

*our* mission.....

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. ....

# hollywood

HOLLYWOOD FOR HABITAT FOR HUMANITY (HFHFH) IS AN ENTERTAINMENT INDUSTRY PARTNERSHIP WITH HABITAT FOR HUMANITY OF GREATER LOS ANGELES (HFH GLA), FOUNDED IN 2000 BY SCREENWRITER, DIRECTOR & PRODUCER RANDALL WALLACE (BRAVEHEART) TO ENCOURAGE THE ENTERTAINMENT INDUSTRY TO SUPPORT HABITAT'S MISSION. HFHFH WORKS WITH TALENT AND INDUSTRY LEADERS WHO SUPPORT THE ORGANIZATION THROUGH DONATIONS, VOLUNTEER HOURS AND ADVOCACY, ENGAGING THEM IN A VARIETY OF WAYS TO HELP RAISE AWARENESS AND FUNDS, INCLUDING:



## music touring programs

Touring campaigns include elements such as: artists building Habitat homes at tour stops, donations of \$1 per ticket sold, VIP concert experiences and "Win a Chance to Build with the Band" auctions, co-branded merchandise, onsite and online video clips and tickets for Habitat homeowners to attend shows.

## set donations

As part of their effort to be "green", studios and productions donate their sets, set dressing and props to the Habitat for Humanity ReStores to be sold to the public with all proceeds going toward building and renovating homes for Habitat partner homeowners.



## auctions

We hold celebrity and athlete driven fundraising VIP auctions throughout the year, creating many opportunities for celebrity and athletes' fan bases to donate to our cause. The VIP experiences include set visits, sporting event suites, sound check passes and meet and greets at concerts, VIP tickets to premieres, events and after parties, "Win a Chance to Build With" opportunities, autographed hard hats, memorabilia and more.

## PSA's

Artists and athletes create PSAs with Habitat for Humanity messaging to be shown during their concerts and shared on-site and via their social networks.



## on screen

Television shows and commercials shoot at Habitat for Humanity build sites and incorporate the work of Habitat into their storylines.

## fan build day

TV/Movie casts come together to build with their fans. (e.g. General Hospital Fan Build Day, Murs/Guerilla Union Build Day).

## contact

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*"Habitat for Humanity of 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*