



HomeAid Houston Annual Report – 2021

A Message from HomeAid Houston President, Nicole Jacob

Dear HomeAid friends and supporters. The last few years have, without a doubt, been challenging. If you are a charity, or rely on one for housing, food, moral support or a bevy of other needs, the road has been filled with unexpected turns and switchbacks in the most unexpected places.

I'm writing this message to share a glimpse of the HomeAid experience this past year, and how our approach has handled these uncertainties, while working to keep our team safe, on-track and successful while fulfilling our mission.

Against the odds, with the help, leadership and tenacity of the HomeAid Board of Directors, staff, our generous Builder Captains and contributors, I'm pleased to share that the 2021 annual Charity Golf Tournament raised \$134,800, breaking another record from previous years. Our 15th annual Project Playhouse raised over \$90,000, and HomeAid's 13th annual HALO Luncheon had 340 guests join virtually and had gross receipts of over \$134,000. We were also the beneficiary of funds raised by the GHBA Benefit Homes Project. HistoryMaker and Chesmar Homes each presented us with a check for proceeds from the sale of their homes that totaled \$158,474.

These are huge accomplishments, even during a year that has not been fraught with the restrictions and challenges of a pandemic. We are also grateful for the progress made on several construction projects. Family Promise of Lake Houston ended 2021 with its 5800 sq. ft. Day Center dried in and awaiting insulation and drywall, we completed a remodel project for both SEARCH's House of Tiny Treasures and for the Krause Children's Center. Chesmar Homes committed to build two duplexes in 2022 for Attack Poverty/Abigail's Place, which will total four units, and we ended 2021 with several new projects on the calendar for this year, one that includes building a 16-bed women's transitional unit for Compassion United's Miracle City.

Last but definitely not least, HomeAid launched our newest initiative, HomeAid WORKS, a workforce development program that provides job opportunities, training, mentoring and other resources to our non-profit partner clients.

I'm honored to be a part of HomeAid Houston and the work we do. I'm also inspired by our organization's passion for our mission, our commitment to our goals, and our creativity to face unprecedented challenges that have not deterred us. We have proven in 2021 that nothing will stop us, so stay tuned as we begin a new a new year, and just watch what we can do.

Who We Are

HomeAid Houston, a 501 c 3 charity, sponsored by the Greater Houston Builders Association, is one of 19 chapters of the national organization, HomeAid. With the mission **to help people experiencing, or at risk of homelessness build new lives through construction, community engagement and education.** HomeAid Houston was established in 2003 to work with Houston homeless care providers to build and renovate shelters that transform lives. By partnering with GHBA builders, remodelers, developers and suppliers, HomeAid Houston is able to effectively multiply the impact of gifts provided by generous donors.

Our Builder and Remodeler Captains often donate their construction management services, overhead and profit to HomeAid Houston's projects. The Captains also work with their vendors to secure additional donations of labor and materials. HomeAid Build Projects typically save the care provider 45% - 58% of the project's retail cost, HomeAid Connect Projects typically save the care provider 20% - 35%, and HomeAid Care Projects are typically no cost to the agency. We are proud to report that since HomeAid Houston was established in 2003, we have completed 26 Build Projects, 10 Connect Projects and 41 Care Projects. These projects have added over \$16 million in housing and renovations to the community and have impacted over 1,800 beds for men, women, children and veterans facing homelessness. Our agency partners collectively serve over 46,000 individuals each year.

HOMEAID **BUILDS** PROJECTS

Angel Reach Village

In the Fall of 2021, we broke ground in Conroe, marking the beginning of construction for Angel Reach, a faith-based non-profit organization that works with youth who have aged out of the foster care system and those who are homeless between the ages of 16-24. John Wynn with Van Guard Builders and Eric Maksym of Starter Homes of Texas are building the first three duplexes of Angel Reach Village's phase 1, a community with 16 total duplexes and 32 homes. Dave Barnhart with First America Homes will follow closely behind with another duplex. The village of duplexes will provide a safe, nurturing environment for its residents while they receive the services and skills needed to lead a self-sufficient life. A very special and major thank you to Danny Signorelli of the Signorelli Company who donated all the pre-development work for Angel Reach Village.

Family Promise of Lake Houston Life Skills Day Center

Work began on construction of this 5800 sq. ft. Life Skills Day Center called Promise House for Family Promise of Lake Houston. HomeAid and First America Homes, a Division of The Signorelli Company, teamed up to build The Promise House that will provide a caring and positive environment for children and their families facing homelessness. It will offer individual counseling, higher education & training classes, mentoring and admin offices. Families will have access to bath facilities, a family room, a teaching kitchen, children's playroom and dining room. The Promise House will also provide a safe haven for the four-legged family members as well thanks to the PetsSmart Foundation building a Pet Condo on the property. This will be the first homeless shelter that also provides accommodations for the entire family unit, including the furry ones!

Attack Poverty/Abigail's Place

Pre-development work as begun on 2 duplexes for Attack Poverty and Abigail's Place, both non-profits that work in financially depressed areas. Attack Poverty provides adult educational classes, resources, safe learning spaces for area children and mentoring and Abigail's Place works with single mothers with children for a period of 4 – 6 months to offer counseling services, identifies transitional housing, and develops life skills such as budgeting. Builder Captain for the project is Chesmar Homes.

HOMEAID BUILDS PROJECTS - IN DEVELOPMENT

Compassion United

A non-profit 501 (c) 3 organization located in Conroe, Texas provides direct services to all sectors of homelessness. They provide food, clothing, housing and resources for medical, mental health and mentoring. We are building one of the 15 bed Transitional housing Units. This will increase the number of beds for them from 17 to 48 beds in just two Transitional Housing builds. Builder Captains are Matt McGhee of Highland Homes and Executive Director, Luke Reddus. Pre-development has begun.

Fort Bend Women's Center Rio Bend Phase II

HomeAid has been in discussions with several potential builders to secure the Builder Captain to construct a 3225 sq. ft., one bedroom four-plex unit for Fort Bend Women's Center's Rio Bend Phase II Project. The unit will provide four new beds for women who have experienced domestic abuse or human trafficking. The entirety of Phase II at Rio Bend will be to build 23 new buildings and a new emergency shelter providing over 100 new beds in their community.

HOMEAID CARES PROJECTS – COMPLETED or IN PROGRESS

SEARCH Homeless Services – House of Tiny Treasures – Administrative Offices

In 2021 HomeAid worked with the GHBA Remodelers Council (RMC), to complete a care project for SEARCH Homeless Services' House of Tiny Treasures. House of Tiny Treasures is a nationally accredited preschool program that provides developmentally focused early childhood education to children, aged 2-5 years, who have experienced homelessness. Nutritious meals, education, and intensive art, play, and speech therapy addresses the children's immediate needs and prepares them to be successful in kindergarten and beyond. The renovation continued when two dozen RMC members spent their Saturday morning putting the final touches on two new offices. The day ended with the official ribbon cutting, dedicating the care project to the agency.

Krause Children's Center

Construction for the Krause Children's Center began in late 2021. Allen Griffin, president of Gryphon Builders, and Jeff Hunt, owner of Jeff Hunt Construction, are working with several other remodelers to update and enhance the restroom in the public area of the Center for the visitors and volunteers. Krause Children's Center serves girls between the ages of 12 and 17 who have survived extraordinarily hard circumstances. Many of the girls arrive at Krause after experiencing severe abuse or neglect. At Krause, they begin to grow and heal through in-depth clinical therapy, personal development activities and spiritual care in a safe setting.

HOMEAID CARES PROJECTS – IN DEVELOPMENT

Krause Children's Center – Outdoor Project – This project will build a new patio in the facility's backyard. The old patio that has been a hazard, has recently been demolished by the GHBA Volume Builders. The new build is scheduled for 2022.

Hope Center Houston – Hope Center Houston is a 501 (c) 3 organization in Cypress that serves the homeless with meals, clothing, counseling, job attainment and a Day Shelter. They requested our assistance in building out a Dental Office on the second floor of their building and partnered with a team of engineering students from (UH) Engineers Without Borders, to produce all permitting and drawings for the project. HomeAid has secured Andrew Dailey of Med-Tech Construction as the Builder Captain. Construction to begin in 2022.

Precinct 2gether Veterans Services – This is a 501(c) 3 serving homeless and at-risk veterans. Work is needed both inside and out at the facility. Outdoor improvements are being donated by Nelson Water Garden and New Patio. A Scope of Services has been completed for additional work with plans to proceed in 2022.

HOMEAID CONNECTS PROJECTS

Boys and Girls Country, a non-profit partner in Hockley, provides a reliable home for children from families in crisis. These children live in a family cottage with teaching parents who oversee and provide necessary life skills. The agency asked us to help *connect* them with a builder who would be willing to build a cottage at a reasonable cost to the non-profit. We connected them with Builder Captain, Susan Caldwell of Caldwell Companies. The groundbreaking was held and the project is underway.

FUNDRAISING

2021 turned into a successful year for fundraising, with our Development Committee and staff raising a total of \$361,874.

HomeAid was careful to maintain modified levels of social distancing in 2021 that met requirements, while still hosting a number of annual fundraising events. We were able to move forward with our fifteenth **Annual Charity Golf Tournament “Driving Out Homelessness,”** our **fifteenth Annual Project Playhouse** and our 13th annual **HALO Luncheon** - these events were successful in terms of generating proceeds, creating awareness and having fun!

Gross proceeds from the golf tournament were over budget, at \$134,800. Legend Homes, the Builder Captain for Project Playhouse launched their playhouse with its theme, “Union Station” with \$92,795 in gross revenues, which was a huge improvement from last year, as we were allowed to have a presence at Minute Maid Park. Our HALO (HomeAid’s Amazing Ladies Organization) Luncheon was held virtually for a second year and raised an impressive \$134,280.

2021 saw the continuation of our fundraising initiative, “HomeAid Heroes”. This program enables builders, developers, real estate agents and associates to rally behind HomeAid Houston, as they committed to donate a specific amount per home sale, lot sale or product sale or simply donate a certain amount each quarter or year. During the tenth year of “Heroes,” HomeAid raised \$52,631.

Additional Funds Raised

Grant Writing..... \$131,000

Individual Unrestricted Funds.. \$17,418

Corporate Unrestricted Funds.. \$7,280

Third Party Fundraising \$5,855

Total Income: \$964,461

Foundations & Grants	\$ 161,000	17%
Golf Tournament	\$ 134,800	14%
Project Playhouse	\$ 92,795	10%
HALO	\$ 134,280	14%
HomeAid Heroes	\$ 52,631	5%
Board / Individual Giving	\$ 38,257	4%
Corporate Contributions	\$ 7,320	1%
Third Party Events	\$ 5,855	1%

PPP Funds Received	\$ 119,018	12%
Benefit Homes	\$ 158,474	16%
Payments from Homeowners(BuildAid loans)	\$52,157	5%
Project Management Fees	\$7,874	1%

Expenditures – Percentages should be: Fundraising 12%; Admin 8%; Programs 80%.

MARKETING

2021 was another successful year in our public relations efforts. HomeAid continued its 18th year in the *Houston Chronicle* with coverage on a near-weekly schedule in the Real Estate section with additional online coverage. Additional print coverage included a monthly two-page spread in the *Houston Builder Magazine* and periodic mentions in *Community Impact News*. In addition, articles about HomeAid appeared in various local community newspapers, magazines and in the quarterly Texas Association of Builders' publication *Texas Builder*.

OUTFRONT Media kept two billboards, designed by Johnnye Barrera with AdMangination and printed by BrivicMedia, in rotation for us throughout 2021 in various locations. In addition, Perfect Image Signs provided beautiful signage for HomeAid.

2021 Board Members

James Miller <i>Immed/ate Past President</i> Empire Communities	Doug Carman Wells Fargo Bank	Lawrence Dean Zonda
Aimee Bertrand Greater Houston Builders Association	Dana Rodgers First American Title Homebuilder Services	Lisa Clark <u>Rvko Development</u>
Bob Carroll <u>CrossFirst Bank</u>	George <u>Guattare</u> Bank of America	<u>McCalle Fryar</u> 2-10 Home Buyers Warranty
Brian Stoker Amegy Bank	Greg <u>Madrey</u> Builders Post Tension	Nicole Keown Allura Financial
Casey Morgan Houston Apartment Association	Jon Paul <u>Hoelscher</u> <u>Bradley Arant Boulton</u> Cummings LLP	Patrick <u>Mayhan</u> <i>Past President 2019</i> M/I Homes
Chad Stine Center Point Energy	Jordan Mack Concourse Development	Scott Black David <u>Weekley Homes</u>
Chris Hawkins Bayou City Risk	Jim <u>Muska</u> <i>Past President 2020</i> <u>Satterfield & Pontikes</u> Construction	Tasha Steiner On-Target Marketing & Advertising
Cindy Hinson <i>Past President 2016</i> Lennar/Village Builders Association	Kathleen Stadler <i>Past President 2007</i> Eric L Davis Engineering	Tom Frank Partners In Building
Dave Barnhart First America Homes	Kendall McDermott All Points Surveying	<u>Toner Kersting</u> TONER Home Matters

HomeAid Houston Staff

Carole Brady, Executive Director

Emilee Proctor, Operations and Event Coordinator

Kirsten Robbins, Director of Development

Lisa Gentry, Accounting Manager

Terry Swenson, Director of Public Relations and Marketing

HOMEAID WORKS

HomeAid WORKS, our newest initiative, is a workforce development program that provides job opportunities, training, mentoring, and other resources to our non-profit partner clients. In July, we partnered with the GHBA, WorkTexas, Building Talent Foundation, Home Builders Institute, Habitat for Humanity, and Houston Community College to host a construction hiring event. There were 25 participating employer companies looking for new employees eager to work and willing to be trained or certified in positions within the construction industry. 90 job seekers attended in person, 265 registered as job seekers, and over 300 job positions were available to fill.

COMMUNITY OUTREACH

1. **Model Home Furniture Donation** – When placing one of their model homes on the market, Newmark Homes donated model furniture and décor, such as couches, dining sets, accent chairs, and lamps, to Fort Bend Women’s Center and Vita Living.
2. **Apparel Donation** – Tri Pointe Homes, formerly Trendmaker Homes, donated dozens of Trendmaker branded shirts to PennyWise, Fort Bend Women’s Center’s resale store.
3. **Sock Donation** – Bombas Socks donated 500 pairs of socks and we were able to gift 250 to Vita Living and 250 to Santa Maria Hostel.
4. **Care Kit Donation** – Volunteers from Taylor Morrison assembled approximately 120 kits for The Women’s Home. Kits included hygiene items such as laundry detergent, shampoo, and deodorant.
5. **Annual Thanksgiving Basket Drive** – For the third year, we collected the traditional Thanksgiving food items and \$25 HEB gift cards for a turkey. This year, we assembled and delivered over 100 holiday dinner baskets to families at Gracewood, SEARCH Homeless Services, and Santa Maria Hostel.
6. **Page’s Annual Blanket Drive** – Also for the third year, we received boxes and boxes of new blankets through Page’s Blanket Drive. We were able to deliver nearly 300 blankets to Compassion United.
7. **Adopt-A-Family Gift Card Drive** – The GHBA’s annual Adopt-A-Family Project collects gift cards for non-profit partners. In 2021, we provided \$3,000 in gift cards to Precinct2gether Veterans Services and \$1,500 to Santa Maria Hostel.