

# Mission Statement

Habitat for Humanity of Greater Los Angeles builds and renovates homes in partnership with God and people everywhere with a goal of eliminating substandard housing by making decent, affordable housing a matter of conscience and action in our communities.



Diversity Efficiency **Faith-Based Global Perspective** Innovation **Integrity Leadership Partnership Sustainability** 

"I hope to instill the value of service to my children through the process of partnering with Habitat for Humanity. I want them to learn how valuable it is to give back and how you can make a difference in the lives of others." – Betty Coreas, Habitat for Humanity Partner Homeowner





As we celebrate our 20th anniversary, it is amazing to reflect reflect back on our humble beginnings and what we have been able to achieve since that time. The most important success being that more than 400 local families and more than 300 international families now have a warm and inviting place to call home.

At our recent reunion picnic, we had a chance to reconnect with some of our HFH GLA partner homeowners. It was amazing to hear about the difference that homeownership has made in their lives. Many homeowners told us about the great achievements that they and their children have made since they moved in — including graduating from high school or college, going back to school to learn a new skill and giving back to their community, as others had given to them. It was inspiring to know that not only have their lives changed for the better, it has encouraged them to be equally generous to others that might need their help. We are grateful to everyone who continues to be part of our Habitat family.Their dedication and support have helped us to become the leading provider of affordable homeownership in the greater Los



Angeles area, making a significant impact in our community and looking back inspires us forward to continue our mission of building hope, lives and communities.

Un Rank

Erin Rank

Craig Russell



### years and counting

Habitat for Humanity of Greater Los Angeles is celebrating a remarkable 20th Anniversary with our partner homeowners, sponsors, board members, staff, volunteers and friends and is proud of the work we've done...

### **1990**

The Habitat for Humanity (HFH) South Bay/Long Beach affiliate is founded by David and Diane Reed. Ricardo and Martha Gonzales buy the first home in Long Beach.

### **1991**

Los Angeles and Southeast Los Angeles affiliates are founded. One of the first homes built in those areas was for the Muniz family in the city of Compton.

### 1995

HFH Los Angeles hosts the Jimmy Carter Work Project. More than 1500 volunteers from 39 states and five countries built 21 homes in the city of Watts during one week as a message of healing after the civil unrest in South LA.

### 1997

HFH South Bay/Long Beach hosts a week-long "Church of the Brethren" Blitz Build in Long Beach in conjunction with the church's national conference.

### 2000

Hollywood for Habitat for Humanity (HFHFH) is established and kicks off with a 20 house blitz build in Wilmington. Celebrity participants include; Dustin Hoffman, Robin Williams, Bo Derek and Maria Shriver.

HFH South Bay/Long Beach is awarded first Clarence Jordan Award for Creativity and Innovation by Habitat for Humanity International (HFHI).

### 2001

HFH South Bay/Long Beach is recognized for "Most Homes Built in the Western Region" and wins second Clarence Jordan Award for Creativity and Innovation. The affiliate partners with the entertainment industry to complete a home in the city of Long Beach in 16 days.

### 2003

HFH South Bay/Long Beach raises over \$300,000 through a benefit concert with Music for Relief, Linkin Park and No Doubt for tsunami victims in Southeast Asia.

HFH partners with famed music producer Quincy Jones to travel from Los Angeles to South Africa with the "From South Central to South Africa" group, which includes several disadvantaged inner-city young people contributing to social change in their communities. The partnership not only provides volunteer power to build three houses, but also provides funding for an additional 25 to be built in the township of Orange Farm, South Africa.

HFH South Bay/Long Beach completes their 100th home.

### 2004

"Six Homes in Six Weeks" Build in Long Beach. First Power Women Power Tools build. First Home Improvement Store opens in Gardena.

### 2005

Three Los Angeles affiliates merge to create Habitat for Humanity of Greater Los Angeles (HFH GLA), serving 112 cities and unincorporated areas in LA.

HFH GLA partners with NBC's Today Show for the Operation Home Delivery (OHD) program to build houses for the victims of Hurricane Rita and Katrina along the Gulf Coast region.

HFHFH holds their Fall Build, building with stars of the WB Network and other entertainment industry partners.

### 2006

HFH GLA completes condominium style homes in Harbor Gateway. HFH GLA builds frames for an additional 10 homes through the OHD project and raises over \$1.5 million to aid the local Gulf Coast region affiliates in their disaster relief efforts.

### 2007

HFH GLA hosts the Jimmy Carter Work Project with over 3,000 volunteers from around the world. 30 new homes built in LA and San Pedro and 70 homes renovated through the A Brush with Kindness program, which was launched during this build event. The 30 new homes built mark the first ever Leadership in Energy and Environmental Design (LEED) – certified homes built by the affiliate. HFH GLA kicks off its \$45 million, 250 home "Building a Greater Los Angeles" campaign.

### 2008

HFH GLA Gala honors Governor Schwarzenegger and First Lady Maria Shriver, Hon. Henry Cisneros, Ed Begley Jr., and Citibank for their commitment and support. HFH GLA completes 250th home and opens the Housing Center for Excellence in Carson.

### 2009

Power Women Power Tools celebrates 5th anniversary. HFH GLA awarded its third Clarence Jordan Award for Creativity and Excellence for the Nickels for Nails program by HFHI. HFH GLA awarded "Outstanding Nonprofit" by the Long Beach Chamber of Commerce.

### 2010

HFHFH celebrates 10th anniversary engaging the entertainment industry helping families in need.

HFH GLA opens second ReStore in the city of Norwalk.

HFH GLA partners with Wisin Y Yandel to raise funds for 14 affiliates. HFH GLA also partners with the nationwide Yo Gabba Gabba tour, which raises nearly \$240,000 through ticket sales and shares proceeds with 53 other affiliates.

HFH GLA awarded over \$33 million in funding from HUD for the Neighborhood Stabilization Program (NSP) to build and rehabilitate homes in the cities of Long Beach, Lynwood and South Gate over the next three years. HFH GLA receives LEED-Silver Certification for new home projects in Downey and plans to finish 10 LEED certified homes in Lynwood and begin work on three homes in Long Beach.



"We not only build a home, but a stronger community by bringing in a Habitat for Humanity family to set roots in our neighborhoods."

### – Hon. Bob Foster, Mayor of Long Beach

The overwhelming need for housing has provided Habitat for Humanity of Greater Los Angeles (HFH GLA) with a unique opportunity to change lives in our neighborhoods. Our service area encompasses nearly 900 square miles, including most of the City and County of Los Angeles. Los Angeles ranks as one of the least affordable housing areas in the U.S. and Habitat for Humanity is one of the few organizations filling this need for hardworking families.

Since our founding in 1990, HFH GLA has built and renovated more than 400 homes locally and plans to serve more than 250 more families in need over the next three years. HFH GLA has been recognized as the top-producing affiliate in California. We have also received numerous awards for our work throughout the greater Los Angeles community, and beyond.

"Our unwavering focus is on our singular goal – to help more families in greater Los Angeles and around the world have an adequate, healthy and affordable place to live."

– Erin Rank, President/CEO HFH GLA

# Strategic Goals

### **Building Hope, Lives & Communities**





As a builder and advocate for hardworking, low-income partner homeowners, Habitat for Humanity of Greater Los Angeles (HFH GLA) has enjoyed enormous success and become an indispensible member of the Southern California community. Yet, HFH GLA must be ever vigilant. The current economic landscape harbors serious and daunting challenges: a global financial crisis, ever-increasing construction costs; scarcity of land; and a new bias against low-income homeownership.

With an entrepreneurial spirit, HFH GLA has used flexibility and innovation as a creative force in the development of our Strategic Plan. The Plan is inclusive of diversity, emphasizes education and increases public knowledge about affordable housing issues. The strategic goals found here are designed to meet the needs of the people we serve, while creating a sustainable future for the affiliate.

While the following implementation plans for each strategic goal reflect a five-year planning cycle, this plan is considered to be a "rolling plan," in that it will be reviewed by a planning committee and the board of directors on an annual basis. As necessary or desirable changes become apparent, the plan will be updated to represent new realities and a revised five-year planning cycle will be established.

HFH GLA Annual Report 2011 09



### Increase housing production and improve building methodologies.

Due to the downturn in the economy and a changing housing landscape in our local community, affordable housing organizations are scrambling to ease the burden. The current housing environment and the hardship suffered by the greater Los Angeles community demands that HFH GLA creatively diversify the traditional HFH building model while significantly reducing costs and improving the sustainability of our homes.



**Mobilize new capital and develop strategies to support long-term sustainability.** HFH GLA seeks to greatly strengthen and diversify its revenue base through a variety of methods to achieve long-term viability.



**Build the leadership capabilities of the organization, its stakeholders and partners.** At its very core, HFH GLA is about people and the human experience. We are genuinely committed to the recruitment, development and well-being of our HFH GLA family; it is through them that we may achieve our mission to make affordable housing a matter of conscience and action in our communities.



### Lead the transformation of systems that impact affordable housing.

At HFH GLA, mission success hinges upon its ability to galvanize the Los Angeles community. By educating current and potential partners, we can achieve action-oriented leadership and measurable results.



### Build and enhance organizational infrastructure and capacity.

HFH GLA strives to ensure a solid organizational infrastructure by promoting excellence and growth through education and collaboration.

# Board of Directors

Craig Russell, Walt Disney Imagineering Tom Clarke, PriceWaterhouseCoopers Ron Frank, Burke, Williams & Sorensen, LLP Gerard Bross, Hollywood Sierra Kitchens Randy Farwell, KPMG Carl Jordan, US Bank Donald Lancaster, The Lancaster Law Group Mike Lang, Miramax Films Edward Lin, Warner Brothers Entertainment Jennifer Livingston, Union Bank Jeffrey Moore, First California Bank Cheryl Perkey, Perkey Fine Art Matt Petersen, Global Green USA Linda Russell, Wells Fargo John Smet, Capital Group Companies Masood Sohaili, Manatt, Phelps, Phillips, LLP Jay Stark, JH Stark Companies Ken Walker, Ernst & Young

# Donors

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DIAMOND HAMMER	\$100,000 – \$149,999
PLATINUM HAMMER	\$75,0000 – \$99,999
GOLD HAMMER	\$50,000 – \$74,999
SILVER HAMMER	\$25,000 – \$49,999
ARCHITECTS CIRCLE	\$10,000 – \$24,999
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BRONZE NAIL	\$1,000 - \$4,999

### LEGACY

Bernards City of Burbank California Department of Housing and Community Development Delta Air Lines City of Long Beach Lowe's Companies, Inc. City of Lynwood Music For Relief City of Norwalk Thrivent Financial for Lutherans US Department of Housing and Urban Development The Weingart Foundation

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### LEGACY Starbucks Coffee Company

**DIAMOND HAMMER** Waste Management

SILVER HAMMER Pacific Coast Home Furnishings Inc.

### **ARCHITECTS CIRCLE**

**BC** Company Ayesha Brooks Consolidated Disposal Service Excel & Associates One Stop Windows & Doors Sony Pictures Entertainment, Inc. Standard Property Co Taylor Brothers Architectural Products Warner Brothers

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LEGACY

**GOLD HAMMER** 

SILVER NAIL

**BRONZE NAIL** 

\$150.000 +DIAMOND HAMMER \$100.000 - \$149.999 PLATINUM HAMMER \$75,0000 - \$99,999 \$50,000 - \$74,999 SILVER HAMMER \$25,000 - \$49,999 **ARCHITECTS CIRCLE** \$10.000 - \$24.999 \$5,000 - \$9,999 \$1,000 - \$4,999





Habitat for Humanity of Greater Los Angeles (HFH GLA) is built on the strength of our volunteers and over the past year, HFH GLA has the honor of saying that we have engaged 8,664 volunteers with 114,091 volunteer hours donated. Below are volunteers that have generously donated 100+ hours of their time during the past year.

# volunteers /

### 700+ Hours

Walter Burchard Michael G. Cavanagh Sue Hunt Lolita F. Pizarro

### 500+ Hours

Vicki Cunningham Martin Greenberger Terry Reeve

### 400+ Hours

James A. Cunningham Chun Yu Liao

### Ted T. Nguyen William S. Weisinger, Jr. Arthur T. Williams

### 300+ Hours

Robert H. Anderson Linda A. Ayers Clarence T. Y. Fung Jonathan L. Leech William Pomeranz Larry Robinson Steven H. Sargent Doug Wright

### 200+ Hours

Jason Bowen Teri Contreras Emeline F. Davis Dwight S. Garbe David L. Gardner Pedro Guerrero Hal Hart Bob Johnson Beverley A. Laub Anna O. Leach Courtney Lee

### David Levine

Paul R. Marsella Timothy W. Powell Steven M. Rhodes John N. Rosenthal

### 100+ Hours

Jeison G. Aguilar John Asiegbu Kevin Austin William B. Bails Michael Bergan Carol Bertino Colin D. Blankenship Lavern L. Bogner Lee Bogner Gerard Bross Jerald A. Buktenica Desiree Campuzano Pedro Chavez Tom Clarke Randy Dahl Mary Anne Doane Baret Duncan Elisa J. Escobar







Carol R. Evatt Randy Farwell Ron Frank Dale Fulkerson Elvis Garcia Matthew S. Gittelson Nancy Gittelson Jonathan Gonsalez Joung-Yi Han Samantha Hayes Fernando Hernandez Gabriela Hernandez Chris V. Hooks Scotty Iribe Leroy Jackson Hardy Y. Jiang Robert W. Johnson Carl Jordan Angela Kozai Walter G. Krumbach **Donald Lancaster** Mike Lang Edward Lin

Jennifer Livingston Raul Lopez Imran Malik Daphne M. McClure Carol W. Meckler Antwane Miles Bryan A. Milton Dantae L. Minor Jeffrey Moore Erik B. Neyman Mr. Chris Oberlander Rocio Ortiz Kwon Pan Kyl J. Parker Olivia R. Peregrina **Cheryl Perkey** Matt Petersen Elizabeth N. Price Alex B. Requeno Vivian Rios Rafael Rubio Craig Russell Linda Russell

Howard Saldana Rudy Sanchez Fadel Shami Daniel B. Shirreffs Michael E. Sims Antwan D. Sims John Smet Masood Sohaili Richard M. Stanger Jay Stark Bonnie Strutin Sonal D. Thakur Sue Tisdall Juan C. Torres Harrison R. Tripp Christopher D. Vaca Rene Valenzuela Juan C. Villegas William F. Voigt Ken Walker Fuyun Wang David H. Westberg Ron Williams





# Green Building, Habitat Style

HFH GLA believes in developing affordable housing that is also sustainable. Since 2008, HFH GLA has built over 50 homes that have achieved Leadership in Energy and Environmental Design (LEED) Silver Certification or higher and has made the commitment that all our new homes will be built to LEED standards to ensure energy efficiency and affordability for our partner homeowners.

"It's an amazing thing to be a part of people's dreams coming true, it truly was a life changing experience." – Joie Dushane, Manager, Lowe's

# **Financial Position**

### ASSETS

Cash & Cash Equivalents: \$1,628,651 Prepaid Expenses, Deposits & Other Assets: \$539,502

### LIABILITIES

Accounts Payable: \$1,572,638 Accrued Expenses: \$515,303 Credit Line: \$1,296,692

### **NET ASSETS**

Restricted & Unrestricted Net Assets: \$16,667,724 Total Liabilities & Net Assets: \$25,305,013

### **EXPENSES**

Cost of homes sold & program support: \$7,782,928 Management & General: \$983,045 Fundraising: \$411,635

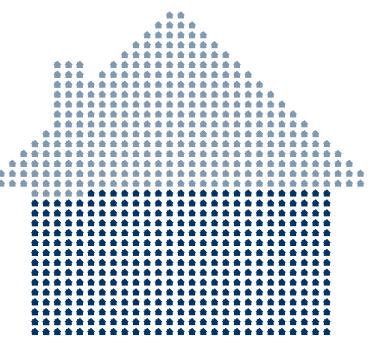
### Total Expenses: \$10,667,724

Operating Income: \$983,045 Change in Net Assets: \$10,875,222

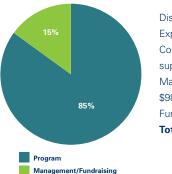
### REVENUE

Contributions: \$2,049,627 Cash, Pledges & Grants: \$7,215,839 In-Kind Materials, Services & Land: \$633,201 NSP Program Grants: \$10,595,781 Total Contributions & Grants: \$18,444,821 Other Income: \$242,039 Houses Sold & Financed by Habitat: \$923,928

Total Public Support & Revenues (Restricted & Unrestricted): \$20,052,830



To date, HFH has built 400 homes and is expected to build more than 250 homes in the next three years.



Distribution Ratio/Functional Expense (\$\$s in audit report) Cost of homes sold & program support: \$7,782,928 Management & General: \$983,045 Fundraising: \$411,635 **Total Expenses: \$10,667,724** 

"Owning my own home represents stability and a secure future for my family. I feel like I can do anything now that I'm a homeowner and feel the entire process has been a huge blessing."

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– Eric Draughan, Habitat for Humanity Partner Homeowner

## ReStore Highlights



### **ReStores**

The ReStores are a social enterprise, established to be a self-sustaining funding source for the organization and to provide our local community with low-cost building and home improvement materials. The ReStores, which are located in Gardena and Norwalk, sell donated materials including new and gently used furniture, appliances, lumber, hardware, vintage and unique items to the public. Product prices on average are 50% of retail value and all proceeds from the ReStore are used toward the Habitat for Humanity mission to end substandard housing. Since 2004, the HFH GLA ReStores have helped divert over five million pounds of reusable materials from local area landfills.



## Construction Highlights





### Construction

HFH GLA strives to effectively address the growing housing crisis with comprehensive and creative strategies through its different housing initiatives.

### New Construction:

Using Habitat's traditional model of engaging volunteers and future homeowners in the building process, HFH GLA builds new homes throughout our service area in an effort to increase the affordable housing stock in Los Angeles.

### Neighborhood Stabilization Program (NSP2):

This is a short-term intensive initiative to remove blighted foreclosed homes from the neighborhoods hardest hit by the foreclosure crisis. Our target cities are Long Beach, Los Angeles, Lynwood, some of Norwalk and South Gate. These are the same areas we have heavily invested in over the past two decades with new home production.

### A Brush with Kindness (ABWK):

The ABWK program provides funds, materials and labor to help lowincome homeowners restore their homes so they can continue to live in a decent, sustainable and affordable home.

### **Disaster Relief:**

Supporting families affected by disasters requires immediate, comprehensive and collaborative actions. Long after humanitarian aid organizations have completed their relief work, the need for quality shelter and housing remains for months and years. Our local affiliate raises funds and sends volunteers to disaster areas to provide critically needed emergency relief.

## Faith/Youth Highlights

### FAITH

"Build houses and settle down. Seek the peace and prosperity of the city to which I have carried you into exile. Pray to the LORD for it, because if it prospers, you too will prosper.

– Jeremiah 5:7

As a non-denominational Christian housing ministry, HFH GLA engages people of all faiths and backgrounds to demonstrate the love and teachings of Jesus Christ throughout greater Los Angeles. We are fortunate to have such an active community that not only supports our partner homeowners but engages their congregations to give of their time and money to continue our mission of building hope, lives and communities in the city.

### FAITH PARTNERSHIP OPPORTUNITIES INCLUDE:

- Fundraising
- Participating in our Lent Build Program
- Hosting an Alternative Christmas event
- Hosting a HFH GLA partner homeowner Bible study
- Providing volunteers
- Participating in our Houses of Abraham Program
- Tithing to our HFH homes globally
- Participating in our interfaith programs

### YOUTH

The power of YOUth can help build a better Los Angeles. Our award winning youth advocacy and volunteer program engages youth between the ages of 5-25 in a variety of programs related to affordable housing. Since 2008, our youth programs have educated and engaged over 14,000 young people in this cause.

### YOUTH OPPORTUNITIES INCLUDE:

- Join our Youth United Committee
- Participate in Act! Speak! Build!
  Week
- Create a Habitat for Humanity Campus Chapter
- Fundraise
- Build





## Hollywood Highlights

"Habitat for Humanity is a perpetual motion miracle; everyone who receives; gives and everyone who gives, receives. If you want to live complacent and uninspired, stay away from Habitat. Come close to Habitat and it will change you and make you part of something that changes the world."

Randall Wallace, Founder,Hollywood for Habitat for Humanity



Hollywood for Habitat for Humanity (HFHFH)

An entertainment industry partnership with HFH GLA that was founded in 2000 by Screenwriter, Director & Producer Randall Wallace (*Braveheart, We Were Soldiers, Secretariat*) to encourage the entertainment industry to support Habitat for Humanity's goal of eliminating substandard housing worldwide. HFHFH works with talent and industry leaders who support the organization through donations, volunteer hours and advocacy.



"What stands out for me about Habitat is the hands on feeling. You raise the money and make projects happen, then you can come down and build the houses yourself. You meet the families and they tell you about their living conditions now and how excited they are about their new homes. This is the kind of day that makes up for the days when you aren't as fulfilled. It just feels great!"

– Mike Shinoda, Musician, Linkin Park



### Building Hope, Lives & Communities www.habitatla.org