



UFF-DA!

Useful Facts and Figures— Data for Affiliates

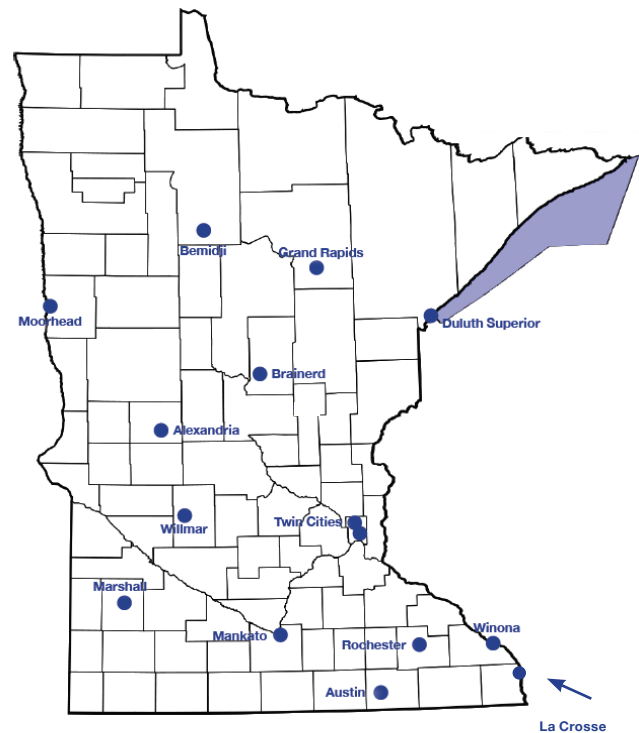
Habitat for Humanity ReStores

ReStores FY18 – January 2019

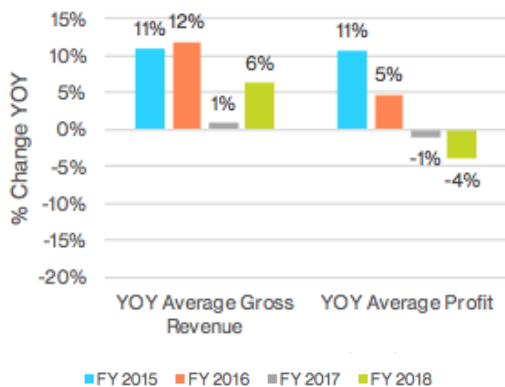
In FY18, US ReStores generated profits of \$123 million to put back into their communities! The 15 ReStores supporting Minnesota contributed over \$1.2 million to that total! These profits mean that items were kept out of landfills and donors and customers left satisfied. Ultimately, the \$1.2 million means that more Minnesotans were able to partner with Habitat to build or improve a place to call home.

Minnesota ReStores	Profit in FY18: \$1.2 million	15* ReStores
National ReStores	Profit in FY18: \$123.2 million	911 total ReStores

ReStores Around the State



ReStores Year Over Year (YOY) Performance



FY18 Top Performing Minnesota ReStores

Habitat Affiliate	Gross Revenue	Expenses	Profit	Profit Margin
Lakes Area	\$652,030	\$358,003	\$294,027	45.1%
Twin Cities (New Brighton)	\$1,050,215	\$871,587	\$178,628	17.0%
South Central	\$367,307	\$195,365	\$171,942	46.8%
Twin Cities (Minneapolis)	\$744,589	\$600,940	\$143,649	19.3%
Lake Agassiz	\$1,118,539	\$999,840	\$118,699	10.6%
All Minnesota ReStores Average	\$417,511	\$338,923	\$78,588	18.8%
All US ReStores Average	\$534,616	\$399,201	\$135,415	22.6%

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

Advice from FY18's Top Performing ReStore

"Wonderful donors and volunteers are the key to our success."

Providing great customer service to donors is hugely important for Lakes Area Habitat. "We take pride in **building great relationships with contractors, realtors and businesses in our area**. They allow us to **connect with their customer base**, which opens up the doors to a lot of **great donations for us**."

All of our staff and volunteers do a great job **interacting with each donor** making sure they are taken care of in a timely manner. We also **make sure the donor knows that their gift is appreciated and making a difference** in our community. It really is a **win-win-win for our shoppers, donors and the families we are able to serve**.

—Mary Johnson, ReStore Director, Lakes Area Habitat for Humanity

Marketing

Searching for guidance in marketing and branding? [Visit HFHI's ReStore Marketing and Branding collection.](#)

Increasingly, a **mobile-friendly website** is important for ReStores. **89% of ReStores** now have a mobile-friendly, responsive website, which automatically resizes to fit any screen size. [According to the Pew Research Center](#), 95% of Americans own a cell phone, and 77% of them are smartphones. More searches are now performed on mobile devices than on computers.

Local searches lead **50% of mobile site visitors to visit stores within one day**, and **18% of local mobile searches lead to a sale within one day**.

Best Selling Department: Furniture

Both in Minnesota and Nationally, furniture is overwhelmingly the top performing department, creating 29% of the national gross revenue. Because furniture is high in both supply and demand, it's very profitable for ReStores.

FY18 Minnesota ReStore Stats

Affiliate	Location	Year Opened	Service Area Population	Best-Selling Department	FY18 Profit
Douglas County	Alexandria	2014	36,009	furniture	\$92,248
Freeborn/Mower	Austin	2005 & 2014	70,418	household goods/ home accessories	\$7,748
Itasca County	Grand Rapids	2007	45,058	furniture	\$18,823
La Crosse Area	La Crosse, WI	2006	192,254	furniture	\$95,044
Lake Agassiz	Moorhead	2006	208,777	appliances	\$118,699
Lakes Area	Brainerd	2004	114,476	furniture	\$294,027
Northwoods	Bemidji	2007	47,241	furniture	\$59,701
Redwood River	Marshall	2008	41,916	<i>not tracked</i>	\$11,345
Rochester Area	Rochester	2014	182,124	furniture	\$7,498
South Central	Mankato	2007	150,880	cabinets	\$171,942
Twin Cities-Minneapolis	Minneapolis	2016	2,849,567	furniture	\$143,649
Twin Cities-New Brighton	New Brighton	2007		furniture	\$178,628
West Central	Willmar	2012	106,187	furniture	\$1,440
Western Lake Superior*	Superior, WI	2013	155,824	furniture	\$0
Winona-Fillmore	Winona	2003	72,327	furniture	\$0

*closed as of 12/31/18



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

Phone:
612.331.4439