

Fundraising in a Small Affiliate

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Habitat for Humanity of Morrison County



Habitat
for Humanity®
of Morrison County

HFHMC Service Area

- Morrison County has a population of 34,250
- 2024 AMI is \$65,000
- Largest community is Little Falls, population 9,000
- Top employers: Camp Ripley, Little Falls School District, St. Gabriel's Hospital, Wabash, AirBorn, Walmart



HFHMC Info

- HFHMC was established in 1998, and built the first house in 1999
- We have built 24 homes in 6 communities: Little Falls, Royalton, Pierz, Motley, Swanville, and Randall. We currently have lots available in Upsala and Little Falls
- 75% of our applicants are single parent families with one income and the majority work in healthcare



Affordability

Rising Costs

Cost of building basic homes has risen substantially:

2019 - \$75/sf

2024 - \$167/sf

HFHI policy is to sell at appraisal value, and home values have also risen dramatically.

Financing

12 past mortgages

2023 USDA funded at 1.125%

Habitat MN's DPA Funding

Structure

Forgivable 2nd and/or 3rd mortgages

Down payment - \$500

Closing costs - \$4,000

SAHA grant in 2024

Volunteers Matter!

Our volunteers make a difference!

93

Individual
Volunteers



515

Construction
Volunteer
Hours



459

Sweat Equity
Hours



212

Event and Office
Volunteer
Hours



542

Financial and
Board Member
Volunteer
Hours



Value of Volunteer Time in 2024= \$62,744!

Habitat Funding

- Grants from MN Housing, Habitat MN, Morrison County, and MC United Way
- State Housing Tax Credit
- Local 3rd party financing – F&M Bank
- Corporate and private donations
- Events
- Current Mortgage Payments



Ladies' Luncheon

- Seats are \$30/ea
- The table hostess invites their friends and dresses the table according to whatever theme they have chosen
- Event includes a catered lunch and speaker, as well as raffle baskets, jewelry raffle, dessert auction, live auction, designer purse silent auction
- We typically have around 15 volunteers, plus waiters
- Net Income ~ \$15,000



Luncheon Breakdown of Activities

Jewelry/Designer Bags

- Jewelry from local jeweler; 3 sets; \$500; tickets sell \$20 each
- Silent Designer Purses – 6 donated bags-\$875

Live/Dessert Auction

- 12 Desserts
- 12 Live auction items
 - Tour Right Bike
 - Outdoor Pizza Oven
 - Travel tickets
 - Quilt
 - Spa Day
 - Pair of Kayaks

Raffles: Basket/U Choose

- Sell 10 tickets for \$20 to drop in jars near basket
- All donated baskets –
- Income alone - \$8,621
- U Choose - \$20 ticket gets your choice of live auction item

Golf Tournament

- We do a 4 person scramble and try to limit to 18 teams at \$100/person
- Games and contests on the course
- Hole sponsorships available for \$100 and sponsors can set up a swag table
- Raffle baskets - \$20 tickets
- We serve brats and ice cream on the course (both donated) and lunch after
- We typically have around 10 volunteers
- Net income ~ \$ 12,000-15,000



Annual Appeal

- Our fall newsletter is sent in November to our mailing list with a report from the Executive Director and an appeal for donations.
- We include a self-addressed envelope for donations.
- Net income \$10,000-15,000



Annual Appeal Breakdown

- November 2024
 - 1,500 newsletters
 - 61 donors – including 3 new donors
 - \$10,080
 - Gifts vary from \$20 to \$3,000
 - Cost approx. \$600 for printing & mailing
- IRA donations on-going annually
 - \$50 - \$2,500 range individual gifts

Ease in Donating



- Clover Platform - \$14.95/month
 - Includes card reading mobile device
 - Manual credit card entry
 - Web Site integration directly to bank account
 - Return address envelopes

Top Donor Amounts - 2022-2024

Morrison County \$224,042

CenterPoint Energy \$26,378

F & M Bank \$22,700

Individual - \$16,250

Individual - \$15,000

Morrison Co United Way \$11,321

Individual - \$9,250

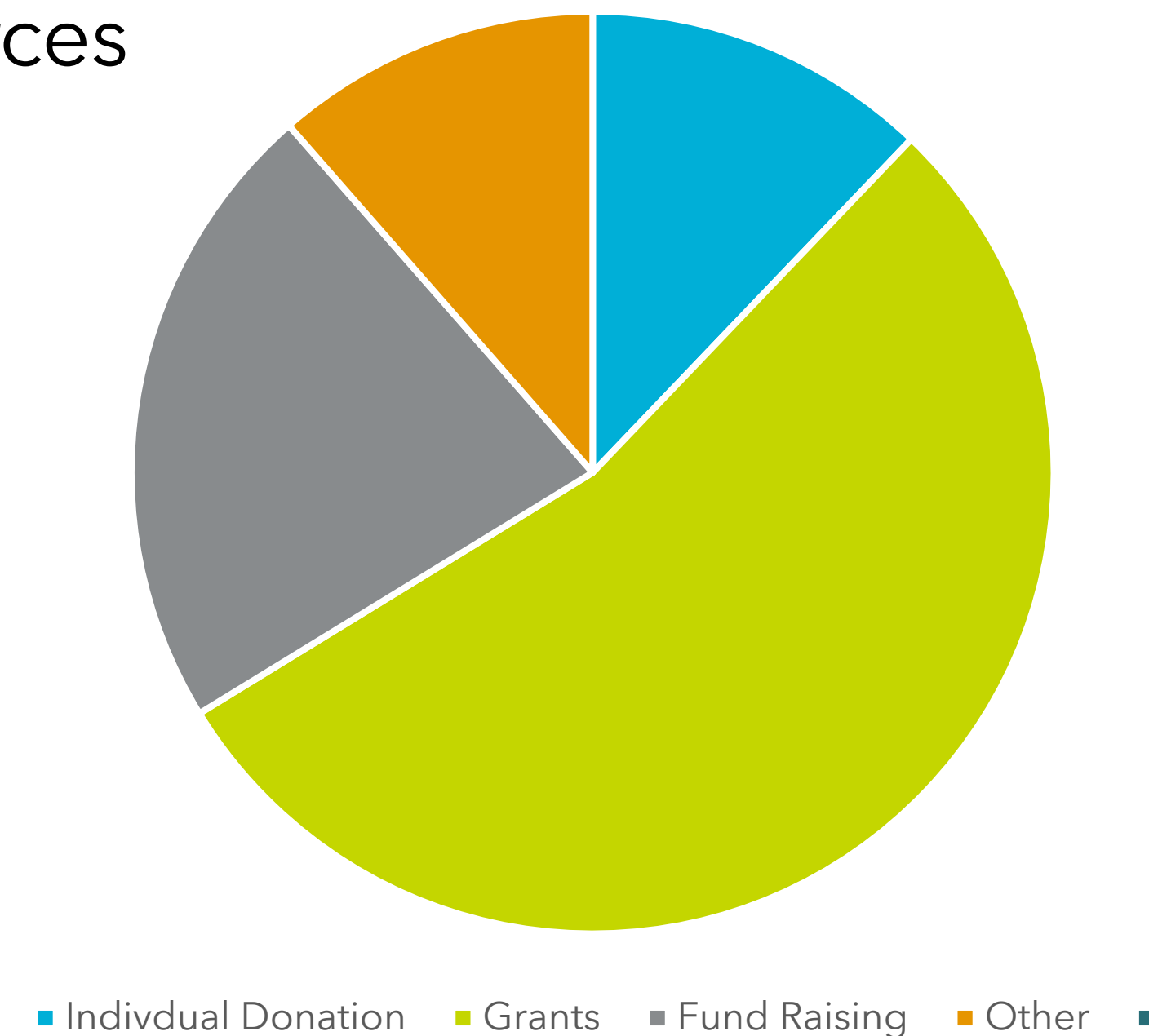
Sources of Income 2024

Amounts

- Individual Donations - \$26,785
- Grants - \$119,342
- Fundraising Income - \$49,213
- Other \$25,238
 - Interest Income
 - Development fee
 - Rebates

Pie Chart View

Sources



State Housing Tax Credit Contribution

- Taxpayers contribute to MN Housing instead of MN Department of Revenue
- MN Housing sends funds to HFHMC at end of project
- Tax credit certificate is received from MN Housing
- Contributions can be from \$1,000 - \$2,000,000
- Total statewide cap is \$9,000,000
- HFHMC has received \$75,000 so far from this program



Habitat Day on the Hill

Relationships + Communication = Funding



Building Relationships (SAHA)

1) Community Networking

- Attend Chamber of Commerce events
- Attend County Commissioner meetings
- Attend City Council meetings promoting your work
- Develop a history of being "present" in community

2) Local Legislative Events

- Meet with local legislators at their update events
- Inform and educate during public forums
- Attend state Habitat on the Hill Day
- Ask about testifying at the state level on housing issues

Statewide Funding Availability

Statewide Affordable Housing Aid (SAHA)

- Each Minnesota county was granted funding based on population to benefit affordable housing
- \$112,042 was awarded to Morrison County and all funds were disbursed to HFHMC

Statewide Housing Tax Contribution (SHTC)

- MN taxpayers can receive an 85% tax credit voucher in exchange for a contribution to a registered affordable housing project
- Total contributed to HFHMC as of December 6, 2024 - \$23,000

Learn more
about SHTC



Communicating Opportunity (SHTC)

1) Identify Stakeholders

- Tax preparers
- Businesses
- Banks

2) Public Information

- Flyers
- Newsletter
- Website
- E-Mail
- Social Media

3) Personal Invitations

- Informational letters
- Phone calls
- In-person meetings

4) Local Networking

- Chamber of Commerce
- Mississippi Connections
- Service Clubs

School Partnership

Students Benefits:

- Hands on Experience: Trade Careers
- Develop Relationships
- Promote Volunteerism



LITTLE FALLS
COMMUNITY SCHOOLS



Community Networking

- Local Chamber of Commerce events
- Mississippi Connections
- Community Connections
- Legislative update events
- St. Francis Recreation Center



Social Media

- FaceBook Posts 2-3x weekly
- 753 followers
- 5,157 views in 28 days
- Events
- HabiFacts
- Ground Breaking Ceremonies
- Dedication Ceremonies



Thank you!

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