

HABITAT FOR HUMANITY OF MICHIGAN'S

# Affiliates in Motion Conference

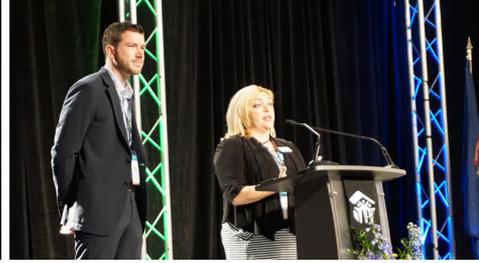
## FROM SERVICE TO SHELTER

*Serving Veterans | Engaging Veterans*



**NOVEMBER 5 - 7, 2019**  
**CROWNE PLAZA HOTEL WEST**  
*LANSING, MI*

November 5 - 7, 2019



# THANK YOU FOR YOUR SUPPORT

## AFFILIATES IN MOTION CONFERENCE: AN INVITATION TO HELP

At Habitat for Humanity, we are so much more than just building houses. Jonathan Reckford, CEO of Habitat for Humanity International, once said, "Building communities is the essence of what we do at Habitat for Humanity. Constructing houses is simply the means by which we do it." We are thankful to have you as a part of our community, working with us to create change.

This year, our annual learning conference highlights and celebrates those who serve or have served our communities and country. Michigan has one of the largest veteran populations in the nation, and Habitat for Humanity is increasing its efforts to meet their housing and community needs. Affiliates in Michigan have risen to that challenge, registering more Veterans Build affiliates than any other state in the US, and increasing their outreach to the veteran community. We have learned that a large percentage of people who reach out to Habitat for Humanity have served, or a member of their family has served in the military. Now that we are informed, according to Sandy Pearson, "It is our moral and ethical obligation to ensure we are identifying military and veteran families, not only to serve them with the right resources but preserve the resources available for non-military families. We have a natural alignment of people serving people."

Now we want to share the stories and the impacts of veteran initiatives in our state. Your support of our conference helps Habitat affiliates share their experiences, learn best practices from their peers and national Habitat leaders, and network with community partners, all with the intention to increase their impact at home.

Please join us in celebrating and upholding the value of people serving people, coming together in partnership with Habitat for Humanity to build and improve our beloved communities.



# sponsorship opportunities

## AIM PRESENTING SPONSOR: \$100,000 | 2

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- Your company is highlighted throughout the conference as a Presenting Sponsor, including:
  - Opportunity to address the conference audience
  - Company logo on all conference attendee lanyards, and any printed materials, signage, & slides
  - Opportunity to provide t-shirts as giveaway
  - Company name included on HFHM website with link back to your company website
  - Exhibit table during Veteran & Legislative Reception
  - Other customized benefits available by request
- This sponsorship underwrites the conference event

## VISUAL & ADVANCEMENT SPONSOR: \$20,000+

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- Your company is highlighted throughout the conference as a Visual & Advancement Sponsor, including:
  - Company logo on any printed materials, signage, & slides
  - Boosted posts on social media thanking and at-mentioning (“tagging”) your company for sponsoring
  - Company name included on HFHM website with link back to your company website
  - Push notifications on the app highlighting sponsorship
  - Other customized benefits available by request
- This sponsorship helps cover costs for the presenting technology, including audio visual, videos, conference app, printed program, and social media promotions. All proceeds over the cost of the event will go to advance the programs we deliver to affiliates.

# sponsorship opportunities

## HOSTING SPONSORS: \$10,000

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- Recognition as a Conference Host from the podium
- Company logo on printed materials, signage, & slides
- Company name included on HFHM website with link back to your company website
- Other customized benefits by request

## RECEPTION SPONSOR: \$7,500 | 3

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- Recognition as a Reception Sponsor in the event program and signage
- Announcements throughout the reception of your sponsorship, which provides a cash bar and complimentary appetizers for guests
- Choose to sponsor a ReStore, Construction, or General Reception (as part of a walking reception hall)

## COMMUNITY SPONSORS: \$5,000

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- Option to support an affiliate's participation in the educational conference (if no affiliate is listed, HFHM will select an affiliate in need to receive sponsorship)
- Company name listed in printed materials and program slides

## LEARNING TRACK SPONSORS: \$3,000

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- Company name listed in conference program next to sponsored sessions, acknowledgement from the podium during receptions, and signage highlighting sponsorship
- Choose from Construction, Faith and Inclusion, Fund Development, Leadership, Services, ReStore, Volunteer Management



## MISSION SPONSOR: \$1,500

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- This sponsorship contributes to supporting the mission of Habitat for Humanity and the educational conference opportunity
- Name will be included in list of sponsors in conference materials

## OTHER OPPORTUNITIES

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- Donations of any amount to support the Affiliates in Motion Conference are welcome and appreciated. If you would like to discuss other sponsorship opportunities, please contact Sandy Pearson at [spearson@habitatmichigan.org](mailto:spearson@habitatmichigan.org), or call our office at (517) 485-1006.
- You may also indicate your sponsorship amount on the Commitment Form where it states, “We will support the educational event at another amount:”
- Name will be included in list of sponsors in conference materials

*\*All sponsors will be recognized in HFHM's Annual Report*

# what we do

## SERVICES & PROGRAMS

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- Down Payment Assistance (DPA) funding through the Michigan State Housing Development Authority (MSHDA) (up to \$12,000) and Federal Home Loan Bank of Indianapolis (FHLBI) (up to \$4,000) to help Habitat homebuyers improve their ability to qualify for mortgage financing by providing funds to cover down payment, prepaid expenses, closing costs, and principal reduction. Funds also available for reimbursement of pre-purchase homebuyer education services.
- Housing Counseling and Financial Education provides HUD approved group education and individual counseling or coaching to any Michigan resident, in partnership with a local Habitat affiliate or as a direct service upon request or referral
- Prison Build program provides construction products for Habitat partner families while providing education and hands on experience to currently incarcerated individuals
- USDA Rural Development 502 Loan Packaging offers access to a federal funding allocation primarily used to help low-income individuals or households purchase homes in rural areas
- Discounted training opportunities offered to Habitat affiliates, as a chartered member of NeighborWorks America®
- SpartanNash program in partnership with SpartanNash and Habitat for Humanity of Kent County, and other employee volunteer and/or donation programs
- Salesforce platform provides a state-wide shared database to track engagement with donors, volunteers, and homeowner partners and increase affiliate collaboration
- Home Run for Habitat fundraising campaign, powered by Consumers Energy

## SUSTAINABLE HOUSING

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- Supports new construction, rehabilitation, and repair projects & general construction guidance for affiliates
  - » Design assistance and house plans
  - » Create manuals and training toolkits for all aspects of construction
  - » Provide training & support on best practices & sustainable building solutions and assistance achieving ENERGY STAR® and green building certification
  - » Priority Home Repair program developed to assess homes to prioritize the most urgent repairs and ensure health, safety & security

## RESTORE

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- Support of the statewide network of Habitat ReStores
  - » Michigan ReStore website at [www.michiganrestores.org](http://www.michiganrestores.org)



## TRAINING

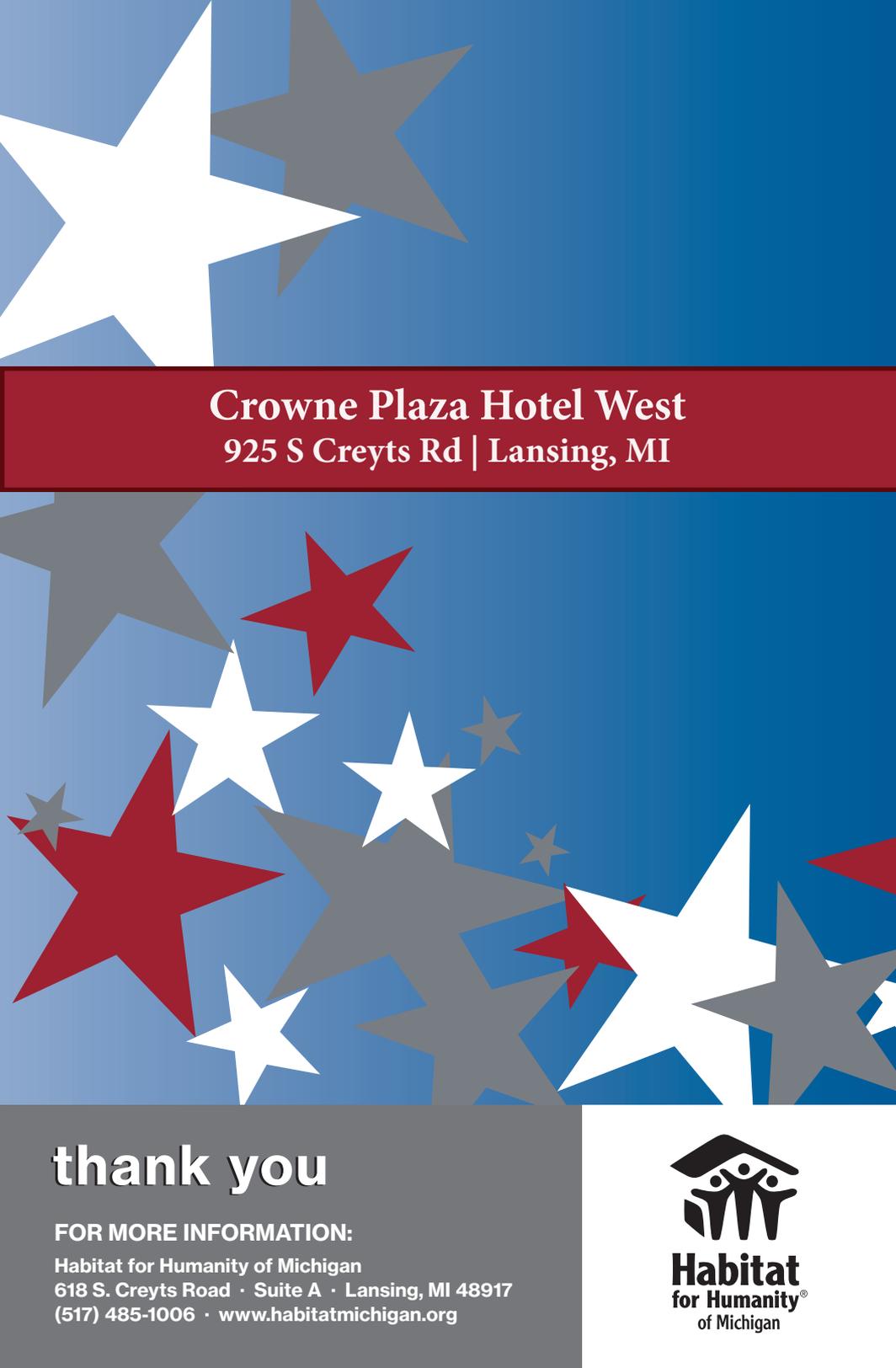
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- Annual three-day Affiliates In Motion (AIM) training conference
- Support of the three bi-monthly affiliate leadership councils (Upper Peninsula, Northern Michigan, Southern Michigan)
- Support of the six topic councils (Fund Development, Services, ReStores, Construction, Volunteer Coordination, Faith and Inclusion)
- Development and maintenance of affiliate directory
- Technical assistance to affiliates as needed to address challenges or facilitate growth
- Board and leadership development opportunities
- HFHM Orientation, including presentations on HFHM programs and services
- Statewide HOMES Summit for Construction staff and volunteers

## ENGAGEMENT & ADVOCACY

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- Online engagement and marketing consultation for affiliates
- Advocacy activity to increase awareness statewide with regard to legislative and other issues (Nonprofit Legislative Day at the Capitol, Day of Prayer, Legislators Building Communities)
- Crowdfunding training and support to help affiliates engage new donors
- Fund development and engagement
- Veteran Engagement Specialist housed in Habitat Michigan office, assisting affiliates empower military and veteran families to achieve strength, stability, and self-reliance



**Crowne Plaza Hotel West**  
925 S Creyts Rd | Lansing, MI

**thank you**

**FOR MORE INFORMATION:**

Habitat for Humanity of Michigan  
618 S. Creyts Road · Suite A · Lansing, MI 48917  
(517) 485-1006 · [www.habitatmichigan.org](http://www.habitatmichigan.org)



**Habitat**  
for Humanity®  
of Michigan

## COMMITMENT FORM

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*Name or organization*

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*Name of paying sponsor as it should appear in the program (if applicable)*

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*Contact Name*

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*Address*

*City*

*State*

*Zip Code*

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*Telephone*

*Email (required)*

We will participate as an **AIM Presenting Sponsor** at \$100,000 (2 available)

We will participate as a **Visual & Advancement Sponsor** at \$20,000

We will participate as a **Hosting Sponsor** at \$10,000

We will participate as a **Reception Sponsor** at \$7,500 (3 available)

We will participate as a **Community Sponsor** at \$5,000

We would like to sponsor the following affiliate (optional):

We will participate as a **Learning Track Sponsor** at \$3,000

We would like to sponsor the following learning track (optional):

We will participate as a **Mission Sponsor** at \$1,500

We will support the educational event at another amount:



# pledge



## PAYMENT INFORMATION

A check is enclosed (*payable to HABITAT FOR HUMANITY OF MICHIGAN, federal ID # 38-3142455*)

Please invoice us at the address below:

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You may pay by credit card by calling Mary Peterson at (517) 485-1006 ext. 116

*All contributions are tax deductible. Logistical information regarding the conference will be emailed as the event gets closer.*

### **RETURN THIS FORM BY OCTOBER 1, 2019**

**Via fax: (517) 485-1509**

**Via mail: MARY PETERSON, ACCOUNTING ADMINISTRATOR**

Habitat for Humanity of Michigan  
618 S. Creyts Rd  
Suite A  
Lansing, MI 48917

**Via email: [mpeterson@habitatmichigan.org](mailto:mpeterson@habitatmichigan.org)**

**Questions:** Phone: (517) 485-1006 ext. 116 | [mpeterson@habitatmichigan.org](mailto:mpeterson@habitatmichigan.org)