

Talking Points



While you are fundraising for Habitat NYC and Westchester, you will inevitably speak to others about the organization and our work. Use these talking points to educate your networks about Habitat NYC and Westchester's work, and to explain how important their donations are.

Habitat NYC and Westchester Facts:

- Habitat NYC and Westchester builds and preserves quality, affordable single-family homes and multi-family buildings throughout the five boroughs for hard-working, low-to moderate-income families.
- Since 1984, Habitat NYC and Westchester has served more than 1,900 families through our building and preservation efforts and has refreshed more than 200 community spaces through the A Brush with Kindness program.
- Habitat homes are not free – Habitat Homebuyers purchase the homes through an affordable mortgage.
- Affordable homeownership helps families build financial stability and self-reliance and allows them to remain in our city. Habitat homeowners attain higher levels of education, more stable employment, better health outcomes, and are more likely to be civically engaged within their communities.
- Habitat NYC and Westchester engages thousands of volunteers each year who help complete our projects. Volunteers work on our construction and preservations projects, in our office and with the A Brush with Kindness community revitalization program.
- Habitat NYC and Westchester advocates for affordable housing policies in the city, state, and across the country.

Common Misconceptions

You may speak to people who have misconceptions about Habitat for Humanity in general, or our work here in New York City and Westchester. Below you will find some common misconceptions and their corrections:

MISCONCEPTION	TRUTH
Habitat for Humanity provides housing for the homeless.	We build homes for hard-working, low- to moderate-income New Yorkers and their families.
Habitat for Humanity gives homes away	Our homeowners purchase the homes at an affordable cost, generally with a 1% down payment and 2% fixed rate interest. They also partner with Habitat NYC and Westchester to fulfill 'sweat equity' requirements, or volunteer hours working on their homes.
Habitat for Humanity "breaks the cycle of poverty"	We provide the opportunity for financial and housing stability through homeownership. Homeowners are more likely to attain higher educational outcomes, better health outcomes, maintain more stable employment, and be more civically engaged.
Habitat for Humanity is a charity	We are a non-profit housing developer.