



2024-2025

Annual Partnership  
Packet

Who   
We Are



## Habitat GSF Mission

Habitat for Humanity Greater San Francisco (Habitat GSF) has been leading the response to the Bay Area's affordability crisis for over 35 years by building and sustaining affordable homeownership for low-income working families across San Mateo, San Francisco, and Marin Counties.

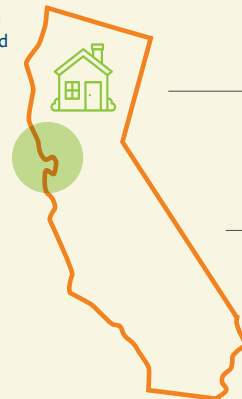
## The Problem

The escalating housing costs of our region have grown to catastrophic proportions, but the truth is that thousands of families have been denied the opportunity of homeownership for decades.

**28%** of the population in our three county service region live in overcrowded or severely overcrowded housing...that's over **124k people**.

**20%** of CA residents pay **over half** of their income on housing.

**59%** of the population in our region identify as BIPOC, but make up **only 46%** of the homeowners.



**83%** of **Habitat GSF** households report having more space for their family.

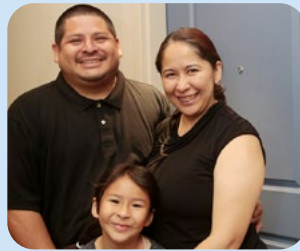
**69%** of **Habitat GSF** homeowners say they can often or always save.

**89%** of **Habitat GSF** homeowners identify as BIPOC.

## Who we serve

Habitat GSF serves low-income working families that fall within the 50-120% Area Median Income (AMI) range.

- Households in this income range typically earn too much to qualify for subsidized housing but too little to afford market rate housing.
- Many of these families live in overcrowded, often unsuitable, or unstable conditions.
- The families we serve are often facing displacement out of their communities.



## Outcomes for Habitat GSF families

According to our most recent homeowner survey:

85%



see improved physical or mental health

79%



have experienced an upward career trajectory

63%



are able to live in the region long-term

## Our Progress

We drive impact through three key programs:



### Home Building

New affordable home construction



### Home Preservation

Provide critical repairs for low-income, long-time homeowners



### Advocacy

Promote affordable homebuilding and champion affordable homeownership

## Our Impact

286

new homes built or acquired



Marin County

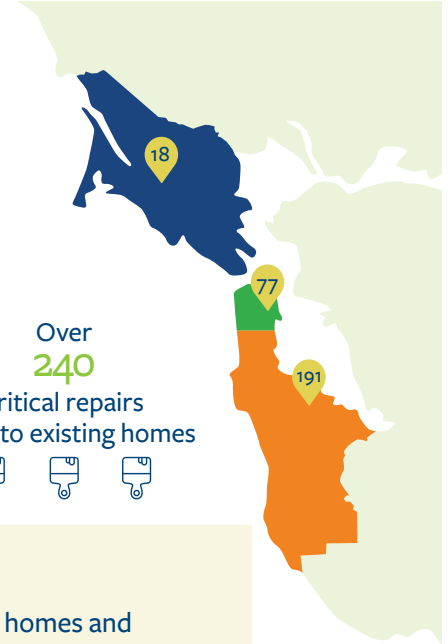
18 homes

San Francisco County

77 homes

San Mateo County

191 homes



Over 240 critical repairs made to existing homes



## What's Next

Join us in accomplishing Habitat GSF's bold goal to build and prepare 200 new homes and conduct critical repairs on 100's of homes by 2027, transforming the lives of over 500 families



# Make an impact locally while engaging your employees throughout the year

Joining Habitat Greater San Francisco as an annual partner enables your company to streamline planning by pre-selecting engagement opportunities between events and teams throughout the year. Annual partners receive increased visibility across our channels highlighting your employees' contributions and impact in the local community.

## In Person Engagement

Volunteer with your team, employee resource groups, or clients for an unforgettable experience.

## Events

Join one of our signature builds and events throughout the year to celebrate our achievements addressing the affordable housing crisis.

## Showcase Your Impact

Tap into tailored co-branded packages that amplify your company's social impact commitments across each of our networks.



Make change  
happen

## Premium Team Builds



### Playhouse Builds

Build a fully functional playhouse that will be donated to low-income families, childcare centers, or community centers. This is inclusive to all skills and abilities with a variety of tasks like designing, painting, cutting, and assembly.



### Home Preservation Repairs

Prevent displacement for longtime Bay Area residents by supporting critical home repair projects with your team, such as demolition, fence repair, painting, and more.



### New Construction

Help Habitat GSF deliver the promise of homeownership by building affordable homes at one of our new developments. Depending on the construction schedule, tasks can include framing, site work, exterior finishes, painting, flooring, and insulation with training included. New construction opportunities will return soon!



# Signature Builds

By sponsoring **Signature Builds**, your employee resource groups or wider teams can celebrate the unique contributions of veterans, women, and LGBTQ+ to the workplace and greater community with highly visible and engaging volunteer build days.

Join us for one or more of our upcoming signature builds including:

- Veterans Build – November 2024
- Women Build – March 2025
- Build with Pride – June 2025



# Framing the Future

IMPACTING GENERATIONS

At **Framing the Future 2024**, we convened community leaders, business executives, loyal supporters, and companies like yours, who are dedicated to addressing the affordable housing crisis in the Bay Area.

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**WHEN:** Thursday, September 19, 2024

**WHERE:** San Francisco City Hall

**WHAT:** We celebrated our community's commitment to affordable housing with dinner, drinks, and entertainment!

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*Sponsorship opportunities will be available for Framing the Future in 2025 with event details TBD.*







Showcase your employee-led community engagement and company's commitments to addressing the affordable housing crisis in our region through customized digital marketing packages:

## Social Media Highlights

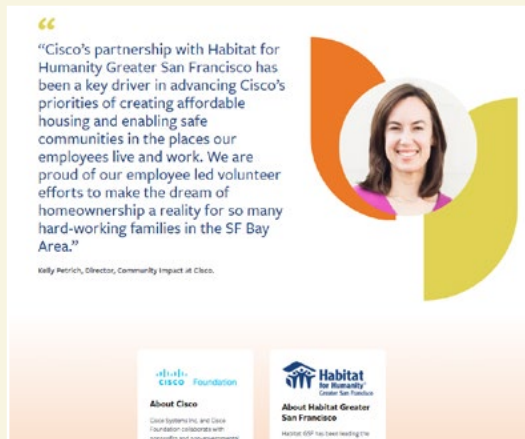
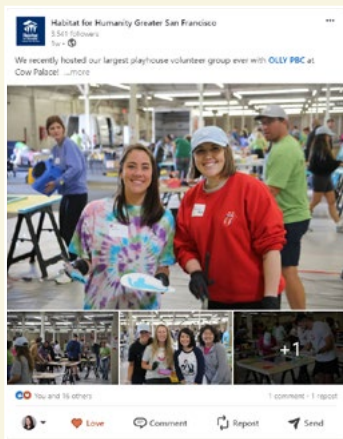
Create visibility for your company's good work on the ground through a customized social media package.

## Case Studies

Capturing the impact of our partnership that spotlights your company's contributions to drive progress toward affordable homeownership.

## Exclusive Press Release

Showcase our partnership.



# Benefits Overview



\$75k - \$10k

	Team Builds		Signature Events		Digital Marketing		
	PREMIUM BUILD DAYS Lunch and t-shirts included for up to 20 people per day based on the activity	STANDARD TEAM BUILD DAYS up to 10 people per day based on the activity	SIGNATURE BUILD SPONSOR* of your choosing for: Veterans Build, Women Build, Build with Pride	RECOGNITION AS A SPONSOR of HGSP's 2025 Framing the Future annual gala. Benefits include table, event tickets, physical, and digital recognition	SOCIAL MEDIA marketing plan	Exclusive PARTNERSHIP CASE STUDY	Exclusive PRESS RELEASE
<b>\$75,000</b>	2	3	2	Future Framer	✓	✓	✓
<b>\$50,000</b>	2	2	1	Hope Builder	✓	✓	x
<b>\$25,000</b>	1	2	1	Door to Stability	✓	x	x
<b>\$15,000</b>	1	1	1	x	Select digital marketing opportunities	x	x
<b>\$10,000</b>	1	x	x	x	x	x	x

HGSF is happy to offer **customized packages** that support your company's objectives.

\* Option to schedule one of the volunteer days as part of the Signature Build sponsorship (November, March, or June)

# Corporate Partners



**BANK OF AMERICA**

 **flagstar**

**LOWE'S**

PLANT  


  
BANK OF SAN FRANCISCO

 **GIC**

 **Meta**

 **PROLOGIS**

 **CISCO** Foundation

  
FOUNDATION

**OLLY**

 **salesforce**

 **Stellar**

**CITY NATIONAL BANK**  
AN RBC COMPANY

**KIRKLAND & ELLIS**

 **PG&E**

 **samsara**

**WAREHAM**  
DEVELOPMENT

 **CLARK**  
PEST CONTROL

 **KPMG**

 **Pinterest**

The  
**SOBRATO**  
Organization

**WELLS FARGO**





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