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# Beyond the Blueprint

**Building Impact into the Future**

**Habitat for Humanity Midwest Regional Conference 2025**



## Tuesday, April 1

### **12:00 – 2:00 PM / Check-in Open**

### **1:30 – 2:45 PM / Breakout Session 1**

Compliance: the Key to Operational Excellence -----	Sisters 3
Construction Innovation: Off-site Production, Compact Units, and Increasing Density -----	Mayo 2
Creative Marketing for ReStores -----	Sisters 2
Matching Your Mindset to the Challenge at Hand: EDs Only -----	Mayo 1
Unlocking Resources: Navigating the Grant Funding Landscape -----	Sisters 1

### **3:15 – 4:30 PM / Breakout Session 2**

Solar Solutions for Habitat Homes -----	Mayo 1
Third-Party Financing -----	Sisters 1
How to Have Tough Conversations -----	Mayo 2
Unlocking Secrets of Foundations, Banks, and Corporate Relationships -----	Sisters 2
How Habitat and Community Action Agencies Can Transform Housing Together -----	Sisters 3

### **5:00 PM / Opening plenary with heavy appetizers and vendor showcase**

Welcome to the Midwest Regional Conference -----	John Noseworthy Hall
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## Wednesday, April 2

### **All Day: Vendor Tables Open**

### **8:00 - 9:00 AM / Breakfast**

### **8:30 AM / Worship Service**

Lenten Celebration -----	Sisters 1
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### **9:15 – 10:30 AM / Breakout Session 3**

Fundraising in Smaller Markets -----	Sisters 3
ReStore Risks: Purchased Product, Data Security, and Safety -----	Sisters 2
Build and Sustain a Regular Volunteer Base -----	Sisters 1
Aging in Place with Housing Plus: Integrating Health Services into Repairs -----	Mayo 1
Unlocking Public Policy Solutions for Home Affordability -----	Mayo 2

### **10:30 AM / Break and Vendor Time**

### **11:00 AM -12:15 PM / Breakout Session 4**

Housing Preservation Strategy -----	Mayo 2
Koinonia in the 21st Century -----	Mayo 1
Working with Your Local Media -----	Sisters 3
Driving ReStore Business Decisions with Data -----	Sisters 2
Using Fundraising Events Strategically to Maximize Impact & Return on Investment -----	Sisters 1

### **12:15 – 1:30 PM / Lunch and Plenary**

Staying Fired Up Without Burning Out with Krista Padgett -----	John Noseworthy Hall
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## 1:45 – 3:00 PM / Networking Session 1

Executive Directors, Board Chairs -----	John Noseworthy Hall
ReStore -----	Sisters 2
Development, Admin, Operations, and Finance -----	Mayo 1
Construction, Repairs -----	Mayo 2
Community Engagement, Volunteer Coordination -----	Sisters 1
Family and Homeowner Services -----	Sisters 3

## 3:15 – 4:30 PM / Breakout Session 5

Retail Strategies for ReStore Success -----	Sisters 2
Being Burnout Resistant: EDs Only -----	Mayo 1
Then and Now: How Housing's Past Shapes the Future -----	Sisters 3
How We Give Voice to the People We Serve -----	Mayo 2
Unlocking Efficiency with monday.com, a Tool for Habitat Affiliates -----	Sisters 1

## 4:30 PM / State-specific time

## 6:00 PM / Dinner on your own

# Thursday, April 3

## 7:30 – 8:45 AM / Breakfast

## 9:00 – 10:15 AM / Session 6

Recruiting and Retaining Exceptional Boards -----	Mayo 2
Inclusive Volunteer Programs -----	Mayo 1
Building Sustainable Homes: Next Level -----	Sisters 1
Homeowner Selection and Mortgage Origination (Part 1) -----	Sisters 3
Building Your Capital Stack for Construction Projects -----	Sisters 2

## 10:30 – 11:45 AM / Session 7

Developing Large Parcels -----	Mayo 2
Creating a People-Centered Organizational Culture -----	Mayo 1
Financial Best Practices: Cash Flow -----	Sisters 1
Building a Major Gifts Program -----	Sisters 2
Homeowner Selection and Mortgage Origination (Part 2) -----	Sisters 3

## 11:45 AM – 12:45 PM / Lunch and Networking Session 2

monday.com Demo and Workshop -----	John Noseworthy Hall
Building Sustainably -----	Sisters 2
Disaster Planning, Advocacy -----	Mayo 1
Growing Your Team -----	Mayo 2
Rural Affiliates -----	Sisters 1
Volunteer Recruitment and Retention -----	Sisters 3

## 1:00 – 2:15 PM / Session 8

Marketing Meets Strategy -----	Sisters 1
Rural Roundtable: Resources and Strategies for Habitat's Work in US Rural Communities -----	Mayo 1
The Value of Being Christian and Inclusive -----	Mayo 2
Increasing Lasting Homeownership Affordability -----	Sisters 3

### Compliance: the Key to Operational Excellence

**Room: Franciscan Sisters 3**

Join this session to review some of the highest-risk operational and compliance areas and learn how to meet Habitat standards and comply with the U.S. Policy Handbook. Attendees will learn tips and resources to create, organize, and simplify an individualized compliance plan.

**Jacey Raimondo, Habitat for Humanity International**

### Construction Innovation: Off-site Production, Compact Units, and Increasing Density

**Room: Doctors Mayo Hall 2**

Join Habitat leaders from Minnesota, Wisconsin, and South Dakota in a peer-sharing session on current and future opportunities for construction innovations in off-site production and construction partnerships. Panelists will discuss how these activities can boost production, extend winter construction, increase service in remote areas, and reduce overall construction cost.

**Molly Berg, Habitat for Humanity International; Staci Thompson, Martin & Faribault Counties Habitat for Humanity; Rocky Welker, Greater Sioux Falls Habitat for Humanity; and Kahya Fox, La Crosse Area Habitat for Humanity**

### Creative Marketing for ReStores

**Room: Franciscan Sisters 2**

Hear from the ReStore marketing teams of Twin Cities Habitat and Greater Des Moines Habitat. We'll discuss creative marketing

strategies, community partnerships, social media, marketing for donations, and much more. We look forward to sharing and generating some great ideas for spreading the word about ReStore!

**Andrew Moran, Greater Des Moines Habitat for Humanity; and Jan Hagerman, Regina Eckes, Robin Henrichsen, and Amy Weiss, Twin Cities Habitat for Humanity**

### Matching Your Mindset to the Challenge at Hand: EDs Only

**Room: Doctors Mayo Hall 1**

For EDs/Board Chairs Only: Want to grow your problem-solving skills? In this fascinating workshop, you'll learn the 4 kinds of problems – simple, complicated, complex, and chaotic – and gain strategies for adapting how you think and how you act to best tackle each unique challenge.

**Claire Williams, Executive Coach**

### Unlocking Resources: Navigating the Grant Funding Landscape

**Room: Franciscan Sisters 1**

Grant funding can be complex. This session will explore how to get started with grants and other similar funding sources, including planning your funding streams, developing your proposal, finding opportunities, and building relationships.

**Devon Pohlman and Kristin Skaar Newbauer, Habitat for Humanity of Minnesota**

## Breakout Session 2

3:15PM - 4:30PM

### Solar Solutions for Habitat Homes

**Room: Doctors Mayo Hall 1**

Incorporating energy efficiency appeals to the practical and idealistic at each Habitat affiliate. Solar panels create opportunities for new partners and fundraising streams, lower homeowner utility costs, and reduce emissions. Listen and participate as panelists discuss their experiences with solar projects: communicating with homeowners, finding installers and funding, and storytelling.

**Scott Hawes, Iowa Valley Habitat for Humanity;**  
**Erin Clark, Rice County Habitat for Humanity; and**  
**Jeremy Beier, Habitat for Humanity of Minnesota**

### Third-Party Financing

**Room: Franciscan Sisters 1**

A panel discussion highlighting representatives from three different size affiliates who have all utilized third-party financing to advance their work. Hear about how third-party financing looks different for each and the challenges, benefits, and changes this has brought to their programs.

**Ali Parrish, Iowa Heartland Habitat for Humanity;**  
**Brittany Hennessy, Winona County Habitat for Humanity;**  
**Betsy Mills, Twin Cities Habitat for Humanity; and**  
**Becca Seidel, Habitat for Humanity of Minnesota**

### How to Have Tough Conversations

**Room: Doctors Mayo Hall 2**

In an increasingly partisan climate, do you wonder how to approach difficult conversations about affordable housing? Does advocating for your organization with “NIMBYs” (“Not In My

Backyard”) and misinformation make your head spin? Join us for a session on active listening and tough conversations to further your mission.

**Amanda Zahorek and Jen Taff, DuPage and Chicago South Suburbs Habitat for Humanity**

### Unlocking Secrets of Foundations, Banks and Corporate Relationships

**Room: Franciscan Sisters 2**

Donors need organizations to donate to, and nonprofits need donors. It's a mutually beneficial relationship. Learn the best approaches for each type of donor: foundations, banks and corporations big and small, private and public, family and civic. Learn what approach works best from seasoned industry experts.

**Eric Veltstra, Two Rivers Habitat for Humanity;**  
**Ed Paine, Busey Bank; and Susan Hammel,**  
**Minnesota Council on Foundations**

### How Habitat & Community Action Agencies Can Transform Housing Together

**Room: Franciscan Sisters 3**

Discover how Habitat La Crosse and their local Community Action Agency (Couleecap) work together to maximize their impact on the local housing landscape. Through collaborative efforts in homebuyer education, housing rehabilitation, and weatherization, these organizations have found innovative ways to stretch their dollars and help more people in their community.

**Kahya Fox, La Crosse Area Habitat for Humanity**





**Adrienne Goolsby**

Senior Vice President, U.S.  
Office and Canada,  
Habitat for Humanity  
International



**Mayor Kim Norton**

Mayor of Rochester,  
Minnesota



**Kellie Schmidt**

Habitat Homeowner

## Opening Plenary

**Room: John Noseworthy Hall**

Welcome to the Habitat for Humanity Midwest  
Regional Conference!

As we come together in Rochester, Minnesota, we take this time to reflect on the work ahead, celebrate the strength of our network, and set the tone for an engaging and impactful gathering.

This opening session will feature voices from across the Habitat movement and beyond, offering inspiration, perspective, and a shared vision for the future. Rochester Mayor Kim Norton will welcome our group; then, Habitat homeowner Kellie Schmidt will share her homeownership journey. Our keynote speaker is Adrienne Goolsby, Habitat for Humanity's Senior Vice President, US Office and Canada, who will share a message on Habitat's work into the future.

Join us to build on our collective momentum and take the next steps toward expanding access to safe, affordable housing, building impact into the future.



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### Fundraising in Smaller Markets

**Room: Franciscan Sisters 3**

Learn strategies and tactics you can use as a busy fundraiser to generate revenue in smaller markets including engaging your volunteers, events, grants, community partnerships, and digital outreach.

**Kathy Lange, Morrison County Habitat for Humanity; and Beth Dahlman, M+R Consulting**

### ReStore Risks: Purchased Product, Data Security, and Safety

**Room: Franciscan Sisters 2**

Join this session to develop awareness about some of the top risks affecting ReStores. Learn how to mitigate risk from credit card and computer data hacking, remain compliant with the Payment Card Industry Data Security Standard, avoid common pitfalls in reselling purchased products, and mitigate safety and injury exposures.

**Jeremy Keen, Habitat for Humanity International**

### Build & Sustain a Regular Volunteer Base

**Room: Franciscan Sisters 1**

Learn more about the importance of and how to start a regular volunteer program, how to recruit volunteers to that group, and how to steward those folks into becoming your strongest advocates and most dedicated supporters.

**Shane Ellanson and Sean Koebele, Twin Cities Habitat for Humanity**

### Aging in Place with Housing Plus: Integrating Health Services into Repairs

**Room: Doctors Mayo Hall 1**

Housing Plus is a holistic approach to helping older homeowners remain in their homes using two assessments: a functional assessment by a health professional and a repair assessment by Habitat. This workshop will provide insight into locating a health partner, how the assessments work together, typical modifications, and becoming Housing Plus certified.

**Patricia Bunyasi, Habitat for Humanity International; and Jim Zei, Northern Fox Valley Habitat for Humanity**

### Unlocking Public Policy Solutions for Home Affordability

**Room: Doctors Mayo Hall 2**

Gain a deeper understanding of public policy solutions helping the Habitat network increase homeownership supply and access. This workshop will highlight innovative policy solutions from the network and valuable resources, including the new Habitat National Policy Platform. Dedicated time for Q&A will provide opportunities for peer learning.

**Mecole Snyder and Robert Hickey, Habitat for Humanity International**



# Breakout Session 4

11:00AM - 12:15PM

## Housing Preservation Strategy

**Room: Doctors Mayo Hall 2**

Owner-occupied repair efforts represent Habitat's largest body of work in households reached and is a key tool in addressing the housing affordability crisis. This session introduces the 'Housing Preservation Impact Framework' and reviews housing challenges and key statistics to elevate repair efforts.

**Assan Sosseh and Molly Berg, Habitat for Humanity International; and Kal Rihawi, Lake-McHenry Habitat for Humanity**

## Koinonia in the 21st Century

**Room: Doctors Mayo Hall 1**

How do our roots inform how we advance affordable housing in the United States today? Join Habitat International to explore how Habitat's beginnings at Koinonia ground our Habitat mission today.

**Natosha Reid Rice, Habitat for Humanity International**

## Working with Your Local Media

**Room: Franciscan Sisters 3**

Learn how your affiliate can build relationships with local and regional reporters, write and distribute news releases, and use media outlets to share Habitat's mission while highlighting your local projects and families.

**Tucker Nelson, North St. Louis County Habitat; and Beth Dahlman, M+R Consulting**

## Driving ReStore Business Decisions with Data

**Room: Franciscan Sisters 2**

Join this session for an overview of national Habitat ReStore performance and thrift industry data and trends to inform data-driven decisions. Attendees will work in breakout groups to brainstorm challenges and possible solutions as we continually navigate an uncertain environment.

**Doug Reaves, DuPage and Chicago South Suburbs Habitat for Humanity; and Jeremy Keen, Habitat for Humanity International**

## Using Fundraising Events Strategically to Maximize Impact & Return on Investment

**Room: Franciscan Sisters 1**

Learn how one event has stood the test of time. Now in its 19th year, the annual Hard Hat events bring more than 400 community members together and raise critical funds for the mission. Topics will include the raising more money model, planning, volunteer engagement, impactful program, and more.

**Lori Anderson and Christine Reilly, Douglas County Habitat for Humanity**

## Staying Fired Up Without Burning Out

Room: John Noseworthy Hall

You do important work, so of course you want to make the biggest impact you can. But to make a lasting impact, you must avoid burning out. Work is a partnership, and intentional steps can strengthen it, ensuring you and your organization achieve great things together without exhaustion. By understanding your relationship with work and creating a sustainable work environment, you and your organization can both thrive.

### Krista Padgett

Krista is a professional executive & leadership coach and speaker specializing in helping leaders avoid burnout. She works with clients across various industries and previously served 25 years in diverse roles and levels within Habitat for Humanity. She brings her background in psychology, learning, and leadership to help others thrive at work and beyond.



 **monday.com**



### 1 Scan to create an account

All accounts come with a 14-day free trial

### 2 Join our **FREE** Nonprofit Program

Habitat for Humanity affiliates receive 10 FREE seats on each monday.com product, at the pro tier, plus 70% discount on any extra seats

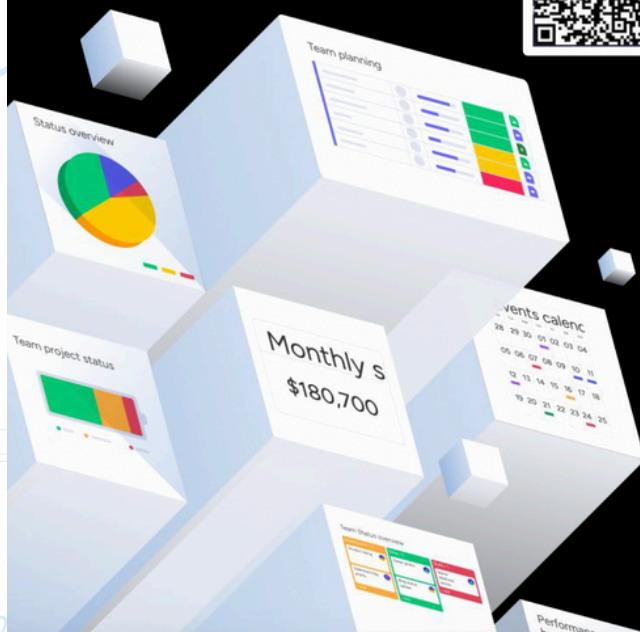
**Question?**

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Leslie Rodriguez,  
Veteran & Repair Programs  
Manager, Chicagoland





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WEDNESDAY, APRIL 2

Networking Session 1

1:45PM-3:00PM

**Networking Session 1:**

Executive Directors, Board  
Chairs

**Room:** John Noseworthy  
Hall

**Networking Session 3:**

Development, Admin,  
Operations, Finance

**Room:** Mayo 1

**Networking Session 5:**

Community Engagement,  
Volunteer Coordination,

**Room:** Sisters 1

**Networking Session 2:**

ReStore

**Room:** Sisters 2

**Networking Session 4:**

Construction, Repairs

**Room:** Mayo 2

**Networking Session 6:**

Family and Homeowner  
Services

**Room:** Sisters 3



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# Breakout Session 5

3:15PM - 4:30PM

## Retail Strategies for ReStore Success

**Room: Franciscan Sisters 2**

Explore effective retail strategies to enhance your Habitat ReStore's success. Learn practical tips on inventory management, customer engagement, and marketing to boost sales and support your mission. This session offers valuable insights for ReStore managers and staff to drive growth and sustainability.

**John Timm, Two Rivers Habitat for Humanity**

public programs on the long legacy of racism and housing.

**Natalie Heneghan, La Crosse Area Habitat for Humanity**

## How We Give Voice to the People We Serve

**Room: Doctors Mayo Hall 2**

Explore how to center the voices of the people we serve in Habitat for Humanity's work, from pre-purchase to post-closing and in neighborhood revitalization. Panelists will share strategies for building relationships, listening actively, and empowering families and communities to lead, with lessons learned and challenges overcome.

**Marnie Maki, North St. Louis County Habitat for Humanity; Jenny Sanford, Twin Cities Habitat for Humanity; and Ali Parrish, Iowa Heartland Habitat for Humanity**

## Being Burnout Resistant: EDs Only

**Room: Doctors Mayo Hall 1**

For EDs/Board Chairs Only: As your affiliate's leader, your health and well-being are too important to overlook. And everyone looks to you for effectiveness and impact. How can you do it all? Join Krista Padgett to explore actionable strategies for creating an organization where people (including you) have a healthy relationship with work.

**Krista Padgett, Executive & Leadership Coach**

## Unlocking Efficiency with monday.com, a Tool for Habitat Affiliates

**Room: Franciscan Sisters 1**

Explore how monday.com, a powerful project management and collaboration platform, can be leveraged by Habitat affiliates to streamline processes, enhance efficiency, and improve service delivery. Join presenters from monday.com, an ASO, and an affiliate as they discuss partnership benefits, real-world applications, and insights on maximizing platform capabilities.

**Alexander Jones, monday.com; Leslie Rodriguez Chicagoland Habitat for Humanity; and Jen Taff, DuPage & Chicago South Suburbs Habitat for Humanity**

## Then and Now: How Housing's Past Shapes the Future

**Room: Franciscan Sisters 3**

In every Midwestern community, the history of housing discrimination shapes today's housing crisis. Learn tips on incorporating this local history into Habitat's work. Hear examples from the La Crosse, WI, Habitat affiliate, which hosts



### Recruiting & Retaining Exceptional Boards

**Room: Doctors Mayo Hall 2**

This presentation will provide attendees with knowledge and strategies for recruiting and retaining an exceptional board. Best practices, key considerations, and practical steps in board recruitment and development will be covered. An exceptional board isn't just a governance body but a critical strategic asset that drives organizational success and sustainability.

**Nathan Thompson, North St. Louis County Habitat for Humanity; Jim Nelson, Lake Agassiz Habitat for Humanity; and Sara Wessling, Propel Nonprofits**

### Inclusive Volunteer Programs

**Room: Doctors Mayo Hall 1**

This session focuses on creating and maintaining inclusive environments within volunteer programs and the challenges that may arise when implementing inclusive practices. Participants will learn the importance of a culture where everyone feels valued and included, regardless of background. We will explore best practices through case studies and group activities.

**Hope Eady, Habitat for Humanity International**

### Building Sustainable Homes: Next Level

**Room: Franciscan Sisters 1**

Join us for a workshop on building sustainable homes, covering foundational steps for beginners, more advanced practices, and cutting-edge concepts like Net Zero, Zero Energy Ready Homes (ZERH), and Net Zero Over Time. This workshop promises valuable

insights and practical advice for anyone interested in sustainable home building.

**Sam Friesen, Fresh Energy; John Dakarian, Nicor; Molly Berg, Habitat for Humanity International; Jamie Mjolsness, Itasca County Habitat for Humanity; and Kelly Scocchera, Twin Cities Habitat for Humanity**

### Homeowner Selection & Mortgage Origination (Part 1)

**Room: Franciscan Sisters 3**

This two-part session provides an overview of the multi-step homeowner selection process regulated by federal and state laws and the two phases of the mortgage origination process: (1) Homeowner Assessment phase, aka the Equal Credit Opportunity Act (ECOA) phase, and (2) Final Loan Assessment phase, aka the Real Estate and Settlement Procedures Act (RESPA) phase.

**Sonia Lee, Habitat for Humanity International**

### Building Your Capital Stack for Construction Projects

**Room: Franciscan Sisters 2**

This session is for affiliates looking to move beyond traditional "fundraise-build, fundraise-build" models to more innovative approaches. We'll examine how to use new resources and approaches to cope with today's environment of increasing production costs and funding uncertainty and explore ways to recycle capital more quickly to bolster production.

**Chad Bouley, Central Minnesota Habitat for Humanity; and Dru Bergman, Chicagoland Habitat for Humanity**

# Breakout Session 7

10:30AM - 11:45AM

## Developing Large Parcels

**Room: Doctors Mayo Hall 2**

Learn how strategic planning and community partnerships set the stage for Summer Meadows, Alexandria's first affordable housing development since 2002 and the largest project in Douglas County Habitat's 27-year history. Topics include a successful development (PUD) application, USDA Site Loan, tax increment financing, and planning process for developing 42 homes.

**Heather Smith-Ahrens and Lori Anderson, Douglas County Habitat for Humanity**

## Financial Best Practices: Cash Flow

**Room: Franciscan Sisters 1**

This session covers tracking income and expenses using the profit and loss statements and balance sheet statements, understanding key financial metrics, and developing strategies for financial and program stability. Attendees will gain practical skills to enhance financial health, drive their affiliate's impact, and confidently build and manage a cash flow tool.

**Phil Hatlie, Habitat for Humanity of Minnesota; and Nicole Olson, Douglas County Habitat for Humanity**

## Building a Major Gifts Program

**Room: Franciscan Sisters 2**

Explore the role of major gifts in supporting your organization's mission. Learn about major gifts, how to create a pipeline, the major gift

fundraising cycle, engaging your team, and overcoming obstacles.

**Clara Bergan and Jaclyn Wulfekuhle, Greater Des Moines Habitat for Humanity**

## Creating a People-Centered Organizational Culture

**Room: Doctors Mayo Hall 1**

This workshop will share tools, training, and resources from the Housing Opportunities and Mission Engagement (HOME) team at Habitat International. You will learn about practices and resources to help you foster an internal culture and external community engagement that centers people at the core.

**Hope Eady, Habitat for Humanity International; and Natalie Heneghan, La Crosse Area Habitat for Humanity**

## Homeowner Selection & Mortgage Origination (Part 2)

**Room: Franciscan Sisters 3**

This is part two of a two-part session providing an overview of the multi-step homeowner selection process regulated by federal and state laws and the two phases of the mortgage origination process: (1) Homeowner Assessment phase, aka the Equal Credit Opportunity Act (ECOA) phase, and (2) Final Loan Assessment phase, aka the Real Estate and Settlement Procedures Act (RESPA) phase.

**Sonia Lee, Habitat for Humanity International**

**THURSDAY, APRIL 3**

**Lunch & Network Session 2**

**11:45AM-12:45PM**

**Networking Session 1:**

monday.com Demo and Workshop

**Room:** John Noseworthy Hall

**Networking Session 3:**

Disaster Planning, Advocacy

**Room:** Mayo 1

**Networking Session 5:**

Rural Affiliates

**Room:** Sisters 1

**Networking Session 2:**

Building Sustainably

**Room:** Sisters 2

**Networking Session 4:**

Growing Your Team

**Room:** Mayo 2

**Networking Session 6:**

Volunteer Recruitment and Retention

**Room:** Sisters 3



 **ThriftCart**

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## Save the Date

National Affiliate Conference  
Oct. 5-8, 2026  
Atlanta, Georgia

# Breakout Session 8

1:00PM - 2:15PM

## Marketing Meets Strategy

**Room: Franciscan Sisters 1**

Unlock the power of strategic marketing through the use of Habitat brand resources, social media strategy, AI tools, content creation, and community partnerships. Gain practical insights and resources to amplify your messaging, engage supporters, and enhance your impact. Ideal for small to medium size affiliate staff looking to elevate their marketing approach with low or no cost resources.

**Brianna Jonas, Habitat for Humanity of Minnesota; and Brian Worrall, Chicagoland Habitat for Humanity**

## The Value of Being Christian & Inclusive

**Room: Doctors Mayo Hall 2**

This workshop will wrestle with the ongoing and pressing question of how Habitat can be authentically Christian and inclusive in the pluralistic society in which we work. Together, we will discuss the value of being Christian and inclusive in our effort to build decent and affordable housing.

**Natosha Reid Rice, Habitat for Humanity International; and Dayna Norvold, Rice County Habitat for Humanity**

## Rural Roundtable: Resources and Strategies for Habitat's Work in US Rural Communities

**Room: Doctors Mayo Hall 1**

Join this session to review resources supporting Habitat's rural communities and recent affiliate successes and innovations, including an overview of current funding, capacity building, advocacy, and Habitat staff positions. The session will conclude with an interactive segment to provide feedback and advice and identify additional opportunities and areas for improvement.

**Ken Braley, Habitat for Humanity International**

## Increasing Lasting Homeownership Affordability

**Room: Franciscan Sisters 3**

This course introduces lasting affordability homeownership models. We will explore how these models retain original subsidies and why they're becoming increasingly necessary. There will be an overview of Habitat International's initiative to support affiliates interested in learning and implementing these models.

**Assan Sosseh, Habitat for Humanity International**

# SUPPORTING SPONSORS

## Affiliate Mortgage Services

A non-profit mortgage company dedicated to supporting Habitat Affiliates by managing the intricate aspects of the Habitat mission related to mortgages. Our primary objective is to deliver a cost-effective, personalized platform that caters to the requirements of Habitat Homeowners while offering regulatory protection to Affiliates.

## Amazon Paint

Amazon Paint is proud to partner with ReStores throughout the country. We're currently supplying ReStores with our premium-quality paint for resale, in 20 Classic American colors, that can increase traffic and store revenue. The values of quality and affordability are the cornerstones of our business. Get the paint colors you want when you want them.

## Applegate & Thorne-Thomsen, P.C.

A trusted leader in affordable housing and community development law. Since 1998, we've partnered with developers, investors, nonprofits, and public agencies to navigate complex transactions, ensuring projects close efficiently. Our passionate team delivers expert guidance in tax credits, government finance—helping communities thrive nationwide.

## Brave North Technology

High quality, budget-sensible professional technology services and support for small to mid-size nonprofits. Whether you need help designing and setting up the best IT system, diagnosing and fixing problems as they arise, protecting against security threats, or optimizing your systems to work more efficiently, we're here to help with it all.

## Charityproud

Your virtual tool belt! As an all-inclusive CRM, Charityproud makes it easy to engage with donors, volunteers, homeowners, applicants, event attendees, and more—without having to manage multiple platforms. Let Charityproud empower your team to do more in less time, so you can stay focused on your mission.

## Chicago Mattress Company

The nation's top mattress upcycler has repurposed premium mattresses for nearly 30 years. By diverting 300,000+ mattresses from landfills annually, CMC creates durable, affordable new mattresses. Partnering with ReStore, they promote quality sleep for all. Visit our booth to learn more about this natural collaboration! Can't wait to meet you.

## Framework Homeownership

A digital platform offering interactive courses to guide first-time buyers. Visit our booth to explore partnerships that enhance financial readiness and support sustainable homeownership. Discover how our tools empower homebuyers, and demo our custom course designed for Twin Cities Habitat for Humanity.

## Giveeffect

An all-in-one software for Habitat for Humanity, managing fundraising, volunteers, marketing, grants, and homeowners. It integrates 10 systems, eliminating manual data entry, data transfers, and departmental silos. With a single platform, it reduces redundancies, duplicates, and costs while providing seamless, up-to-date reporting and streamlined operations.

## Greater Minnesota Housing Fund

A non-profit housing intermediary, identifying and responding to gaps in the affordable housing "ecosystem". The State's largest affordable housing-focused CDFI, bringing low-cost capital solutions to help meet MN's affordable housing needs. We are committed to creating strong communities and affordable homes through strategic investments and effective partnerships.

## GreenSheen Paint

GreenSheen Paint partners with Habitat ReStores by providing high-quality, recycled paint at wholesale prices, helping them generate funds for homebuilding and community projects. Additionally, we donate paint directly to Habitat build sites, ensuring families in need receive safe, sustainable housing while keeping millions of gallons of paint out of landfills.

## Krambo Corporation

Krambo Corporation structures and places financing transactions on behalf of affordable housing developers, Community Development Financial Institutions (CDFIs), and other nonprofits that support community development.

## Lockton Affinity, LLC

As the administrator of Habitat for Humanity Affiliate Insurance Program, Lockton Affinity provides insurance coverage that affiliates need to protect business operations, including building and rehabilitation projects, ReStores, volunteers, employees and more. With your operations fully covered, you can focus on building strength, stability and self-reliance in your community.



# EXHIBITOR-LEVEL SPONSORS

## Bell Bank Mortgage

Bell Bank has been in the community for nearly 60 years and is the largest family- and employee-owned bank in the upper Midwest. Stop by the Bell Bank Mortgage booth to learn about Bell's affordable first mortgage products and local down payment assistance programs available in your market.

## Bloomerang

Bloomerang is a donor, volunteer, and fundraising management solution that helps US nonprofits create thriving organizations. By combining user-friendly technology with support and training, Bloomerang empowers nonprofits to improve relationships and grow their supporter base.

## Covey Financial

Premier loan servicing for Affiliates. Covey Financial is a Texas-based loan servicer. We service over 8,000 loans throughout 19 US States and are constantly growing. Our competitive advantage is our simple pricing mode and excellent service.

## Creative Planning Business Services

The Creative Planning nonprofit team works with over 400 nonprofit organizations, participates in and speaks at professional conferences and serves as board members and volunteers for a variety of nonprofits in the communities where they live. We help nonprofits by providing accounting and payroll services, audits, consulting, IT and cyber security, ERP software implementation, retirement plan advisory and more.

## Dahdoul Inc.

Dahdoul is a wholesale distributor specializing in SPC flooring, rugs, home furnishings, and construction materials. We provide premium products at competitive prices, helping retailers maximize profits and supporting Habitat construction teams with cost-effective materials. Committed to excellence, we empower partners to grow revenue and build sustainable, affordable housing.

## HomeKeeper, Grounded Solutions Network

A program of Grounded Solutions Network (GSN), HomeKeeper is the only Salesforce app designed specifically for affordable homeownership and housing counseling programs. HomeKeeper is part of GSN's ambitious effort at the local, regional, and national level to not only improve program management practices, but also measure impact.

## Mighty Consulting

Mighty Consulting brings over thirty years of leadership, facilitation, and problem-solving to nonprofits and collaboratives. Mighty has worked with a variety of organizations, government entities, and constituents as they navigate change and transition. We pride ourselves on bringing our energy, authenticity, and "no nonsense" approach to the work of the sector.

## Recolor Paints

Recolor is a women-owned, recycled paint company with a full selection of "contractor whites" such as primer, ceiling, eggshell, and semi-gloss. We also have chalk paint for the DIY crowd and dedicated support provided by a former Habitat!

## U.S. Bank

Headquartered in Minneapolis, we serve millions of customers through a diversified mix of businesses, including consumer banking, business banking, and more. U.S. Bancorp has been recognized for its approach to digital innovation, community partnerships, and customer service, including being named one of the 2024 World's Most Ethical Companies and one of Fortune's most admired superregional banks.

## Find these sponsors at vendor tables on the 3rd floor.

- Federal Home Loan Bank of Chicago
- Framework
- Giveffect
- GreenSheen
- Homekeeper, Grounded Solutions Network
- Habitat for Humanity International
- Krambo
- Lockton Affinity, LLC
- Mighty Consulting
- monday.com
- ReColor Paints
- Thirftcart
- U.S. Bank
- Veridian Credit Union
- Affiliate Mortgage Services
- Bell Bank
- Bloomerang
- Bridgewater Bank
- Busey Bank
- Charity Proud
- Chicago Mattress
- Creative Planning Business Services
- Dahdoul

## Get Connected

Conference attendees can enjoy complimentary wireless Internet access throughout the duration of the conference.

## Posting on Social Media

Use hashtag #MidwestHabitatforHumanityConference to join the conversation and see what others are posting!

## Nursing Room

The Hilton hotel has a nursing room. Inquire at the front desk in the hotel lobby for access.

## Dietary Restrictions

Break items are labeled for your convenience. If you have special dietary needs please grab a dietary indicator card at the check-in desk before your meal.

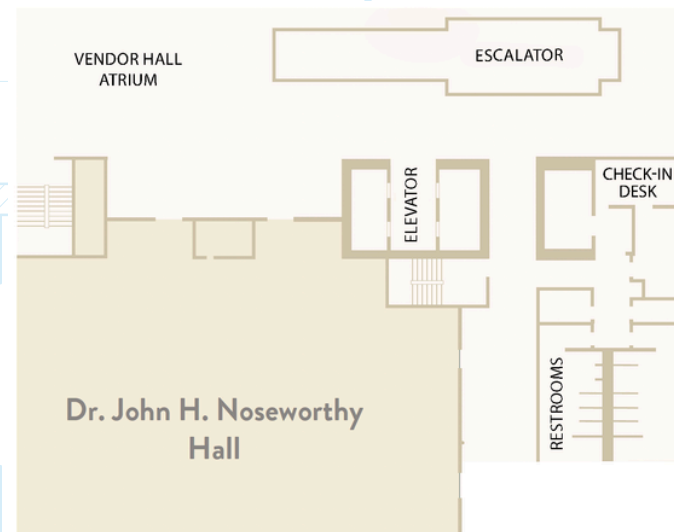
## Questions?

Find a conference planning team member at the check-in desk at any time during the conference.

FLOOR 4



FLOOR 3



## Thank You!

The staff and boards of directors of Habitat Iowa, Habitat Illinois, and Habitat Minnesota sincerely thank you for joining us for the first Midwest Regional Habitat Conference!

Together, we have brought Habitat staff and volunteers from Illinois, Indiana, Iowa, Minnesota, Missouri, Nebraska, North Dakota, South Dakota, and Wisconsin, and we're so glad each of you is here.

Thank you for all the work you do to move us closer to a world where everyone has a safe, stable, and affordable place to live.

