



UFF-DA!

Useful Facts and Figures— Data for Affiliates

ReStores FY19 – January 2020

Habitat for Humanity ReStores

In FY19, US ReStores generated profits of more than \$133 million, with the 14 ReStores supporting Minnesota affiliates contributing over \$1.1 million! These profits mean that items were kept out of landfills, donors supported their local community, and customers found new treasures. Ultimately, the \$1.1 million in profit funded Habitat’s work, meaning more Minnesotans partnered with Habitat to build or improve their homes.

National ReStores

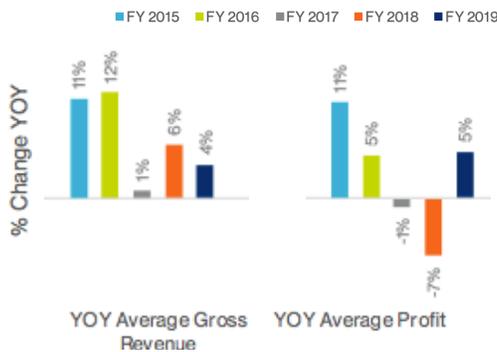
\$133 million

Profit in FY19

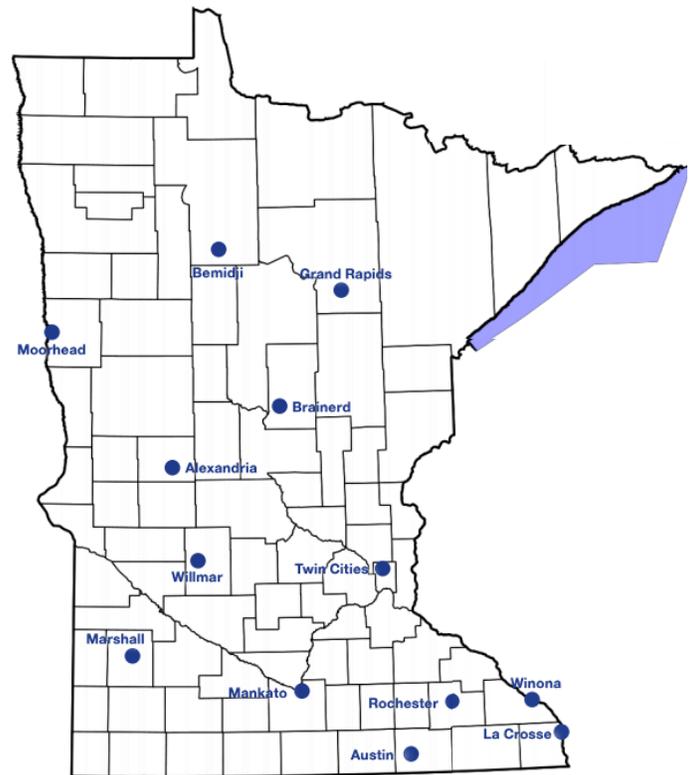
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ReStores

ReStores Year Over Year (YOY) Performance



ReStores Around the State



Minnesota ReStores

3542.6 tons

Diverted from Landfills in FY19

14*

ReStores

\$1.1 million

Profit in FY19

\$5.4 million

Donated Product in FY19

FY19 Top Performing Minnesota ReStores

Habitat Affiliate	Gross Revenue	Expenses	Profit	Profit Margin
Twin Cities (New Brighton)	\$1,087,146	\$769,947	\$317,199	29.2%
Lakes Area	\$645,098	\$349,052	\$296,046	45.9%
South Central	\$396,693	\$201,763	\$194,930	49.1%
Lake Agassiz	\$476,551	\$375,303	\$101,248	21.2%
All Minnesota ReStores Average	\$395,472	\$318,447	\$77,025	19.5%
All US ReStores Average	\$571,375	\$427,416	\$143,959	25.2%

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

Tips and Advice From Minnesota ReStores

In his 18 months with Lake Agassiz, ReStore Manager Mike Vandal has made changes to improve operations long-term.

Successful Sales: Their one-week half-price sale earned \$20,000 in 2019. The sale began again in January 2020. In April of 2019, the ReStore's warehouse sale grossed over \$31,500.

Organization: "We have completely changed the store around and reorganized everything, defining the departments better, so when [customers] come into the store they know where to look." Other updates include specialty fixtures, painted in bright ReStore colors, to better hold odd items. LED bulbs in the light fixtures made "a night to day difference." All of these changes have made "a huge impact on our customers."

Donations: Huge donations from Microsoft of office equipment and Lowe's of brand-new merchandise have made great additions to their ReStore inventory.

—Mike Vandal, ReStore Manager, Lake Agassiz Habitat

"Without our fun and friendly culture, we couldn't do what we need to do: raise money for Habitat for Humanity."

Culture: "Culture plays a big part in how the community of shoppers, donors, and volunteers will interact with the ReStore. We do our best to focus on a safe, fun, and inviting-to-all atmosphere." Shoppers know that staff and volunteers are helpful, inviting, and able to speak with them in Spanish. The store has "All Are Welcome" and "This is a Safe Space" signs posted.

Volunteers: Volunteers follow staff lead and wear gloves and goggles when tossing items in the dumpster or handling wood. They will also be the first ones to have fun coming up with new ideas on how to make the ReStore better. Donors rely on a kind face unloading their donations, and they are thanked for helping further Habitat's mission.

Resources: The ReStore recently joined Habitat International's ReStore Collaborative. "We have found the Collaborative to be a huge source of information": building business cases to bring on more staff and providing sample job descriptions. "The Collaborative is definitely a wonderful thing."

—Amanda Kintzi, ReStore Manager, Two Rivers Habitat

Product: The West Central ReStore recently received major donations of new and used flooring and furniture, making staff step back and look at the important role of procuring quality product for the store. Because some of it came from a little known about local business that designs office and retail space, the affiliate is considering engaging them further.

—Marybeth Nelson, Executive Director, West Central Habitat

Best-Selling Department: Furniture

Both in Minnesota and nationally, furniture is overwhelmingly the top performing department. A product that is high in both supply and demand, furniture is very profitable for ReStores. On average, furniture accounted for 30% of gross revenue for individual stores in FY19. 71% of ReStores nationally report furniture as the best-selling department (for the 5th straight year).

FY19 Minnesota ReStore Stats

Affiliate	Location	Year Opened	Service Area Population	Best-Selling Department	FY19 Profit
Douglas County	Alexandria	2014	36,009	furniture	\$77,407
Freeborn/Mower*	Austin	2005 & 2014	70,418	furniture	\$0
Itasca County	Grand Rapids	2007	45,058	furniture	\$34,755
La Crosse Area	La Crosse, WI	2006	192,254	furniture	\$76,109
Lake Agassiz	Moorhead	2006	208,777	appliances	\$101,248
Lakes Area	Brainerd	2004	114,476	furniture	\$296,046
Northwoods	Bemidji	2007	47,241	furniture	\$53,291
Redwood River	Marshall	2008	41,916	building materials	\$0
South Central	Mankato	2007	150,880	hardware & tools	\$194,930
Twin Cities	Minneapolis	2016	2,849,567	furniture	\$0
Twin Cities	New Brighton	2007		furniture	\$317,199
Two Rivers Habitat	Rochester	2014	237,836	furniture	\$0
West Central	Willmar	2012	106,187	furniture	\$2,930
Winona-Fillmore	Winona	2003	72,327	furniture	\$0

*closed as of 9/30/19



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