Advocacy on Aisle 5
Making the mission shine in your ReStore
Agenda

- Why promote Habitat’s mission/visor?
- Mission Walls and other ideas
- Overview of advocacy and the Cost of Home campaign
Infusing Mission into the ReStore
Show support by telling the Habitat Story

Create Advocates through our Shopper, Donor and Volunteer base

Use the ReStore as a space in the community for advocacy efforts
Creating Advocates
Mission Walls
"My family's story is proof that homeownership creates value that spans generations. With a home of our own, my family has exceeded beyond what any of us could have imagined. Habitat works and it feels good to be honest."

Annette M., Habitat Homeowner

HFH Philadelphia
Philadelphia, PA
FLOWER CITY HABITAT for HUMANITY

SINCE 2008 with corporate support from:

STATISTICS

$750,000 has gone to support our mission

OVER 41,000 VOLUNTEER HOURS FROM OUR COMMUNITY

OVER 4,000 TONS OF HOME IMPROVEMENT WASTE WAS SAVED FROM LANDFILLS

OVER 225 FAMILIES have closed on homes built by FCHFH

NUMBER OF DONATIONS TO SUPPLY OUR IN-STORE GOODS OVER 25,000

Flower City HFH
Rochester, NY
Truck Wraps
HFH Charlotte
Charlotte, NC

Metro Louisville
HFH
Louisville, KY
Signage
PRODUCT INFORMATION

ReStore "Every" Banner Series #1

These large banners will make a big impression with your shoppers, donors and volunteers. The banners are double-sided so that they are visible from any direction. You may download for local printing or use our suggested sign vendor (information below). Four designs. Size: 36"x54".

Through a partnership with our authorized vendor Marietta Custom Signs Today, we have arranged pricing for ReStores on a set of four (4) 36"x54" double sided banners. ReStores will send downloaded files to vendor.

Contact Marietta Custom Signs Today to order: marietta@customsignstoday.com

INSTRUCTIONS:

Set of four banners: 36"x 54" double sided banners, each banner includes the conduit, (2) ceiling hooks, (4) S-hooks and (2) 48” metal chain = $379, shipping not included.
advocate

to help ensure the Cost of Home is something we can all afford

Use your voice to speak up for smart housing policies.

Text buildouder
to 51555
from your mobile phone
to sign up for our
Advocacy Alerts
Advocacy Efforts
Changing policies and systems to eliminate barriers to adequate, affordable housing in order to create a world where everyone has a decent place to live.
Seeking to put God’s love into action by addressing urgent housing needs in our communities, nations and world, Habitat for Humanity will be a partner and catalyst to:

**build Community Impact**
**IMPROVE HOUSING CONDITIONS.**
- Serve families through sustainable construction and housing support services.
- Leverage shelter as a catalyst for community transformation.
- Grow capacity to serve the most vulnerable, the disaster-affected and the urbanizing world.

**Help 650,000 people annually improve their shelter situation.**

**build Sector Impact**
**PARTNER TO INCREASE SHELTER ACCESS.**
- Support market approaches that increase products, services and financing for affordable housing.
- Promote policies and systems that advance access to adequate, affordable housing.
- Create housing opportunities for 2.5 million people annually through market development and 25 million through advocacy by 2020.

**build Societal Impact**
**INSPIRE ACTION TO END POVERTY HOUSING.**
- Serve as a leading voice in growing awareness of housing as a critical foundation for eliminating barriers to a better, healthier, more financially stable life.
- Mobilize volunteers as hearts, hands and voices for the cause of adequate, affordable housing.
- Mobilize 2.5 million people annually to join the cause of affordable shelter.

**build a Sustainable Organization**
**MOBILIZE RESOURCES AND STEWARD THEM FAITHFULLY.**
- Fund the mission.
- Grow skills and leadership capabilities.
- Operate with excellence.
What is advocacy?

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<tr>
<th>Advocacy IS:</th>
<th>Advocacy is not ONLY:</th>
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<tr>
<td>Evidence-based</td>
<td>Advocacy is multi-faceted. It is not solely:</td>
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<tr>
<td>Outcome-focused</td>
<td>Fundraising</td>
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<tr>
<td>Non-confrontational</td>
<td>Telling others about issues</td>
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<tr>
<td>Non-partisan</td>
<td>Volunteering</td>
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<tr>
<td>Coalition-oriented</td>
<td>Awareness-raising</td>
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<td></td>
<td>Providing advice</td>
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<td>Consultation</td>
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How have Habitat ReStores engaged?

- Building Awareness
- Voter registration and promotion
- Promoting local, state, and federal priorities through postcards and petitions
- Engage in the advocacy planning process with the affiliate
How can ReStores support home affordability & Habitat’s advocacy?
Advocacy Campaigns

- March Digital Digest – Home is the Key
- June Digital Digest – Cost of Home
- July Marketing Collection – Mission
- August Digital Digest – World Habitat Day
Cost of Home
Habitat’s first U.S. advocacy campaign!
1 in 6 U.S. households spend more than half of their income on housing

<table>
<thead>
<tr>
<th>By Type of Household</th>
<th>By Income Level</th>
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<tbody>
<tr>
<td>Renters</td>
<td>Extremely Low-Income (&lt; 30% of AMI)</td>
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<tr>
<td></td>
<td>Very Low-Income (&lt; 50% of AMI)</td>
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<tr>
<td></td>
<td>Low-Income (&lt; 80% of AMI)</td>
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U.S. households spending half or more of their income on housing
Today nearly 19 million U.S. households pay half or more of their income on a place to live.
That is unacceptable.
Our commitment:

Habitat for Humanity will work to ensure that no family has to pay more than half of their paycheck to cover the cost of home.
Help us make the Cost of Home something we all can afford.
FIVE-YEAR CAMPAIGN GOALS

External:
10 million people with increased home affordability, including substantial increases in low-income homeownership opportunities, through policy and system changes at the local, state and national levels.

Internal:
200 affiliates conducting effective, sustainable advocacy.
Resources Available

- State fact sheets on home affordability
- Network case studies
- Policy tools and guidance
- Federal legislative research
- Fundraising tools
- Mobilization tools
- Virtual learning

Visit my.habitat.org/costofhome
Questions?
Tina Shaw-Cox, CVA
ReStore Development & Support Consultant
tcox@habitat.org