



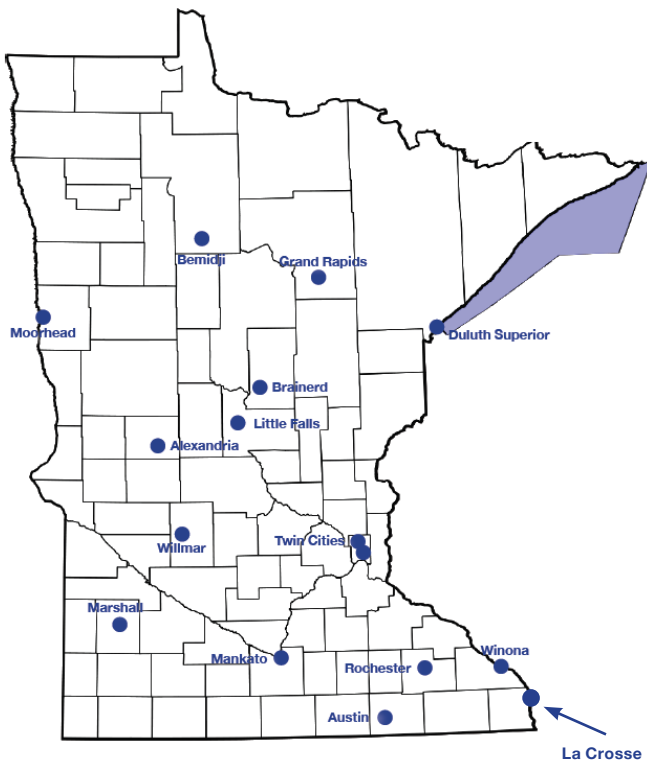
# UFF-DA!

## Useful Facts and Figures— Data for Affiliates

Habitat for Humanity ReStores (FY16) – November 2017

More than 850 ReStores around the United States collected donations, generated revenue, and kept usable materials out of landfills in FY16. Currently, Minnesota is home to thirteen ReStores around the state, with two additional ReStores in Wisconsin, serving affiliates that work in both states. Profits in FY16 totaled over \$1.4 million for Minnesota affiliates and go toward building more affordable housing in partnership with local families.

### ReStores around the State



#### Quick Look: National ReStores

Nationally, average ReStore profits have increased over the last three years: \$126,862 in FY14 to \$141,256 in FY15 to \$148,866 in FY16.

FY16 total national profit: \$123 million (5% increase over FY15).

FY12: 776 ReStores; FY16: 870 ReStores nationally

#### Quick Look: Minnesota ReStores

Minnesota's first ReStore was the Winona-Fillmore ReStore, which opened in July of 2003.

Five ReStores are less than 5 years old.

Six ReStores are between 5 and 10 years old.

Four ReStores are between 10 and 15 years old.

### FY 16 Top Performing Minnesota ReStores

Habitat Affiliate	Gross Revenue	Expenses	Profit	Profit Margin
Twin Cities (New Brighton)	\$1,078,354	\$679,001	\$399,353	37.0%
Lakes Area	\$572,208	\$278,156	\$294,052	51.4%
Lake Agassiz	\$440,889	\$281,154	\$159,735	36.2%
South Central	\$289,318	\$143,850	\$145,468	50.3%
Northwoods	\$186,337	\$104,565	\$81,772	43.9%
<i>All Minnesota ReStores Average</i>	<i>\$332,897</i>	<i>\$229,480</i>	<i>\$103,418</i>	<i>27.7%</i>
<i>All US ReStores Average</i>	<i>\$508,622</i>	<i>\$359,756</i>	<i>\$148,866</i>	<i>29.3%</i>

\*Please note: data in this report (profits, earnings, etc.) is based on FY16 data collected by local ReStores and HFHI. It excludes Central Minnesota and Twin Cities' Minneapolis ReStores. Other information (age of and location of ReStores) includes the Twin Cities' Minneapolis location. Central Minnesota's ReStore closed in September of 2017 and is excluded from this report.

## Newest ReStore

### Twin Cities' Minneapolis ReStore

Minnesota's newest ReStore is located in South Minneapolis and just finished its first year in business in mid-September 2017. Here are some stats on the newest ReStore's impact on Twin Cities Habitat:

- Revenue from the two Twin Cities ReStores helped sponsor the building of SIX Habitat homes!
- 940 tons of building materials were diverted from landfills.

See more information at [restore.tchabitat.org/donate](http://restore.tchabitat.org/donate).

## "ReStore" with a Twist

Little Falls, Minnesota, is home to the New 2 You thrift store. While not an official Habitat ReStore, New 2 You divides its profits between Morrison County Habitat and another nonprofit; the additional income aids the Morrison affiliate in partnering with more families.

## Comeback: FY14-16 Profits

	FY14 Profit	FY15 Profit	FY16 Profit
Lake Agassiz	\$120,718	\$103,271	\$159,735
Northwoods	\$74,100	\$67,091	\$81,772
La Crosse	\$92,259	\$14,446	\$55,997

## Profit Comeback

### Northwoods, Lake Agassiz, and La Crosse ReStores

These three ReStores have been open at least ten years, with varying levels of success over that time. After a tough year and lower profits in FY15 than in FY14, the three ReStores made some changes, resulting in an increased FY16 profit for all three. Here are some of their reasons for success:

"We invested heavily in advertising which has helped us add new customers and donors. I've spent more time networking...to get a lot of referrals and build connections. Two of my three key staff have remained. We also have approximately 37 volunteers per week—that's a testament to our community." —**Steve Baker, La Crosse Area ReStore Manager**

#### The two main categories improved upon:

- Donation quantity/quality: "We cut off donations on certain items when our inventory level increases to a point where it is not beneficial...to have more until we sell some of what we have."
  - Pricing items to encourage purchase without cutting into ReStore profits: "We were sitting on some really nice items that we should have turned almost immediately, yet they were sitting there...we got it to the price point where we know it will sell. This has also increased profits by increasing turns on inventory and keeping inventory fresher."
- Greg Carlson, Northwood ReStore Manager**

More store hours = more sales? No! Lake Agassiz's ReStore saw an increase in sales when they reduced days open from six to five. "Having Monday and Tuesday dedicated for pickups and store organization has been a huge plus for us. It also helps stretch out our staffing hours so we have help when we are open." —**Randy Ahmann, Lake Agassiz ReStore Manager**

← See profits from Northwoods, Lake Agassiz and La Crosse

## Minnesota ReStore Statistics

Affiliate	Location	Year Opened	Service Area Population	Best-Selling Department	FY16 Profit
Douglas County	Alexandria	2014	36,009	furniture	\$75,988
Freeborn/Mower	Austin	2005 & 2014	70,418	furniture	\$62,922
Itasca County	Grand Rapids	2007	45,058	furniture	\$34,850
La Crosse Area	La Crosse, WI	2006	192,254	furniture	\$55,997
Lake Agassiz	Moorhead	2006	208,777	appliances	\$159,735
Lakes Area	Brainerd	2004	114,476	furniture	\$294,052
Northwoods	Bemidji	2007	47,241	furniture	\$81,772
Redwood River	Marshall	2008	41,916	building materials	\$12,172
Rochester Area	Rochester	2014	161,135	furniture	\$65,491
South Central	Mankato	2007	150,880	doors	\$145,468
Twin Cities	New Brighton	2007	2,849,567	cabinets	\$399,353
Western Lake Superior	Superior, WI	2013	155,824	cabinets	\$22,992
Winona-Fillmore	Winona	2003	72,327	furniture	\$45,829
West Central	Willmar	2012	106,187	furniture	(\$8,776)



**Habitat**  
for Humanity®  
of Minnesota

2171 University Avenue W, Suite 200  
Saint Paul, MN 55114

Phone:  
612.331.4439