



2023

Team Toolkit

Empowering Women.
Empowering Families.
Empowering Communities.



What is Women Build?

Women Build is a national Habitat for Humanity initiative designed to engage women in the effort to provide safe and decent homes for families in need of safe, affordable housing. By recruiting, educating, and inspiring women, we can transform lives in our community.

Each year, approximately 95% of our Habitat homebuyers are female head of household. Your participation in Women Build supports Habitat's home-building efforts and the life-changing effects of homeownership that empower families for generations to come.

Together we will raise \$165,000 to fully fund the construction costs of one new Habitat home, preparing a partner family for the responsibility of homeownership.



How do Women Build teams support the mission of Habitat for Humanity?

A Women Build Team is an enthusiastic group of women (and men!) that actively fundraise and volunteer together on behalf of Habitat for Humanity of Northwest Indiana. Combined with the annual commitment and foundational funds provided by Women Build Teams and our Corporate Sponsors, Team fundraising efforts are essential in reaching our fundraising goal of \$165,000. Teams are also vital in raising awareness of the critical need for safe, decent, affordable homes in our community.

Women Build FAQs

I want to form a Women Build team, but I'm unsure where to start.

Teams are led by a Team Captain who recruits volunteers to participate in fundraising and volunteers as a team for one day. The Team Captain also serves as the liaison between Habitat and her team. Habitat will hold an orientation day for Team Captains providing information and tips on fundraising and what to expect during your team's build day. The Team Caption should reach out to Habitat's Development Director, Wende Burbridge, to start the process.



What is the role of Team Captain(s)?



The Team Captain is responsible for creating and monitoring the Team's online fundraising page, recruiting, guiding, and encouraging team members in their fundraising efforts, and coordinating the team's build site volunteers. The Team Captain serves as liason between her team and Habitat for Humanity of NWI.

Ok, I'm ready! How do I register my team?



It's easy! Team Registration is now available through our website <https://habitat4humanity.salsalabs.org/2023womenbuild>. Create and personalize your team fundraising page with your team name, pictures, and why you support Women Build. Then, share the link with your friends, family and co-workers via digital, social, and other channels. All donations made via your team's personalized fundraising page will be allocated to your team goal.

*We ask that teams exclusively use their Team fundraising link when accepting donations. Other fundraising platforms (ex: PayPal, GoFundMe, Facebook Fundraisers, etc.) may collect fees and delay the delivery of your team's donations to Habitat past the date of the Women Build campaign. Habitat must receive funds before it is included in the team's fundraising total.

Women Build FAQs continued

Who can participate on a team?

Anyone! It's as easy as inviting family members, friends, neighbors, and co-workers to form a new team or join an existing team. Volunteers must be 18 or older to participate on the construction site. No experience is needed! Our Construction Manager and Core Volunteers are on-site each day and will help teach you the skills required to complete the day's tasks.

How do I recruit teammates?

Share your commitment to the mission of Women Build with friends, family, neighbors, and colleagues. Ask if they'd like to join you in transforming the lives of women and children in our community by helping you raise funds and construct homes.

Is there a minimum fundraising goal for my team?

Teams are asked to fundraise \$2,500 or more. All proceeds support the construction of a new Habitat home.



What are some ways I can reach my fundraising goal?

Inter-office challenges, e-blasts, raffles, vendor support, cocktail parties...there are many ways you can engage your team and other supporters to meet your fundraising goal!

Whether you host an in-person or virtual activity, we encourage supporters to continue recruiting, educating, and inspiring women in your network to become active participants in the solution for affordable housing.

How does my team register for their Women Build volunteer day?

The Development Director and Team Leader will schedule a specific date and job site for each team and communicated to team members by the Team Captain. Each team member must individually register to volunteer and sign a waiver through Habitat's online volunteer system.

Talking Points

- Women Build is a national Habitat for Humanity initiative that engages women in the effort to provide safe and decent homes for families in need of affordable housing.
- Habitat for Humanity of Northwest Indiana has participated in Women Build since 2016, **partnering with families to build strength and stability for 6 years** through local fundraising and volunteer construction efforts.
- Our 2023 **fundraising goal is \$165,000 to transform raw materials into a new Habitat home** that will empower our Women Build partner families for generations to come. We will accomplish this with the help of our corporate sponsors, individual supporters, and fundraising teams. The official kickoff for fundraising is March and will run through October.
- Women Build is not about excluding men. It's about empowering women to learn advocacy, fundraising, and construction skills on an inclusive job site while empowering other women and their children through affordable homeownership.
- The need for our services is great. With **more than 44,000 Lake County, Indiana, families spending more than 30% of their income on housing, we are meeting one of the most critical needs our county has ever faced.** Many working families are just one missed paycheck or emergency away from financial ruin or homelessness. They are denied the stability of an affordable home and forced to make impossible decisions between nutritious food, medical care, reliable transportation, or simply keeping a roof over their heads. At Habitat, we believe these are choices no family should have to face.
- Habitat for Humanity of Northwest Indiana builds homes **in partnership with families** in need of affordable housing. **Habitat offers a hand-up, not a handout.** All Habitat homebuyers earn and purchase their homes with a 0% mortgage, including taxes and insurance.
- **Does Habitat give away the homes we're building for free?**
No! Habitat makes homeownership affordable by offering a zero to low-interest mortgage with monthly mortgage payments of 30% or less of a family's household income. This 'hand up' gives working families the ability to purchase their own homes. All Habitat homeowner candidates earn less than 80% of the area median income and often live in unsafe, overpriced, or overcrowded conditions. They volunteer 300 hours of sweat equity, attend housing and financial education classes, and pay \$2,500 in closing costs.



Sample Fundraising Letter

Date

Dear (Name),

I plan to support a local nonprofit with a significant cause, Habitat for Humanity of Northwest Indiana's *Women Build*. Habitat partners with families to build strength and stability for their children through affordable homeownership, and in 2023 Women Build teams are committed to raising \$2,500 to go towards the construction of one Habitat home.

A future Habitat homeowner working to purchase a Habitat home participates in their housing solution by volunteering 300 hours of 'sweat equity,' attending hours of home maintenance and financial budgeting classes. They will then purchase a low-interest mortgage with monthly payments - that include taxes and insurance – set at 30% or less of their income, making homeownership an affordable reality. Did you know that 95% of the families working with Habitat are single mothers?

With your kind and generous support, these women and their children will have new homes built, allowing them a chance for a brighter future!

Include your personal Women Build story. For example: how long have you supported Women Build, why you got engaged in Women Build, or your favorite Women Build memory, etc.

Giving is easy and secure. Click on my team fundraising page link below, then click on the "Make a Donation" button and follow the prompts. You may choose to remember or honor a remarkable woman in your life by making a donation dedication. Checks are also acceptable and may be written to: Habitat for Humanity of Northwest Indiana with "Women Build" on the memo line. Checks can be mailed to 3777 Colfax St. Gary, Indiana, or I will be happy to pick it up.

Please let me know if you are interested in joining my team to help empower women and families in our community through safe, decent, affordable homes. Thank you in advance for your support!

Sincerely,

Your Name
Your Team Name
Email Address

My Fundraising Site