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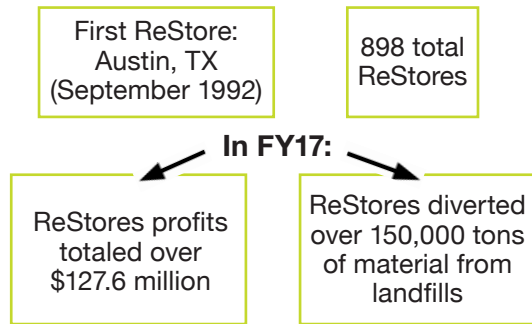
Useful Facts and Figures— Data for Affiliates

Habitat for Humanity ReStores

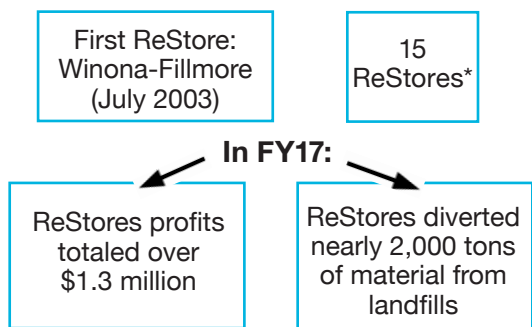
ReStores FY17 – May 2018

Habitat ReStores benefit customers, Habitat offices, the environment, and future homeowners. One donated lamp or chair keeps the item out of a landfill, makes a customer happy with a discounted purchase, and creates revenue for a Habitat project. In FY17, the 15 ReStores supporting Minnesota affiliates generated profits of over \$1.3 million—profits that meant more Minnesotans were able to partner with Habitat to build or improve a place to call home.

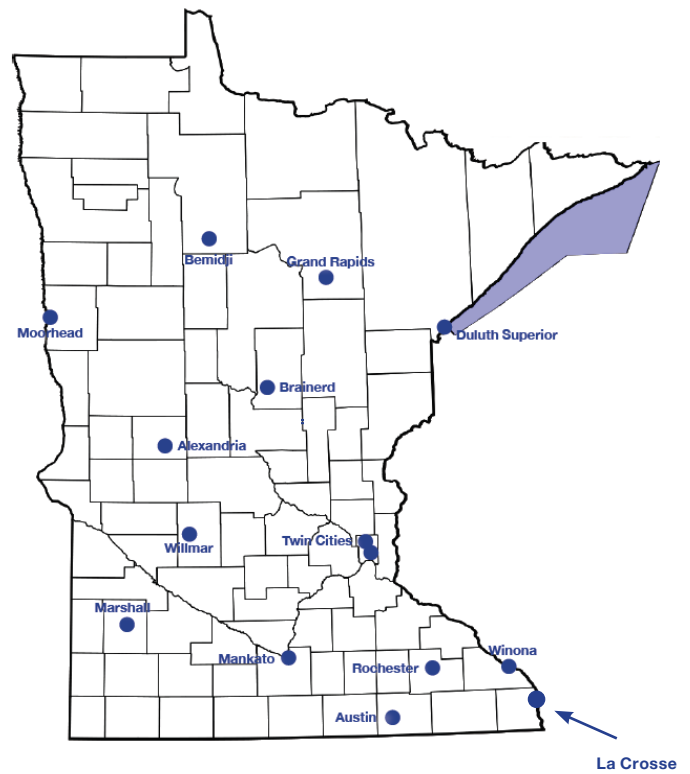
National ReStores



Minnesota ReStores



ReStores Around the State



*La Crosse and Western Lake Superior ReStores (located in Wisconsin) are counted in Minnesota's total ReStores as their revenue supports affiliates' work in both states.

FY17 Top Performing Minnesota ReStores

Habitat Affiliate	Gross Revenue	Expenses	Profit	Profit Margin
Lakes Area	\$597,783	\$314,156	\$283,627	47.45%
Twin Cities (Minneapolis)	\$651,656	\$471,661	\$179,995	27.62%
Twin Cities (New Brighton)	\$964,447	\$791,426	\$173,021	17.94%
South Central	\$327,084	\$159,248	\$167,836	51.31%
Lake Agassiz	\$415,974	\$323,925	\$92,049	22.13%
Northwoods	\$169,246	\$77,617	\$91,629	54.14%
All Minnesota ReStores Average	\$351,493	\$262,381	\$89,112	23.85%
All US ReStores Average	\$504,424	\$362,758	\$141,666	26.40%

Minnesota's Newest ReStores

Douglas County ReStore

Opened: May 2014

"We live in an amazing community that is supportive and generous to its nonprofits."

Roads to Success:

- A large retirement community and many lake homes creates a good customer base
- Advertising involves radio ads on the two most popular stations, as well as local news and the Chamber of Commerce visitor's guide
- Great employees and volunteer crew
- Low operating costs: store shares building with affiliate and is only open three days per week

"It is all about greeting and engaging every customer as they come into the store, and thank them as they leave."

-Bob Voltz, ReStore Manager

Twin Cities Minneapolis ReStore

Opened: July 2016

In 18 months, Minnesota's newest ReStore passed over \$1 million in sales. On opening weekend alone, sales totaled over \$23,500!

Roads to Success:

- O'Keefe credits the new ReStore's success to strong planning and community investment; much of the building investment was made by outside organizations
- The ReStore's location on the Minnehaha Mile, a stretch along Minnehaha Avenue known for its thrift stores, used bookstores, and vintage shops
- Many shoppers visit both Twin Cities ReStores in one day

"We've always felt word of mouth is our best tool."

-Pete O'Keefe, ReStore Senior Operations Manager

Rochester Area ReStore

Opened: August 2014

How has Rochester's ReStore gone from brand new to profitable in just a few years? "Staff, and the right staff. Get enough staff, and pay them well. Support your paid staff: routinely ask them what they like and what they wish they had, do reviews, check in with them."

Roads to Success:

- Volunteer Coordinator and Donation Managers with specific duties
- Keeping store neat: routinely purge dirty or crowded areas, getting rid of anything older than four months
- Supporting volunteers: anonymous safety surveys, making changes or providing the tools they need for success
- Routine meetings with staff, including time to slow down and listen to staff and volunteers

-Abigail Davis, ReStore Manager

Newest ReStores: FY14-17 Profits

	FY14	FY15	FY16	FY17
Douglas County	\$4,759	\$55,235	\$75,988	\$77,460
Rochester Area		\$12,952	\$65,491	\$78,335
Minneapolis			\$399,353*	\$179,995

*Includes New Brighton location profits

FY17 Minnesota ReStore Stats

Affiliate	Location	Year Opened	Service Area Population	Best-Selling Department	FY17 Profit
Douglas County	Alexandria	2014	36,009	furniture	\$77,460
Freeborn/Mower	Austin	2005 & 2014	70,418	furniture	\$22,209
Itasca County	Grand Rapids	2007	45,058	furniture	\$43,897
La Crosse Area	La Crosse, WI	2006	192,254	furniture	\$85,510
Lake Agassiz	Moorhead	2006	208,777	appliances	\$92,049
Lakes Area	Brainerd	2004	114,476	furniture	\$283,627
Northwoods	Bemidji	2007	47,241	furniture	\$91,629
Redwood River	Marshall	2008	41,916	building materials	\$12,035
Rochester Area	Rochester	2014	161,135	furniture	\$78,335
South Central	Mankato	2007	150,880	hardware & tools	\$167,836
Twin Cities-Minneapolis	Minneapolis	2016	2,849,567	furniture	\$179,995
Twin Cities-New Brighton	New Brighton	2007		hardware & tools	\$173,021
West Central	Willmar	2012	106,187	furniture	\$0
Western Lake Superior	Superior, WI	2013	155,824	furniture	\$5,152
Winona-Fillmore	Winona	2003	72,327	furniture	\$40,552



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