

Greater Rochester Habitat for Humanity
“Umbrella Coalition” Proposal for Faith Based Coalitions
January 7, 2023

Current Situation

- The six faith-based coalitions Perinton, Brighton, Greece, Penfield, Harvest Home, and Habitat Interfaith Partnership (HIP), each raise funds for a \$65,000 contribution toward a particular house build project – either a new or renovated house. Some coalitions build every 2 years and others every 3 – 4 years depending on their ability to raise funds.
- Greater Rochester Habitat requires \$100,000 in philanthropic funds for each home. Other group and individual donors contribute the additional \$35,000 funding needed to close the gap.
- The coalition, therefore, “co-sponsors” the new house, follows its construction and the selection of its new owners, and participates in its dedication.
- Some of the coalitions are losing participants, volunteers and support and cannot fund a new house project in a reasonable length of time (3 years). Some of them may cease to function.

Proposal

- The faith-based coalitions will continue to raise funds to the best of their abilities.
- Funds raised will be pooled under a “Greater Rochester Habitat Faith Build” umbrella in hopes of raising \$100,000 per year so that all coalitions can participate in a build on a yearly basis. Other donors will continue to fill the gap if needed.
- The program will be run by a Faith Build Steering Committee composed of representatives of the coalitions with support from Greater Rochester Habitat for Humanity (GRHFH).
- There will no longer be a direct connection between a particular house project and a specific coalition. The goal is to build one house per year, jointly supported by the six faith coalitions, instead of less frequent projects supported by individual coalitions.

Effects of Proposal

- The intent is (1) to maintain a higher level of fundraising by encouraging struggling coalitions and keeping them at least partially functional and (2) to allow all coalitions to capitalize on the momentum attained when they continuously fundraise and volunteer, thus promoting support from their congregations without gaps between projects.
- The loss of a spirit of “ownership” by the more successful coalitions may result in a decline in fundraising enthusiasm and success. Greater Rochester Habitat will provide an initial email communication that can be sent by the Steering Committee to promote a sense of pride in working together as a group of “the faithful” to serve more people. This should help to counteract any waning enthusiasm and build a sense of team spirit.
- The need for construction volunteers would not change. They would continue to be scheduled by Greater Rochester Habitat and specific locations and/or times could be made available for certain coalitions.
- Corporate, foundation and individual sponsors would fund 10 + house projects per year separately from the coalition supported group.
- Greater Rochester Habitat will provide building supervision for increased projects as necessary.
- Greater Rochester Habitat will support the steering committee with construction and homebuyer information every other month when building. They can also provide speakers at local churches to bolster membership and fundraising support for the coalitions.