



Cars for Homes™ Newsletter Fall 2010

Dear Friends,

As FY10 ended, Cars for Homes™ reached another program milestone when the amount of unrestricted revenue distributed to affiliates to date passed \$8.2 million. After two years of recession, the auto industry appears to be rebounding and, as a result, Cars for Homes™ revenues have begun to grow again. More donors than ever supported Habitat for Humanity through vehicle donations this past year, with Q4 trending back upward.

This month, 417 affiliates will receive a share of the \$629,459 in unrestricted revenue being distributed for Q4 FY10, bringing the total received by affiliates in FY10 to \$2,016,732.20. As credit markets improve and consumers begin buying cars again, we look forward to an even stronger FY11.

Last September, East Bay Habitat for Humanity was selected to host the Cars for Homes™ 2010 partnership project. The project concluded in June, with the affiliate securing the full \$100,000 in matching funds that had been the core of their proposal. Read about the project in this newsletter and on [My.Habitat.org](#) at [programs>carsforhomes>newsblog](#).

We are very excited to announce that Cars for Homes™ will be sponsoring another partnership project in 2011. Please read the project proposal in this newsletter and check out the application procedures online at the CFH [My.Habitat](#) pages. Then submit your proposal to host the second CFH partnership project!

Thanks for using Cars for Homes™ marketing materials to promote vehicle donations. We look forward to continued collaboration with you in the new fiscal year.

In partnership,

Marcia Rundle, director
Cars for Homes™
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EZRA MILLSTEIN

Apply now to host the 2011 Cars for Homes™ partnership project

Don't pass up this opportunity to serve additional families in your community by collaborating with Cars for Homes™ staff and volunteers. CFH is now accepting applications to host the 2011 Cars for Homes™ partnership project, worth up to \$100,000 to a local affiliate.

We are looking for a high-impact project that will boost public awareness of the Habitat work being done in your community and highlight vehicle donations as another way to financially support your affiliate. Projects that include "green" elements compatible with the Cars for Homes™ recycling mission would be especially attractive.

For example, if you are involved with Neighborhood Revitalization or A Brush with Kindness project, it might be easy to incorporate a community "junk-car-cleanup-drive" in your Cars for Homes™ project. Projects that utilize recycled steel framing will also attract special attention. If your affiliate has considered building with recycled steel, this could be the right time for you to try it. We invite you to discuss your proposal with us as you develop it.

The project can take place anytime in 2011 and may be timed to coincide with America Recycles Day in November, Earth Day in April, or another "green" project that is unique to your community. We want to help you generate enthusiasm in your community for recycling steel (cars) into homes, building to green standards, and revitalizing neighborhoods.

We welcome your ideas. Surprise us! Be sure to elaborate on your strategy for marketing your proposed Cars for Homes™ project. After

continued on page 2

East Bay Habitat CFH partnership project highly successful



Affiliate secures full matching grant

Habitat for Humanity East Bay, Oakland, California, host of the CFH 2010 partnership project, mounted a nine-month campaign to raise \$100,000 in matching funds from vehicle donations. The results were highly successful and produced more than \$200,000 to help build homes in the Bay Area. When the dust settled, the benefits from the partnership were clear: a small investment in time and money exponentially increased community awareness, increased donor cultivation opportunities and vastly increased the unrestricted resources available to the affiliate.

The Key to the Successful Proposal

The cornerstone of Habitat East Bay's proposal was that the \$100,000 would be considered a matching grant, putting the responsibility of success on the affiliate's ability to promote the program and cultivate new donors.

"For us, the most compelling part of the proposal was that the affiliate would be working hard to promote the Cars for Homes™ program in one of our largest markets," says Marcia Rundle, Director of the Cars for Homes™ program. "If successful, we thought this would be a great model for partnership with other affiliates."

Marketing

The prospect of raising \$100,000 in nine months from car donations was daunting, but within reach. In Habitat East Bay's best year prior to FY 2010, car donations brought in \$38,686 in net revenue. Especially in light of the economy, it was going to be a challenge.

The first step was to promote the program to the affiliate's supporters to increase donations. The match donation opportunity was prioritized on all of the affiliate's internal marketing channels – monthly e-news, website, newsletter, direct mail pieces and social media outlets.

The second part of the marketing program was to expand and market the program to the public. For less than \$5,000, the affiliate promoted the opportunity widely through public transit ads, local publications and through media outlets.

"Our affiliate is in a market that is famous for its traffic, and by extension, the number of cars. As a result, there is a lot of competition within the car donation industry," says Krysta Morgenthaler, Vice President of Communications and Fund Development. "We realized that we needed to break into the market with a larger campaign. On a small investment we got a

huge amount of outside coverage. It paid off big time."

Donor Cultivation and Acquisition

The Partnership Project presented other peripheral opportunities for Habitat East Bay. It gave loyal constituents a new way to support the East Bay building programs, and it acquired new donors from the surrounding community that may not have heard of nor supported Habitat East Bay in the past.

"For us, the entire partnership was a major success. We gained new donors, solidified relationships that we had with our current donors, and raised enough money to sponsor three homes," said Sue Howell, Donor Development Officer at Habitat East Bay. "I couldn't have scripted it better myself."

Summary

Habitat East Bay increased donors and contributions, formed regional partnerships, and with a modest investment, increased community investment in the affiliate's building programs. The message is clear that with a relatively minor investment of affiliate staff time and marketing dollars, the Habitat Cars for Homes™ program can be a major contributor to building efforts across the country. Andrew Goldsworthy, Development and Marketing Manager for Habitat for Humanity East Bay, summed up the Cars for Homes™ 2010 partnership project as "an investment that will continue to help the affiliate grow its brand recognition in the community and grow the donations that will help build a stronger East Bay community."

Cars for Homes™ partnership project *continued from page 1*

the highly successful 2010 project with East Bay Habitat for Humanity, we will take

special interest in matching grant proposals. Applications are on the CFH News pages at <http://my.hfhi.habitat.org/Programs/CarsforHomes>. Please contact Sally Black by phone at 541-749-2588 or sblack@habitat.

org with your questions. If we choose your affiliate's proposal, we will notify you by the end of October so that we can plan our participation around your construction schedule—and your weather!



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To donate call 877-277-4344 or visit carsforhomes.org