



# 2024 FISCAL YEAR **ANNUAL REPORT**

JULY 1, 2023 – JUNE 30, 2024

**Building Stability Through Homebuilding,  
Repairs, and Financial Empowerment**



# Inspiring Hope, Strength, & a Brighter Future: Our Bold Vision Ahead



As I reflect on this past year at Habitat for Humanity of Dane County, I am filled with gratitude and pride. Our work is rooted in the belief that everyone deserves a decent, affordable place to call home—and it is through your unwavering support that we are able to turn this belief into reality. Each step forward is a shared victory, and together, we

are building more than homes; we are building hope, stability, and lasting change for families in our community.

As we look ahead, we have set a bold vision to ensure that we continue to meet the needs of our neighbors and remain a leading force for good in our community. Our guiding priorities for the coming years are centered on excellence, fiscal strength, growth and impact, and people. These goals reflect our commitment to improving every facet of our organization and delivering even greater outcomes for those we serve. Here's how:

## **1. Excellence: Doing the Greatest Good**

At Habitat Dane, we know that excellence is not a destination but a continuous journey. We are dedicated to continuous evaluation and improving, always learning and growing. We recognize that the need for affordable housing is complex, and in response, we are exploring innovative ways to provide homes to families. Whether it's expanding our construction approach, collaborating with local advocacy groups, or leveraging partnerships with Habitat for Humanity International (HFHI) and Habitat for Humanity Wisconsin (HFHWI), we are committed to creativity and courage in our service.

Our ability to offer more pathways to homeownership is also key. We are actively exploring other financing options, including utilizing our capacity as a Community Development Financial Institution (CDFI) to further enhance our ability to help families achieve the dream of homeownership.

## **2. Fiscal Strength: Ensuring Long-Term Stability**

Financial strength is the backbone of everything we do, and this year, we are focused on building a resilient foundation that will support our mission for years to come. We are setting a goal to build and maintain healthy operating reserves, ensuring that we have the resources necessary to weather challenges and grow our impact.

To get there, we are taking a thoughtful approach to our financial practices, including setting ambitious goals to grow our annual fundraising and increase ReStore revenue annually. This will enable us to expand our work and sustain our efforts as we move forward.

We're also making governance changes to better anticipate and mitigate risks. This includes developing a Risk Committee, charged with overseeing financial, reputational, and mission risks. Additionally, we are investing in our finance department by adding support and offering advanced fiscal training to our board and staff.

## **3. Growth and Impact: Delivering More Homes and Services**

Our mission is rooted in the tangible impact we make in the lives of families. To do that, we are committed to increasing the number of families we assist in achieving homeownership in the years to come. This will be accomplished through a multi-pronged approach, including increasing home production, partnering with contractors, converting apartments into condos, and rehabbing existing homes in Dane County. Each method brings us closer to creating the affordable housing our community so desperately needs.

Our Home Repair program is also a vital part of our work. We aim to grow it annually to serve those who need it most – especially seniors.

## **4. People: Building a Thriving Organization**

None of this would be possible without the incredible people who make up Habitat Dane—our dedicated staff, volunteers, and donors. We are committed to being a nonprofit of choice for those who want to make a difference in our community. This means recruiting and retaining top talent and providing clear paths for advancement.

We are also focused on creating a culture of engagement, where employees feel valued, inspired, and empowered to do their best work. We've launched the "Know Better, Do Better" campaign to get up close and personal with the joys and struggles folks experience, both locally and across the globe. We believe that by investing in our people, we are creating a more inclusive, supportive, and effective organization.

Our volunteers and donors are integral to our success, and we are committed to showing our appreciation with quarterly outreach, events, and other opportunities to express our gratitude.

As we move forward, we know that the road ahead will require all of us to be bold, innovative, and committed. But with your partnership, there is no doubt that we can achieve these goals and continue to create lasting change for families in Dane County. Thank you for your dedication, your support, and your belief in the power of homeownership to transform lives.

With deep gratitude,

A handwritten signature in black ink that reads "Hilary".

**Hilary Parker**

CEO, Habitat for Humanity Dane County

P.S. Follow us on Facebook, Instagram, YouTube, and LinkedIn to celebrate our joint accomplishments throughout the year!



# Community Spotlight: Village of Oregon



**Oregon/Brooklyn holds a special place in our hearts as the birthplace of Habitat for Humanity of Dane County. We are excited to continue building in the community that gave us our start, as we create a new 1.3-acre neighborhood in Oregon, where we are building four twin homes for eight hard-working families.**

With 13 Habitat homes already enriching the Oregon/Brooklyn area, we know these new homes will be a welcome addition to a community built on kindness, connection, and support. One of our newest homeowners, Dio, is excited to share his family's journey.

## Meet Dio's Family

"I'm the proud father of three amazing boys. My oldest son is 16 and an incredible soccer player. I hope one day he can make it professionally because he is very good at it, and that is his dream. My middle son is seven and also loves soccer. He's inspired by his older brother, and it's fun to watch them bond over their shared passion. My youngest son is five and has autism. He has a joyful love for music and jumping around, bringing so much energy and laughter to our days.

Our biggest life challenge came with the loss of my wife at the end of 2022. She was a true blessing to our family, and I know she would be overjoyed to see that our boys and I are now homeowners. Being a homeowner is a dream come true. We no longer have to move from place to place or worry about changing schools. With rent costs rising, having a place of our own, with enough rooms for the boys to grow and a yard where we can enjoy a swing set and invite friends over for dinner, brings a sense of stability that means the world to us.

I am so grateful to Habitat for Humanity for giving me not just the opportunity to own a home, but the confidence and the tools to truly thrive as a homeowner. This home represents a new chapter filled with hope, security, and a future full of possibilities for my family."

**Dio's story is a powerful reminder of what community and homeownership truly mean to a family. We are proud to continue our work in Oregon, and we can't wait to welcome more families like Dio's into their new homes. Together, we are building more than just houses; we are creating homes filled with love, stability, and a bright future.**

## Hope Rises with Every Donation — and with Every Will



Just as homeownership creates a brighter future for families, providing a stable foundation to thrive and grow, a will can offer the same. By documenting your wishes, you can protect the individuals you cherish and ensure your assets are distributed how you choose, securing peace of mind and long-term success for your loved ones.

We've recently partnered with FreeWill to help Habitat supporters create and update their wills in 20 minutes or less, free of charge! **Get started now at [habitatdane.org/legacy-giving](https://habitatdane.org/legacy-giving).**

If you designate a gift to Habitat for Humanity of Dane County in your will, we would be honored to have you as part of our Legacy Society, where you will be recognized for making a generational difference in the lives of families right here in Dane County.

# Transforming Dane County One Family at a Time

**At Habitat for Humanity of Dane County, every volunteer hour and dollar donated goes directly towards delivering programs and services that make a difference right here in our community. Here's how:**

## ► Habitat Homebuilding

Habitat builds and rehabs safe, decent, and affordable homes with volunteer labor and donations of money and materials. Habitat sells the homes to partner families at market value, and homes are financed with affordable, zero-percent interest loans, with payments capped at 28% of the family's income.

Homeowners put in 425 hours (or 275 hours for a single-adult family) in sweat equity by building homes on the construction site, attending Habitat education classes, working at Habitat ReStore, and baking snacks for volunteers.

## ► Habitat Home Repair

Through volunteer labor, Habitat is preserving homes and revitalizing neighborhoods, one home at a time. The Habitat Home Repair Program offers low-cost critical home repairs to income-qualified homeowners throughout Dane County.

## ► Financial Capability

Habitat works hand-in-hand with families to improve their credit, budgeting, and financial health so they can become homeowners by qualifying for Habitat's homebuilding program or traditional financing outside the Habitat program.

## ► Habitat ReStore Furniture Bank

The Habitat ReStore Furniture Bank helps families in transitional housing receive the furniture they need to create comfortable, safe homes. Through partnerships with local social service agencies, the Habitat ReStore Furniture Bank supports families affected by poverty, domestic violence, homelessness, and other challenges, helping them build a fresh start.

REVENUES:	2023-2024	2022-2023
Homebuilding & Mortgages	8,236,269	3,884,425
Habitat ReStore (less cost of goods sold)	2,326,587	2,142,309
Fundraising & Miscellaneous	3,064,657	1,783,142
<b>TOTAL REVENUES</b>	<b>13,627,513</b>	<b>7,809,876</b>

EXPENSES:	2023-2024	2022-2023
Homebuilding & Mortgages	8,866,899	5,722,330
Habitat ReStore	1,936,864	1,865,133
Management & General	393,353	296,734
Fundraising	754,327	564,969
<b>TOTAL EXPENSES</b>	<b>11,951,443</b>	<b>8,449,166</b>

	2023-2024	2022-2023
<b>NET HFHDC</b>	<b>1,676,070</b>	<b>(639,290)</b>

A full copy of the independent audit performed by SVA Certified Public Accountants, S.C. is available on our website or by calling Habitat for Humanity of Dane County at 608.255.1549 x 119.

## Critical Repairs & Stunning Transformations



**A warm thank you to the Madison Community Foundation for their generous support of senior home repairs through the Habitat Home Repair program!** We are beyond excited to partner with MCF on 10 senior homes, making it possible for seniors to continue living comfortably and safely in their homes for many years to come.

One recent home repair project was for Frank, a valued Madison senior. Frank reached out to us to tackle several essential repairs needed to renew his homeowner's insurance. Our licensed subcontractor expertly handled lead abatement, removing the old, flaking siding. Then, with the hard work of our amazing volunteers, we installed beautiful new vinyl siding and gave the trim a fresh coat of paint.

Thanks to everyone involved, Frank can now enjoy a safer, more comfortable home!

# Creating Impact & Change through Affordable Housing

## Year in Review | July 1, 2023 – June 30, 2024

Proudly served Dane County for 37 years and counting.



Built 353 homes since 1987, providing a safe space for 916 kids to grow up in



Empowered 1,626 amazing donors who make our work possible



Hosted five AmeriCorps, supporting new construction and home repair projects



Partnered with 14 families to create long-term housing solutions



Provided 43 children with their safe and affordable homes



Strengthened neighborhoods in Madison, Stoughton, Oregon, and Sun Prairie



Raised over \$2.8 million to help families in Dane County build strength, stability, and independence



Welcomed 115 families to our informational meetings, excited to begin their journey toward homeownership



Celebrated 551 dedicated individuals and companies who have donated for 3+ years



Recycled & repurposed 77 donated vehicles, transforming them into homes for families



Offered affordable homeownership with an average price of \$262,000 for Habitat homeowners in 2024



Collected over \$970,000 in property taxes paid by Habitat homeowners, strengthening our community



Completed five home repair projects, including two veteran and two senior households



Serviced 213 no-interest mortgages for Habitat families, helping them build financial security



Mobilized 2,434 volunteers who contributed 33,169 hours on the build sites and 20,813 non-construction volunteer hours



Earned Charity Navigator's 4-star rating for 13 consecutive years—a distinction held by only 3% of charities

## ReStore Impact: Turning Donations into Dreams

Over its 23-year history, ReStore has generated \$7.3 million in net profits for Habitat's homebuilding mission, funding **81 Habitat homes for families in Dane County!** This fiscal year alone, ReStore grossed \$2.5 million, contributing more than \$390,000 towards Habitat's mission.

- ▶ Helped 76 Habitat ReStore Furniture Bank clients in Fitchburg, Madison, Marshall, Middleton, Monona, Stoughton, and Sun Prairie.
- ▶ Completed **76,400+** purchase transactions
- ▶ Picked up donations from **1,700 households and businesses** with the ReStore trucks, giving new life to countless treasures
- ▶ Skillfully completed **43 kitchen tear outs** and sold the cabinets at Habitat ReStore
- ▶ Celebrated **60 new commercial donors** and **59 repeat commercial donors**, strengthening our partnerships
- ▶ Mobilized **698 Habitat ReStore volunteers**, completing **19,900 volunteer hours**

Together, we're creating a brighter future for Dane County— one home, one family, and one volunteer at a time!

# The Power of Partnership: Building a Stronger Community Together

At Habitat for Humanity of Dane County, our mission to provide safe, decent, and affordable housing would not be possible without the unwavering support of our dedicated partners. Through program sponsorships, volunteer efforts, and generous in-kind donations and services, our partners have played a pivotal role in building and repairing over 415 homes across Dane County—and the impact continues to grow.

As the affordable housing crisis persists, the need for sustainable housing solutions has never been greater. Join Habitat in our mission to create lasting change by partnering with us to build a brighter future for families in Dane County. Contact our team at [giving@habitatdane.org](mailto:giving@habitatdane.org) or call 608.255.1549 x 120 to explore how you can become a Habitat Partner today!



## A special thanks to our additional sponsors:

- AFFILIATED ENGINEERS
- ARBORVIEW PARTNERS
- ARCHITECTURAL BUILDING ARTS
- BANK OF SUN PRAIRIE
- BELL BANK MORTGAGE
- BETHEL LUTHERAN CHURCH
- CHR. HANSEN, INC.
- EVENTUS WEALTH ADVISORS
- FERGUSON ENTERPRISES
- FIREHOUSE SUBS
- FISKARS
- GBA ARCHITECTURE DESIGN
- GE HEALTHCARE
- GREYWOLF FOUNDATION
- GROUP HEALTH COOPERATIVE OF SOUTH CENTRAL WISCONSIN
- HABITAT FOR HUMANITY INTERNATIONAL
- HYDRITE CHEMICAL CO.
- JOHN DEERE FINANCIAL
- KEE ARCHITECTURE
- KNIGHT BARRY TITLE SERVICES
- M3 INSURANCE
- MADISON INVESTMENT ADVISORS
- MADISON WEST MIDDLETON ROTARY CLUB
- MILLIPORESIGMA
- NATIONAL GUARDIAN LIFE INSURANCE COMPANY
- ONE COMMUNITY BANK
- PEOPLE'S UNITED METHODIST CHURCH
- SELF-HELP HOMEOWNERSHIP OPPORTUNITY PROGRAM (SHOP)
- SKETCHWORKS ARCHITECTURE
- STARK COMPANY REALTORS
- SUMMIT CREDIT UNION
- TASC
- TDS TELECOM
- THIRD COAST ADVISORS
- US BANK FOUNDATION
- UW HEALTH
- VERIDIAN HOMES FOUNDATION
- WESCO
- WI SCHOOL OF BUSINESS CENTER FOR PROFESSIONAL & EXECUTIVE DEVELOPMENT