



# project overview

Home Builders Blitz 2018



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“We are delighted to be celebrating our eighth Home Builders Blitz. Since the event began in 2002, more than 2,000 professional builders in 300 communities have participated. This national initiative has made such an incredible difference for families and communities, and I am looking forward to its continued success.

One of the goals of Home Builders Blitz is to involve more people in the work of Habitat and to get them excited about continuing to support affordable housing efforts. Last year, local Habitat organizations partnered with professional builders to build, renovate and repair nearly 229 homes in 62 communities in 29 states, and we anticipate making an even larger impact in 2018.

Home Builders Blitz is a wonderful opportunity for professional homebuilders to use their skills to exponentially increase our work and maximize our efforts. When they also provide funding and materials, it allows us to serve even more homeowners. We are so grateful to sponsors like Ply Gem, which generously donated vinyl siding, windows, shutters, soffits and accessories for Home Builders Blitz projects the past two years.

Home Builders Blitz often receives great publicity and recognition for those involved. Homebuilders deepen their ties to their community, allowing them to collaborate with other builders in their area, connect with subcontractors, and incorporate other corporate sponsors in the homebuilding industry who share their company’s values.

There is so much excitement surrounding this event, but the real reason we all participate is for the privilege we have to help families build strength, stability and self-reliance through shelter. Thanks again to the builders who are giving back to the community and to all the affiliates that are working so hard to organize this exciting, fast-paced event. Best wishes for an outstanding Home Builders Blitz 2018.”



Jonathan T.M. Reckford  
Chief Executive Officer  
Habitat for Humanity International





### The ripple effects of Home Builders Blitz

When I approached 18 of my local competitors in Raleigh, North Carolina, back in 2000 to help me build 12 homes for Habitat – in one week, for free – I'm sure some of them must have thought I was nuts. The prospect of committing that level of time and resources, even for a good cause, seemed pretty daunting to several of them. For others, however, the possibilities presented by partnering with their local Habitat were appealing. In addition to being motivated by doing the right thing for their communities, many of these builders saw potential for long-term impacts.

These are just some of the ways in which builders' initial contributions through Home Builders Blitz impact them, the affiliates, and the homeowners in the years after their participation:

- **Builders and suppliers donate more frequently to Habitat ReStores.** It provides them with a way to offload excess goods and can continue to help fund an affiliate's mission year-round.
- **It fosters relationships with banking entities.** Many financial institutions have been introduced to Habitat's mission through builders, resulting in the buying or handling of mortgages.
- **Land donations** can increase because of new relationships formed with municipalities.
- **Real estate agents** have been helpful in finding land for affiliates.
- **Builders, contractors and suppliers often become skilled volunteers.** Spouses and children of Home Builders Blitz participants often also fall in love with the project, resulting in additional volunteers and advocates.

When affiliates factor the professional building community in as part of their capacity-building strategy, they often aren't aware just how far this investment can go. Home Builders Blitz is a proven, time-tested method of increasing the number of families you can serve, and we hope you'll let the possibilities presented by this unique partnership drive you to engage builders in 2018.

Tom Gipson  
National Builder Chair, Home Builders Blitz

## Project overview

### History of the project

In 2002, Habitat for Humanity of Wake County in North Carolina and local custom home builder Tom Gipson partnered to recruit 12 professional homebuilders to build one house each in a five-day period, donating as much of the materials as possible. The results were astounding: 12 homes completed in five days at a total cost to Habitat (not including land) of \$84,000. In addition to donating labor and materials, the builders raised \$100,000 in cash donations.

This local idea became a successful national initiative in June 2006. The first national Home Builders Blitz involved more than 1,000 professional homebuilders working on 459 homes at 130 Habitat affiliates across the country, providing housing for nearly 2,000 people. This was the largest home-building effort in Habitat for Humanity's history. The project was so successful that Habitat and builders wanted to replicate it in 2008.

Now an annual event, this proven program allows us to exponentially serve hundreds of additional families each year.

Home Builders Blitz is a partnership with Habitat for Humanity and the building industry to build and renovate homes across the nation. The model works for affiliates of any size – whether the affiliate elects to build one home or 15. Home Builders Blitz is a capacity-building opportunity, allowing affiliates to serve more families without overextending their current structure. HFHI found that nearly 90 percent of participating affiliates reported they were able to increase production through Home Builders Blitz without significantly increasing their overhead.

The ultimate goal is to create ongoing partnerships with the building industry that will continue to benefit affiliates. In 2006, more than 50 percent of the builders that participated in Home Builders Blitz were engaged with their local Habitat for the first time. Ninety-four percent

of the builders said their experience was either extremely positive or very positive. Builders continue to return to the event because it is a satisfying way to give back to their communities while doing what they do best.

Home Builders Blitz 2018 also will offer opportunities for partnerships with builders whose specialties may be outside of new residential construction. The blitz will include rehabs and substantial repairs that follow the same model as new homes.

As affiliates and the building community prepare for Home Builders Blitz 2018, new partnerships will be created, more homes will be built and, most importantly, more families will be served.

### Rehabs and repairs

In 2012, Home Builders Blitz incorporated rehabs and repairs for the first time. For 2018, we are again encouraging affiliates and builders to partner in doing rehabs and repairs. The idea is simple: Using the model that has successfully provided new homes through the partnership between Habitat for Humanity and homebuilders, we will invite contractors who specialize in rehabilitation or major repairs to join us. The process for rehabs and repairs is the same as new homes in that the affiliate identifies a contractor to commit to lead the project and raise funds while the affiliate secures the site and approves the family.

*Rehabs:* Depending on the extent of the rehab project, it might be beneficial to complete all the demolition before the blitz, leaving only the reconstruction to be completed that week. A Certificate of Occupancy is expected at week's end. All rehabs should be done in accordance with the Home Rehabilitation Guide at [my.habitat.org/3f34c](http://my.habitat.org/3f34c).

*Repairs:* Larger repairs that use the Home Builders Blitz model and are completed during the blitz week should be reported as well. Examples would include a complete reroof and exterior painting or a complete modification for handicap accessibility. All repairs should be done in accordance with the Critical Home Repair Guide found at [my.habitat.org/3f2ae](http://my.habitat.org/3f2ae).

### **Project responsibilities**

Home Builders Blitz is an exciting opportunity for Habitat for Humanity and professional builders to partner to build and renovate homes across the nation. Affiliates and builders will work closely together to coordinate this project. The responsibilities of each group are defined below.

### **Builder responsibilities**

- Organize a team of subcontractors and suppliers to complete a home in five days – one work week – with a goal of delivering the house at no cost to Habitat.
- Seek donations of labor and materials.
- Attend scheduled team meetings.
- Select the chair for fundraising efforts.
- Participate in project fundraising by seeking out nonbuilding business partners (lenders, real estate agents, attorneys, etc.).
- Recruit builders for additional home builds.
- Engage building inspectors.
- Interact with the Habitat affiliate to complete the project.
- Engage the local homebuilders association.
- Select a builder leader (for multiple-house builds).
- Conduct regular team planning meetings (for multiple-house builds).

### **Manufacturer responsibilities**

- Donate materials to builders and affiliates.
- Assist in a plan to distribute materials to participating affiliates.

### **Habitat for Humanity affiliate responsibilities**

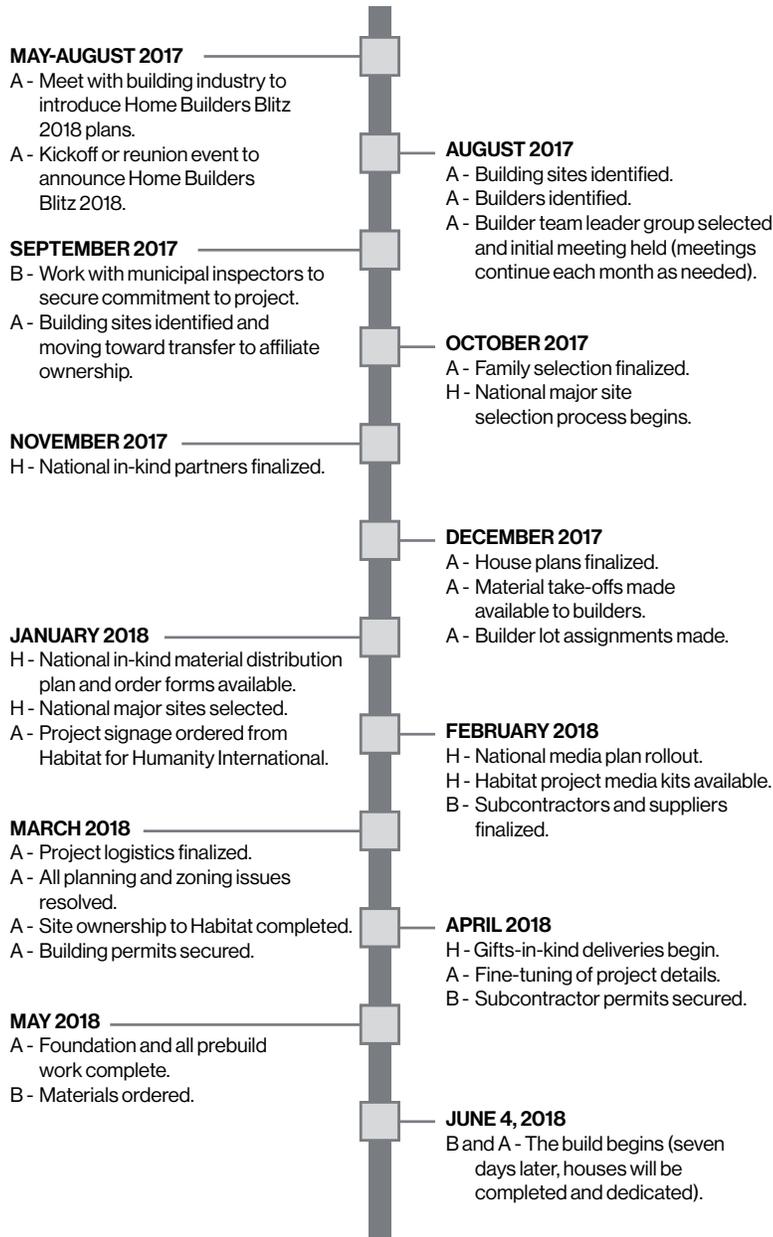
- Select homebuyers and provide homebuyer support.
- Acquire land and develop sites.
- Provide house plans to builders.
- Support builders in their fundraising efforts.
- Provide public and media relations.
- Provide a warranty on the work after the home is complete.
- Provide building specifications to ensure uniformity of homes.
- Use communication tools provided by Habitat for Humanity International to ensure the event is branded appropriately.
- Reach more families by partnering with a group of highly skilled professionals.
- Form new relationships with professionals in the building industry.
- Define for builders the parameters of what decent, affordable housing means for your affiliate.

### **Habitat for Humanity International responsibilities**

- Seek in-kind product donations from national manufacturers.
- Provide media support and materials on a national level.
- Provide project support and materials (blitz manual, information resources, etc.).
- Facilitate sharing of best practices among affiliates (conference calls, etc.).
- Promote a consistent message while marketing the national event.

**Project timeline**

This timeline includes major deadlines that will help you plan your project. We understand that local regulations may alter the exact timing of these items. Please use the following information as a guideline as you prepare for your build.



**KEY (to timeline):**  
 A - Habitat affiliate  
 B - Builder  
 H - Habitat for Humanity International

**Home Builders Blitz contacts**

The following members of the Home Builders Blitz 2018 staff may be used as a resource to help you plan your project.

**Mike Welch,**  
 Construction Technologies  
 (800) 422-4828, ext. 5011  
[miwelch@habitat.org](mailto:miwelch@habitat.org)

**Sarah Wishon,**  
 Safety and Home Builders Blitz  
 (404) 420-6758  
[homebuildersblitz@habitat.org](mailto:homebuildersblitz@habitat.org)

Register for the 2018 build or download templates, tools and other valuable resources on the Home Builders Blitz topic page on My.Habitat: [bit.ly/295ww19](http://bit.ly/295ww19).

# everyone

needs a place to call home



INTERNATIONAL HEADQUARTERS

121 Habitat St., Americus, GA 31709-3498 USA (800) 422-4828 fax (229) 924-6541  
publicinfo@habitat.org habitat.org

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