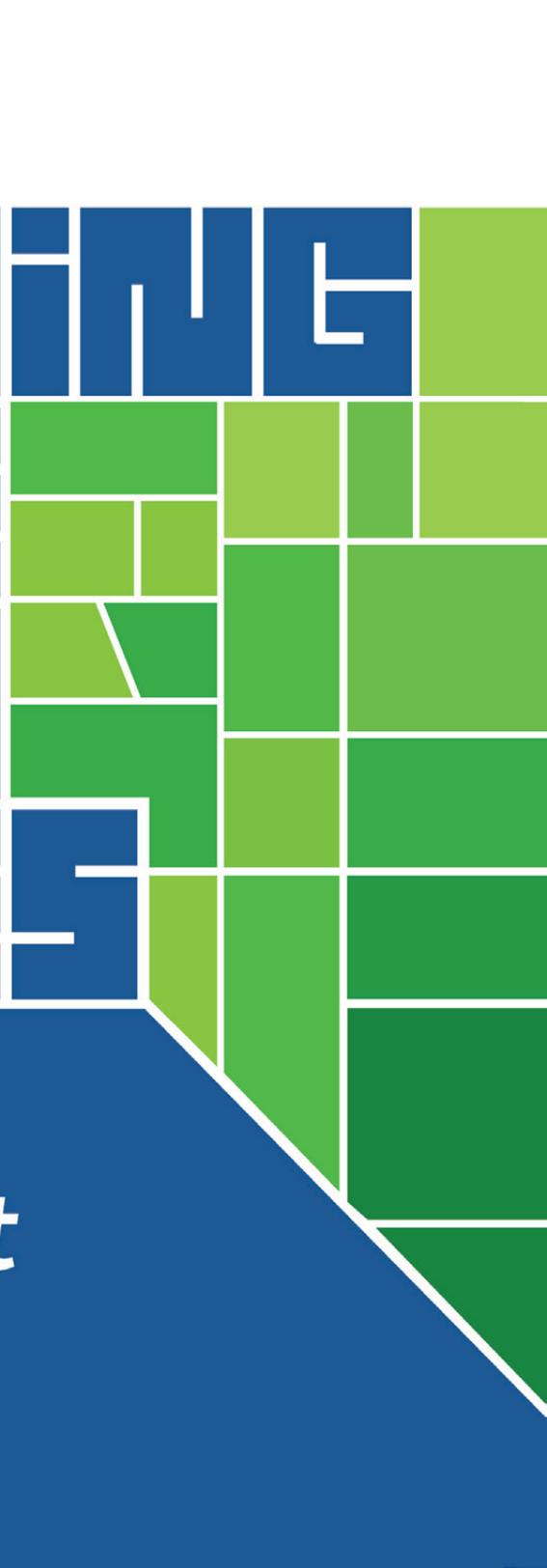




# BUILDING MORE THAN HOMES



2015



**Habitat**  
for Humanity®  
New York City

# *Annual Report*



*Habitat for Humanity New York City transforms lives and communities by building quality, affordable homes with families in need – and by uniting New Yorkers around the cause of affordable housing.*



**“Habitat has been a dream come true.**

Having the [Superstorm Sandy] damages repaired will take away many bad memories. We now consider ourselves part of the Habitat family. Thank you, Habitat, for making our lives so much better in more ways than you can imagine.”

**—Catherine & James, Critical Home Repair partner family**

# Dear Friends,

On August 4th, 2015, I assumed the role of CEO for Habitat for Humanity New York City. And while I am new to the New York area, I have been part of the Habitat family for nearly 17 years.

What an exciting time to be in New York City! Affordable housing is a hot topic locally, and the engagement of city and state officials in helping to meet housing needs is commendable. If you know Habitat, you know that our commitment is to partnering with families to provide the opportunity for home ownership—and yes, home ownership is possible in New York City.

The families with whom we partner face impossible housing choices and without our help, a stable, affordable place to call home would be only a dream. My team at Habitat NYC works to develop the critical strategies and partnerships necessary to serve families that need our help.

The past year has been one of unprecedented growth. My vision is one of even greater impact—of a Habitat NYC that continues not only to build new homes, but to impact families and communities through our Critical Home Repair program, to complete the revitalization of public spaces through our “Brush with Kindness” program, and to strengthen our outreach by providing financial counseling and advocating for policy and funding that support the greater provision of affordable housing in our city.

Our work here in NYC would not be possible without the amazing support of our donors and volunteers. I would like to express my sincere appreciation to our partners past and present, for entrusting us with your time, your treasures and your talents.

As we pause to celebrate our successes, we also consider our strategies for the future. I ask you to imagine with me, a city where all of us have a safe,

decent place to call home; imagine that culturally diverse communities not only survive, but thrive for years to come. With your continued support, we can build such a city right here in New York.

On behalf of our Habitat partner families past, present and future—thank you.

In partnership,



**Karen Haycox**  
Chief Executive Officer



**PS.** A special shout-out to three key Board members whose terms of service have recently come to a close: former Chair Christine McGuinness, former Vice Chair David Terveen and member Lee Olesky. The entire Habitat NYC staff joins me in thanking them for their tireless commitment to our cause.

## Board of Directors

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*Women Entrepreneurs NYC*

# COMMUNITY SNAPSHOT



## Families Served

Families across several New York City boroughs were served in a variety of ways by our programs in 2015 – here's how:

20

Families helped through Critical Home Repair projects

12

Families enrolled in the Pathway to Partnership program

2

Families became owners of new Habitat NYC homes

2

Families were accepted into the program for ownership of new homes under construction

240

Families were referred to our partner agencies for various types of housing and financial services

## Pathway to Partnership

 The Pathway to Partnership Program celebrated its first two graduates in 2015, preparing them to become Habitat NYC homeowners.

With hundreds of applications being reviewed by our staff, a staggering 75 percent of denied applications are due to an inadequate credit score. And that's where our Pathway to Partnership Program takes action. Applicants meet with a member of our Family Services team, who reviews credit reports, establishes an action plan and provides guidance on how to resolve derogatory issues on applicant's credit reports. This added program is helping us to better serve the hard-working, low-income families that look to Habitat NYC for a hand up to homeownership.

## Volunteers

Nearly 4,300 volunteers from across the five boroughs worked on our build and repair sites in 2015.

On Veterans Day, we launched a new initiative to engage military veterans—and we have since hosted hundreds of veteran volunteers, both individuals and groups from Fort Hamilton, West Point Military Academy, Team Rubicon and other organizations. The new Queens ReStore has also provided additional volunteer opportunities for those who wish to engage with Habitat NYC off of the construction site.

### A SNAPSHOT OF OUR 2015 VOLUNTEERS





## Youth & HYP Engagement on the Rise

Habitat NYC has seen significant growth in its Emerging Leaders programs over the past year. Not only have high school and college campus chapter memberships grown by 150 percent, but chapters hosted 20 advocacy events on their campuses to raise awareness for affordable housing issues.

Following a reorganization of our Habitat Young Professionals (HYP), membership in that group has also increased. These volunteers help to plan special events and raise awareness for Habitat’s work in New York City.

“Our vision is to have youth get involved in our Emerging Leaders program at an early point in life and continue to participate in our programs as they grow older,” says Nikki Azam, Emerging Leaders Associate at Habitat NYC. “We hope that these emerging leaders will provide long-term organizational support.” In total, nearly 900 youth volunteers participated in Habitat NYC projects in 2015, helping us to raise more than \$35,000 in funding.

## Advocacy Achievements

Habitat NYC works to educate and unite volunteers in raising their voices to support policy and funding that provide more affordable housing across the city.

We helped to achieve several successes at the local, state and federal levels during the past year, including:

- Habitat NYC joined other local organizations as a founding member of the Coalition for Affordable Homes and helped to craft the first homeownership focused legislative agenda in recent history
- We successfully advocated for a \$4 million increase to funding from the state’s Affordable Housing Corporation for affordable homeownership
- We helped gain renewal and strengthening of the state’s rent regulations
- Our efforts helped to win both the preservation of and increases in federal funding for the AmeriCorps and HOME programs

## Global Projects

Because we envision both a city and a world where everyone has a decent place to live, our annual tithe is an important part of what we do.

We donate a portion of the funds we raise each year to support the work of Habitat affiliates abroad. In 2015, we contributed funding to support projects in three other countries:



**Cambodia** • Habitat works in this Asian nation to build and repair homes as well as to provide water, sanitation and electricity solutions.

**Haiti** • Five years after the devastating earthquake ravaged the Caribbean country, Habitat is still working to provide housing for the more than 1.5 million left homeless. Local projects include both new construction and the repair of damaged homes.

**Lesotho** • Habitat’s work in the African nation of Lesotho is focused largely on providing housing and sanitation solutions to children orphaned by HIV/AIDS.

# WHERE WE'RE BUILDING

2015 was a busy year for Habitat NYC's Real Estate & Construction team, who were at work across all five of the city's boroughs:

- 13 Home rehabilitations
- 20 Critical Home Repair projects
- 24 "Brush with Kindness" (BWK) projects

During this third year following Sandy, Habitat NYC's **Critical Home Repair** team worked to repair another 20 homes damaged by the storm. The most recent repair project—launched in December on a home in Brighton Beach, Brooklyn—is also our pilot of an "Aging in Place" program we hope to continue in partnership with the NYC Housing and Preservation Department. Habitat NYC remains committed to helping families effected by Sandy as we look for more opportunities to help low-income seniors stay in their homes.

The "**Brush with Kindness**" (BWK) program continued to grow in 2015, engaging more than 1,500 volunteers in the revitalization of community and senior centers in Manhattan, Queens, Brooklyn and the Bronx. In partnership with the New York City Housing Authority (NYCHA), Habitat NYC offers BWK as a natural extension of our Critical Home Repair work, serving high-need communities across the city.

**Habitat NYC's 19 AmeriCorps members** played a vital role in completing these projects, helping to train and supervise volunteers on our construction sites and supporting various initiatives in our office.

In addition to the many rehab and repair projects in progress during 2015, Habitat NYC continued to develop its robust **pipeline of new construction projects**. Pre-development work is underway for 168 units—a combination of single-family homes, condominiums and co-ops—to be built in Queens, Brooklyn and the Bronx in the coming years.



*A Critical Home Repair volunteer removes damaged drywall*



*BWK volunteers paint a community center in Bushwick*



*Part of our Habitat NYC AmeriCorps class of 2014–2015*



*Rendering of Dean Street Condominiums, a new construction project*

# Women Build Raises \$320K for Queens Homes

Spearheaded by leaders in real estate, finance, media technology, fashion, entertainment and philanthropy, Habitat NYC's Women Build brings the women of New York City together for three days to build homes in partnership with hard working, low-income families. In 2015, Women Build hosted more than 200 participants and built homes for three families in Queens. Joining Habitat NYC, was NPR President & CEO Laura Walker, American radio psychologist Dr. Joy Browne and Queens Borough President Melinda Katz.

Habitat NYC, along with our Women Build ambassadors, volunteers and sponsors, held a series of distinctive events leading up to the spectacular blitz build event in September. Volunteers performed a wide range of tasks, including interior demolition, framing, window installation, tiling, painting, siding, landscaping and site clean-up. Volunteer Courtney McCabe was the campaign's top individual fundraiser and the Executive Women in Real Estate were the top fundraising team.



*"When I think of my home, and the fact that I'm able to own my home, I feel really privileged. It's a nest, it's a place of safety. To be able to help another family have that same feeling is an amazing feeling for me, and for our team to do that together."*

—Amy Carlson  
Women Builder & Blue Bloods cast member



## Habitat NYC Opens New York City's First ReStore

**On September 12, 2015, Habitat for Humanity NYC opened the very first ReStore in New York City.**

Located at 62-01 Northern Blvd. in Woodside, Queens, the 3,500 square-foot retail space provides Habitat NYC with an innovative business model that helps fund the local development of affordable housing.

The Habitat ReStore is a retail concept that accepts donations of overstocked, discontinued or gently used items and salvageable building materials given by manufacturers, stores, contractors and individuals. Those items are then sold to the public at deeply discounted costs—typically 50 to 80 percent off the

original retail value—with the proceeds helping to support home building and repair projects for low-income, hardworking families. In addition to helping fund home repair projects, ReStore is also committed to protecting the environment, by diverting up to 309 tons of waste from landfills nationally each year. Through their ReStore purchases, customers will not only support families in need of housing, they will also help keep New York City clean.

The ReStore is now open to the public and offers a variety of building and home improvement materials, including appliances, furniture, hardware and other discounted merchandise. Stocked with inventory donated by individuals, major retailers, designers and contractors, the ReStore updates its selection daily.

# MEET THE FEATHERSTONES

## A Habitat Partner Family



Yolanda Featherstone and her three children left behind their cramped one-bedroom apartment with freezing pipes in December and moved into their warm, safe Habitat home in Staten Island, just in time to celebrate the holidays. The entire family has been enthusiastic in their partnership, putting in well more than their required “sweat equity” hours on the build site.

**“It was amazing to see how many people come out and volunteer. You appreciate it even more.”**

*—Yolanda Featherstone, Habitat NYC Homeowner*

Yolanda says that her new home brings her peace of mind, knowing that her children will have a stable place to live as they finish school, attend college and save to buy future homes of their own. It also brings Yolanda comfort to know that their Habitat house will always be a home to her children, no matter what may happen to her.

At the Featherstones’ December 19 home dedication ceremony, the family celebrated alongside Habitat NYC staff and volunteers as well as staff from The Staten Island Foundation and The Petrides School, partners in the home’s construction.



*Alex and his wife Margaret on site volunteering*

## Volunteer Profile:

### Alex Liberatore

A long-time resident of Brooklyn, Alex Liberatore has been a dedicated Habitat NYC office volunteer for more than eight years. Having worked previously in Human Resources departments for big banks, Alex has been of tremendous support to our development team, helping to collect donor data and correspond with contributors.

Alex is well-known in the John Street office for his sunny disposition and sense of humor, often joking that all-staff meetings should be called “all-snooze meetings.” He and his wife are planning to sell their Brooklyn home and move to the New Jersey shore in the coming year. Habitat NYC wishes them well—and we will keep Alex in our thoughts, even if a move to New Jersey means that we might see him less frequently.

# PARTNER PROFILES

## Faith Partner Profile

**Lafayette Avenue Presbyterian Church**, a spiritual home for both Brooklyn natives and newcomers alike, has been a faithful Habitat partner for nearly 20 years. Former home to both well-known, retired Reverend Dave Dyson and Richard Wong, a former Habitat NYC staff member who suddenly passed away in 2006, the church has a long history of standing in solidarity with the forgotten and marginalized.

While the size of the congregation has changed over the years, their commitment to Habitat has not. This year, Rev. Lindsay Borden, member Craig Bannister and many other Lafayette Presbyterian members raised their hammers, voices, and pens in support of Habitat for Humanity New York City.

In January, members helped build Habitat homes during our annual MLK Weekend of Service—Habitat’s annual volunteer event that celebrates King’s legacy of service and advocacy. And in April, the church members boarded a bus to Albany with other Habitat supporters to call on our State Senators and Assemblymen and women to renew and strengthen rent regulations and increase government funding for affordable housing. Throughout the remainder of 2015, they signed Habitat’s annual paper house petitions that call on elected officials to invest more financial resources.

In September, they wrapped up their year-long engagement with their very own Rev. Lindsay Borden, building alongside eleven other faith groups to commemorate 9/11.

## Lord & Taylor Launches Partnership with Habitat

**Lord & Taylor** chose Habitat for Humanity NYC from among hundreds of non-profits in the New York City area as their 2016 partner. On November 12th, 2015, Lord & Taylor formally announced their partnership with Habitat NYC as part of their world-renowned holiday window unveiling, which accompanied a Charity Day in the Fifth Avenue store.

The well-loved department store, along with many of its vendors, made a generous contribution to Habitat NYC to fund the rebuild of a single-family home in Queens over the course of 2016. In addition to those funds, all proceeds from the Charity Day ticket sales will go towards the Lord & Taylor Habitat NYC Project.

“Lord & Taylor has a history of giving back to its communities, and what better way to give back to New York City than to help Habitat for Humanity rebuild a home for a family in need?” asked Liz Rodbell, President of Lord & Taylor and Hudson’s Bay.

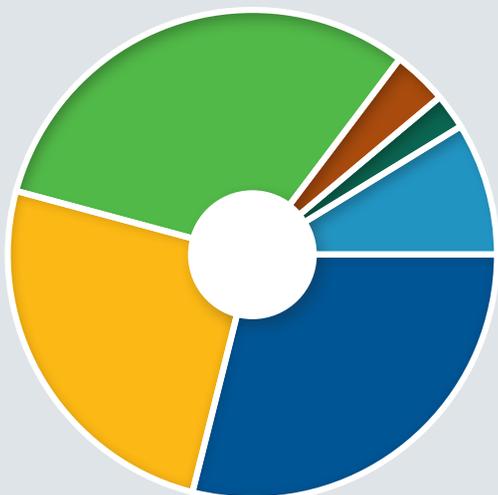
While Lord & Taylor’s partnership didn’t officially start until January of 2016, they had raised more than \$150,000 by that time through holiday contributions and their generous \$25,000 match for Habitat NYC’s 2015 #GivingTuesday campaign.

“Lord & Taylor recognizes that affordable housing is a major concern in our city and this partnership demonstrates a commitment to the sustainability and health of local neighborhoods,” said Karen Haycox, Chief Executive Officer of Habitat for Humanity New York City. “It means that more New Yorkers will have access to the life-changing opportunity real affordable home ownership provides.”

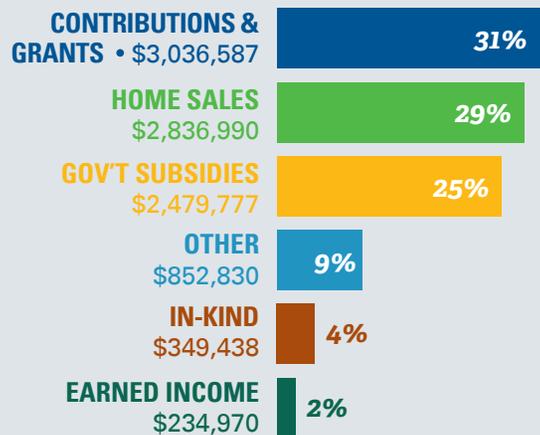


# 2015 FINANCIAL SNAPSHOT

## Revenue



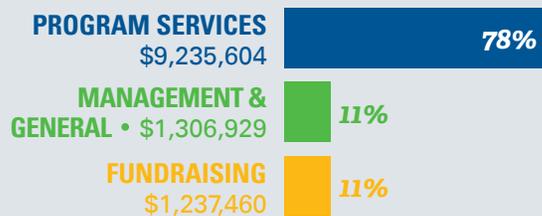
**TOTAL** \$9,790,592



## Expenses

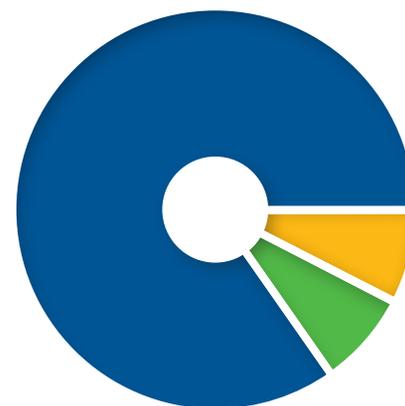


**TOTAL** \$11,779,993

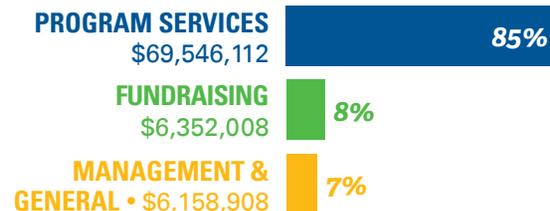


## FIVE-YEAR AVERAGE EXPENSES

Due to the cyclical nature of Habitat NYC's home construction and unit sales, the Five Year Average presents a clearer picture of program expense efficiency. The total in each category represents combined figures from 2011–2015.



**TOTAL** \$82,057,028



# DONORS

Our work is made possible through the vital combination of volunteer labor and donated funds provided by our partners.

Thanks to all who contributed to Habitat NYC in 2015.

## \$100,000+

Citi  
Peter P. D'Angelo  
Delta Air Lines, Inc.  
Habitat For Humanity International  
Renee Rojahn  
David A. Terveen

## \$50,000+

American International Group, Inc.  
James T. Dyke  
Infor  
The Kevin C. Tang Foundation  
Local Initiatives Support Corp.  
Plymouth Church  
QBE  
Tradeweb  
Wells Fargo Bank

## \$25,000+

Daniel Jacoff  
Robert L. Burch  
Exit Realty  
Hope For New York  
Howard Hughes Corporation  
Lee Olesky  
Polo Ralph Lauren Foundation  
The Staten Island Foundation  
Voya Foundation

## \$15,000+

Advent Software Inc.	MarketAxess
Fred Alger Management, Inc.	Morgan Stanley Foundation
Anonymous	Douglas Morse
Anonymous	Martha Parrish
Beatrice Renfield Foundation	Cecily Pinkerton
Collegiate Church Corporation	Carole Pittelman
Depository Trust & Clearing Corporation	Scopia Capital Management LLC
Anil Fernando	Standard & Poor's TD Bank
Fifth Avenue Presbyterian Church	Travelers
John Isaacs	Vice Media LLC
Jared Kushner	

## \$10,000+

Andrew Cader Foundation, Inc.	Lowe's Charitable & Educational Foundation
The Winters Family Fund	Marble Collegiate Church
AT&T	MBS Value Partners
AvalonBay Communities, Inc.	Christine A. McGuinness
Bank of America Merrill Lynch	Peter Murray
Michael J. Dean	National Resources
Dolphin Equipment Corporation	New York City Association of Hotel Concierges
The Esther Simon Charitable Trust	Notre Dame Academy of Staten Island
Fareportal, Inc.	Herbert Reach
Fidelity National Title Insurance	Neal Rosenberg
GTJ REIT, Inc.	Safra National Bank of New York
International Furnishings and Design Association	Salesforce
JPMorgan Chase & Co.	WP Carey, Inc.
Kramer Levin Naftalis & Frankel LLP	

## \$5,000+

ADP Foundation	First American Title Insurance Company	Milrose Consultants, Inc.
Michele Alex	Genentech	Oaktree Capital Management
Daniel Fielding	John Gilbert	PineBridge Investments
John K. Orberg	Richard M. Grosbard	Preferred Concepts
The Manuel H. and Claire Barron Philanthropic Fund	Hermès	Robbins Geller Rudman & Dowd LLP
Brick Presbyterian Church	Hirschen Singer & Epstein LLP	Room & Board
Virginia Brody	Carmen Hughes	Seyfarth Shaw LLP
The Capital Markets Company	Jewish Disaster Response Corps Inc.	The Jane & Frances Stein Foundation
CBRE Inc. Foundation	Kenshoo, Inc.	Stonehenge
Chubb & Son	Christopher T. Kraus	Summit Rock Advisors
Neil Clark	The Laura B. Vogler Foundation	TIAA-CREF
Columbia Utilities	The Leo S. Walsh Foundation	Unilever
Constellation, an Exelon Company	Maspeth Federal Savings	United Way Of New York City
Nick De Martini		US Bank NA
Martin E. Elling		Venable Foundation, Inc.



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