

Top Five

- 1 Homeowner Story
- 2 Key Dates
- 3 Resource Pages
- 4 Coaches
- 5 Classy



Our Mission



Women Build recruits, educates, and encourages women to build and advocate for decent and affordable houses in their communities. Constructed and funded by women, each Greater Indy Women Build puts the tools into women's hands to fight poverty housing.








Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope. We envision a world where everyone has a decent place to live. Since 1987 Greater Indy Habitat for Humanity has helped more than 1,600 families globally relocate from substandard and poverty housing into decent and affordable homes.




For more info, visit
[indyhabitat.org/
women-build](http://indyhabitat.org/women-build).



Greater Indy Habitat for Humanity

-  Started in 1987 in Indianapolis
-  Served 1100+ local families with affordable housing solutions
-  195 homeowners have paid off their mortgage!
-  Serve Marion, Hendricks, Hamilton and Hancock counties
-  Provide new construction, rehabbed homes, and repairs

 Greater Indy Habitat plans to build a 300 home solutions between 2022-2024!



1 SELECTED HOMEOWNER



A low-income family that meets Habitat criteria is selected as a partner family.

Nearly 20% of Marion County residents are in poverty, according to the 2010 U.S. Census. A major barrier to breaking the cycle of poverty is homeownership.



2 LAND OR A HOME



Land or a home is donated or purchased for the new Habitat home.

3 MATERIALS AND SERVICES



Materials and services are donated or purchased using funds raised by sponsors and donors.

8 MORTGAGE PAYMENTS



Mortgage payments go into a revolving fund that is used to build homes for more families.



4 PARTNER FAMILY 200 HOURS



The partner homeowner puts in 300 hours of volunteer time to take homeownership classes, help build their home and serve in the community.

6 MORTGAGE



The home is sold to the family via a long-term, no-interest mortgage.

5 HFH VOLUNTEERS



Volunteers in the community build the home in partnership with the family.

7 NEW HOME



The family now owns a simple, decent home that meets their needs.

homeownership program

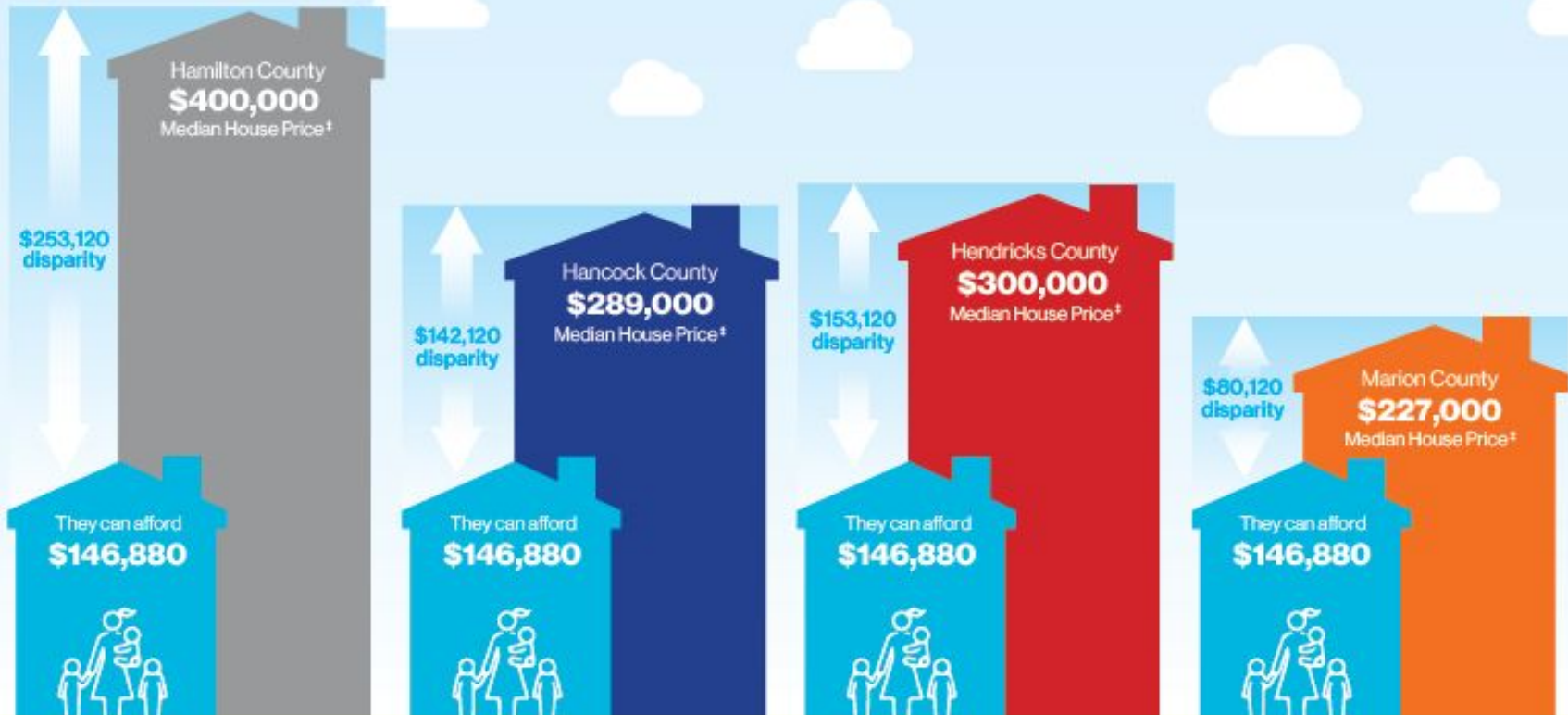
How it works...

- Habitat homeowners are selected using three criteria: need, affordability, and willingness to partner.
- Each homeowner completes homeownership courses and helps build their house and other Habitat homes.
- Land, materials, and services are donated or purchased for the home and volunteers help construct or rehab the house. The home is sold to the partner family via a long-term, no-interest mortgage.

Why Homeownership



A family of four has an **annual income of \$48,960**. Their income is 60% of the regional median family income, which is \$81,600[†]. **They currently spend more than 30% of their income on rent**, meaning they are **housing cost-burdened**.^{*} They would like to buy a house. Following the recommendation of spending three times their income on a house, **they can afford a \$146,880 home**. Finding a home they can afford is a challenge, as the price they can pay is well under the median price in the area.



Why Homeownership

Housing cost-burdened: 1 in 9 Indiana households pay **50% or more** of their income on housing

It is not a free home...



The need for affordable housing in our community was growing pre-pandemic.



Habitat homeowners have skin in the game.



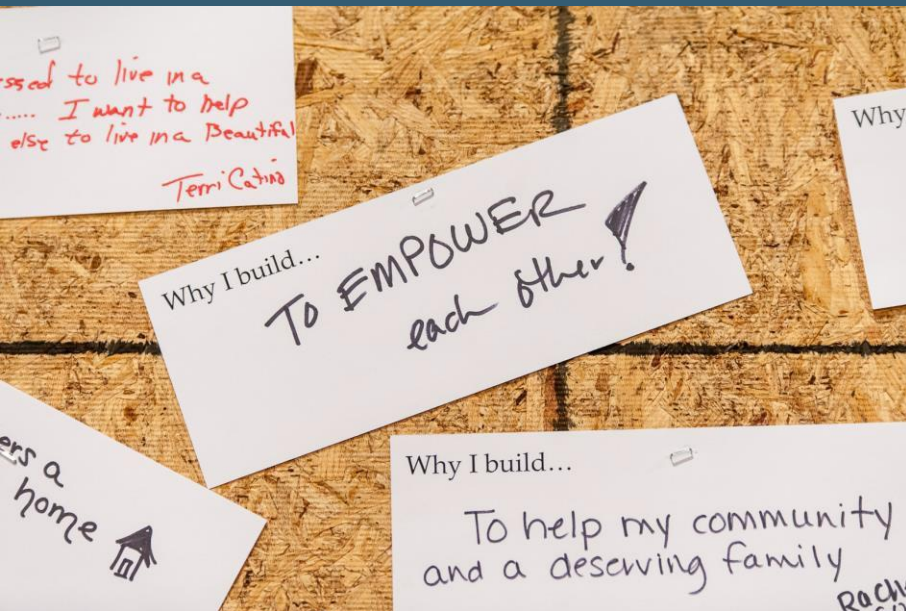
A Habitat home is long-term and life-changing for families.



Anshu, 2018 Women Build homebuyer

Greater Indy Women Build

- Annual build with ALL women volunteers.
- Built AND funded by local women, via peer-to-peer fundraising.
- Indy Habitat's largest individual fundraising campaign.



10 Years

14 Homes / 14 Families

4,500+ Builders

Over \$1.7 Million

12,000+ Donors



Women Build Homeowners

2024 Homebuyers



The Carter Family

Kionye' is mother to 2-year-old Kimari and works as a Customer Care Representative at Lowe's Home Improvement. "My goals are to make this a safe haven and allow my son to grow in this home."



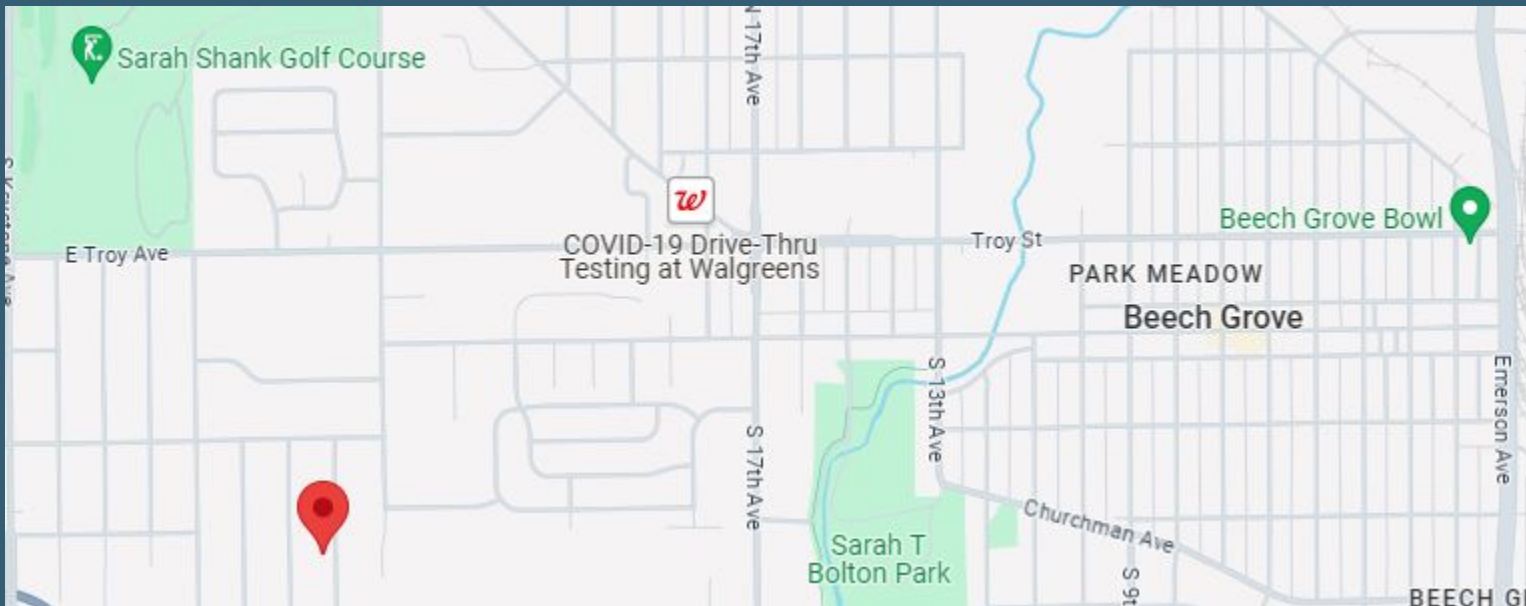
The Berry Family

Joanna is mother to Brayden (11), Elizabeth (8), and Emma (5). She works as a preschool teacher at Christ United Methodist Preschool. "Being a homeowner will mean so much to me and my kids."

Beech Grove Neighborhood



- Excited to welcome new neighbors!
- Quick neighborhood history



2024 Women Build Co-Chairs

Ceceily and Meghan!



Women Build Committee!



Members: Jenni Burton, Lauren McNabb, La-Tisha Pritle, Adrienne Reed, Julie Sandler, Tiffany Skilling, Mona Youngblood



Project phases

Four phases of Women Build

Phase 1

Team Leader
Recruitment/
Training

(Nov. - Jan.)

Phase 2

Builder
Recruitment

(February)

Phase 3

Fundraising
(Kick-Off Event)

(March – May)

Phase 4

Build Day
(Volunteer)

(April-Aug.)

Team Leader Recruitment & Training

Phase 1
(nov-jan)

Role and Responsibilities:

- 1) Recruit Builders
- 2) Meet Team Fundraising Minimum
- 3) Communicate, Communicate, Communicate!



Team Leaders are a vital role in the success of the build.



Team Leader Recruitment & Training

Phase 1
(nov-jan)

- 1) Face of your team
- 2) Set expectations from the start
- 3) Cheerleader for your builders
- 4) Recruit the “right” people
- 5) Problem solver
- 6) Know your strengths and go to your coach as needed!



Team Leader Recruitment & Training

Phase 1
(nov-jan)

TL Resources:

- 1) Workbook
- 2) Resource Page
- 3) Your Coach



Builder Recruitment

Phase 2

(february)

Recruit Builders - 12 per Team!

- What if I have too many/not enough?
- Min/Max = 10-14
- Framing days must have 12-14
- Virtual Builders - unlimited
- What makes a good team member?

Why I build...

to spend time with my team
helping build memories & a
home for the Robinsons !!
Audrey



Builder Recruitment

Phase 2

(february)

Register in Classy

- Deadline Feb 15!
- Comprehensive Registration (Fundraising Page and Volunteer Waiver)
- Builder Communication via Classy
- Questions? Contact Your Coach!

↙ All Builders MUST register in Classy.

Why I build...

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Fundraising

Phase 3

(march-april)

\$350,000 Campaign Goal

Team Min. \$4,200 | Individual Min. \$350 | Avg to Meet Goal \$635

Fundraising Deadlines

Minimum: April 7 | Incentive: August 31



Fundraising Incentives

Phase 3 (march-april)

\$1,000 Club – Women who personally raise \$1,000+ will earn a spot in the \$1,000 Club and receive an item based on the number of years they have continued in the club.



First year
receive this
Women Build
jacket!



Fundraising

Phase 3
(march-april)

Donation Types

- Online
 - Via Individual or Team Pages
 - Customize Your URL to make it easier to share
- Offline
 - Check or Cash (MUST Include a Builder Donation Form)
 - Matching Donations

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Fundraising

Phase 3

(march-april)

Builder Fundraising Toolkit

- Sample Text Messages
- Sample Donation Asks
- Homeowner Bios & Video
- Social Media Graphics
- Offline Donation Forms
- Coach Support



Build Day

Phase 4 (april-august)

- Build Dates tonight with Coaches!
- Confirmation and Reminder Emails
 - Address and Parking Info
- Lunch is Provided!
- Age requirements (16+)
- Dress requirements
- Weather policy

Habitat Staff and Tiger Team
will teach and guide!



Volunteer Day Schedule

- 8:15 am: Arrival and check in time
- 8:30 am: Orientation and safety briefing
- 9:00 am: Let's build!
- 11:30 am: We'll provide you lunch
- 12:00 pm: Suit up and let's get back at it
- 2:00 pm: Project clean-up
- 2:30 pm: Dismissal



Build Day

Phase 4 (april-august)

Make it extra special:

- Provide coffee and donuts for the morning
- Celebrate team birthdays or accomplishments!
- Take photos and share with Habitat (#IndyWomenBuild)
- Plan an after party to celebrate the day with your team!



Tag Habitat on social to help share the build!

[@indyhabitat](https://www.instagram.com/indyhabitat)

[#IndyWomenBuild](https://www.instagram.com/indywomenbuild)

Save the Date!

Women Build Kick-Off Event

Thursday, March 7 | 6:00 p.m.



Questions?

Break for Dinner!

2024 Homebuyers



The Carter Family

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Team Leader Photo!

All Team Leader Info

By the Numbers

- **12 Builders/Team (10/14 Min/Max)**
- **February 15** - Builders Registered in Classy
- **March 7** - Kickoff Celebration!
- **April 7** - Minimum Donation
\$4,200/team \$350/builder
- **April 13** - Panel Build
- **April 17 - Aug 17** - Build Dates
- **August 30** - Home Dedication?
- **August 31** - Indv. Incentive Deadline



All Team Leader Info

2024 Goals

- **Build Two Homes for Two Homebuyers**
- **Raise \$350,000 to fund the homes**
- **Empower women and others in our community**
- **Advocate for and spread awareness**
- **of the mission of Habitat for Humanity**



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Team Leader Panel Discussion

Thank you to our panelists!

- **Yvette Criglar**
- **Jamie Gauker**
- **Jenny Krammer**
- **La-Tisha Pritle**

Break Out Session w/ Coach

Build Dates and Q&A!



thank you 

Questions? Contact us at

womenbuild@indyhabitat.org

