, customer loyalty and donor loyalty." Their paid pickup drivers "work hard, treat customers with respect and enjoy what they are doing."

—Kevin Pelkey, Executive Director, Lakes Area

Words of Wisdom

Tips:

- Get to know your shoppers by name and ask them how their projects are going
- Display products well, like other retail establishments
- Keep expenses down. South Central gets cleaning supplies, garbage bags, and purchase bags donated.
- Let the public know the ReStore is open to the public and that profits build homes right in your community

"The secret to our store is that we have always treated everyone that we have come into contact with respect and honesty about what we can do. I always tells my team the day you forget that we are here to serve our families and to raise the most money for Habitat is the day you need to stop and reflect on our mission. That is what has kept me going for 16 years."

—Scott Hall, ReStore Manager, Lakes Area

"The community has wrapped themselves around us." The staff is always striving to be better—they look at numbers each day with employees and try to beat last year's goals. Employees and volunteers "really believe in the mission and that drives us."

—Jeff Devens, ReStore Manager, South Central

Thanks to staff at Lakes Area and South Central Habitat ReStores, FY20's top profit-earning ReStores, for sharing their advice and keys to success with us!

US ReStores 10-year Highlight

2.1 million tons diverted from landfills
\$3.88 billion in projected gross revenue

Over **1.53 million paid staff hours** of work
\$1.05 billion in projected profit: money for building and repairing homes