



## Case for Support

*Seeking to put God's love into action,  
Habitat for Humanity of Catawba Valley brings people together  
to build homes, communities, and hope.*

### **Mission and History**

Habitat for Humanity of Catawba Valley is a non-profit, Christian-based community organization dedicated to building, renovating, and repairing safe, decent, and affordable housing for hard-working, low-income families in Catawba County. A local affiliate of Habitat for Humanity International, HfH-CV has built over 165 houses in Catawba County since its founding in 1985. As with all Habitat affiliates, local volunteers work with Habitat partner families to build, renovate or repair houses at no profit and charging zero interest.

Self-help and community engagement are key components of Habitat's work. Through engaging families as "partners," Habitat seeks to build not only homes, but also hope for a better life. Thousands of volunteer hours are mobilized each year to deliver these services to Catawba County families. Churches, businesses, civic organizations and individuals, seeking to help their neighbors, all assist in delivery of Habitat's mission. From working on a construction site to volunteering at the ReStore or serving on the board of directors or a committee, much of Habitat's success can be attributed to the service of its many volunteers.

### **The Vision**

Habitat for Humanity of Catawba Valley is committed to the vision that *each man, woman, and child in Catawba County has a decent place to live.*

### **The Challenge**

With a poverty rate of 27% coupled with an aging housing stock, Catawba County has pronounced needs for safe, decent, and affordable housing. Two-thirds of available housing units are more than 25 years old, with many in need of new roofs, updated heating systems, and improved insulation. Nearly 7,500 Catawba County families live in housing units built before 1940, some lacking kitchen or bathroom facilities. In Hickory, Catawba County's largest urban center, most of the older homes (25 years or older) are occupied by individuals living below the federal poverty line of \$24,250 in annual income.

To address the ongoing housing needs of our community, Habitat for Humanity of Catawba County is proposing a \$2.3 million capital campaign to fund the following projects:

### **Home Repairs Initiative**

Local government agencies estimate more than 500 homes in Hickory and 1,000+ homes in Catawba County are in need of essential home repairs. *Habitat Repairs!* will assist 235 elderly, disabled, and low income homeowners throughout Catawba County in maintaining their homes and improving their quality of life by offering critical home

repairs, weatherization, and handicap accessibility. The capital campaign would fund this new initiative for four years, after which it will become a permanent program of Habitat for Humanity of Catawba County.

**Projected cost: \$1,262,160**

### **New Habitat Operations Center**

Currently HfH-CV operates from two locations: its administrative offices on 4<sup>th</sup> St. SW in Hickory, and the Habitat ReStore 2½ miles away off US-70. The Habitat board is proposing the construction of a new, consolidated operations center next to the ReStore on 8<sup>th</sup> St. Dr. SE. This structure would house all Habitat administrative offices and a new and expanded training center for partner families, as well as provide much-needed storage for construction/repair materials. This new operations center would also include upgraded telephone and IT systems.

**Projected cost: \$836,000**

### **ReStore Completion**

Because the ReStore is such a vital component of Habitat's mission in Catawba County, HfH-CV intends to complete the original ReStore design by building a covered drop-off area for the convenience and safety of ReStore donors.

**Projected Cost: \$100,000**

### **Northstone Community Greenspace**

Habitat intends to complete its plan for Northstone Community, the new 18 home Habitat subdivision in NE Hickory, by developing a community greenspace. This common area would include a dining shelter, mound with embankment slide, boulder climb, willow tunnel, community garden, and a wildflower wet meadow.

**Projected Cost: \$ 67,000**

### **Support vehicle for new construction**

Habitat home construction requires functional and reliable transportation for staff and volunteers. The capital campaign would fund a new, full-size truck to replace the existing vehicle.

**Projected cost: \$35,200**

### **Next Steps**

The Habitat board and staff are committed to bringing these initiatives to life. However, before they can proceed, they need to know whether they have the support of Catawba County volunteers and donors.

They've engaged Hewett Consulting, the national research and capital fundraising firm based in Charlotte, to conduct a feasibility study to assess the advisability of proceeding with this capital campaign. As a Catawba County community leader, you are invited to participate in this study by meeting with their consultant, Dr. John Hewett, for a confidential interview in February.

Your feedback will help HfH-CV decide how best to best move forward during this pivotal moment in its history.

Thank you for your support of Habitat for Humanity of Catawba County!