



## Newsletter

### Holiday 2007

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### Season Reflections from HomeAid

The holidays are a time to spend with family, friends and loved-ones. Unfortunately, for temporarily homeless families and individuals, this time of year can bring extreme hardship as they have no place to call home, and no friends or family with whom to share the holiday spirit. More than 3.5 million are homeless each year, and more than a million of them are children. The vast majority, more than 80 percent, are homeless as a result of a life-altering event (e.g. job loss, natural disaster, divorce, abuse, medical condition, etc.) that has rendered them temporarily without a home.



Since 1989, HomeAid and a strong network of partners have built housing facilities across the U.S. to help this "invisible" population of temporarily homeless families and individuals. In 2007, HomeAid realized many tangible and positive outcomes as we help more homeless individuals become self-sufficient. Powerful partnerships and resources have enabled us to help thousands of today's homeless rebuild their lives.

As you celebrate this holiday season with family and friends, reflect a moment about the people we are helping and the thousands who still need our help. Find out more about how to "build hope for today's homeless" at [www.homeaid.org](http://www.homeaid.org) today!



### [Gulf Coast Rebuilding Completes Fourth and Final Project in New Orleans](#)



Gulf Coast  
Rebuilding  
Fund

Since September 2005, HomeAid's Gulf Coast Rebuilding Fund has completed the rebuilding program to produce nine

multi-unit homes to house and rehabilitate nearly 125 evacuees. Among the homes is a LEED-registered sustainable facility in New Orleans. [Read more](#)



Built by Ledcor, Owens Corning Shingle Roofing Donated to Family Shelter Services, Chicago

## **HomeAid Chapter Housing and Care Projects Help Build Portfolio to 150 Facilities Strong!**

Through the generosity of our builders, trades, and manufacturers in 2007, we have increased our existing portfolio to 150 multi-unit facilities strong! This year, we have helped more than 500 individuals get back on their feet, pushing our overall estimate to more than 80,000.



## **HomeAid Launches New Websites in 2007**

The national office of HomeAid unveiled a new state-of-the-art website earlier this year that features the latest in electronic marketing capabilities. **Taylor Digital**

**LLC** and **Glenda Hoffman** created this dynamic new site built on a client management platform system, featuring customer friendly interface functions such as RSS, web print/e-mail functions, a Contact Inquiry System and much, much more. In addition to our new website, HomeAid has created an online instructional knowledge center for our chapters. This portal will enable chapters to access and share instructional and marketing tools over a dynamic electronic database. HomeAid sincerely thanks **Andersen Corporate Foundation** and **Bank of America** who donated financial assistance this year to help us initiate this much-needed operational tool. To see our new websites visit [www.homeaid.org](http://www.homeaid.org) and [www.projectplayhouse.com](http://www.projectplayhouse.com).



HomeAid's National Project Playhouse, NYC

## **Signature Fundraiser - Project Playhouse™ Goes National!**

On September 17, 2007, HomeAid launched its first national Project Playhouse™ initiative. The national launch featured playhouses built by **Pardee Homes** - a "green" playhouse on display at the **National Building Museum's Building Zone** in Washington, D.C. and an **American**

**Girl**® playhouse featured on **CBS The Early Show** in New York, which was donated to **HELP USA's WestHELP Greenburgh**. Eight HomeAid chapters, in addition to the national office, conducted Project Playhouse events in their respective geographies, including **Atlanta**, **Chicago**, **Dallas**, **Houston**, **Inland Empire (Calif.)**, **Los Angeles/Ventura (Calif.)**, **Orange County (Calif.)**, and **Southern Nevada (Las Vegas)**.  
Read more

## **Powerful Partnerships Highlighted**

It is because of powerful partnerships and resources that HomeAid has helped thousands of homeless families and

individuals, many of whom are children, rebuild their lives. Here are a few of those partnerships that we highlighted in 2007 on our website.



## **Newland Communities® and Life is good® Raise Funds at Pumpkin Festivals**

**Newland Communities**, the nation's largest community developer, hosted its second annual

**Life is good®** Pumpkin Festivals in 11 communities in seven states across the country. More than 20,000 children and adults attended the festivals to carve and raise approximately \$440,000 for charity. [Read more](#)



GE Consumer & Industrial Care Day at Banyan House

## **GE Consumer & Industrial Expands Partnership Across America!**

From monetary to in-kind product donations, **GE Consumer & Industrial** is making significant investments to provide dignified, safe living environments for America's temporarily homeless. [Read more](#)



Georgia-Pacific Seeing Green in New Orleans

## **Georgia-Pacific Expanded Partnership to foster "Green" Building**

**Georgia-Pacific** has been instrumental in evolving HomeAid's green-building standards through the donation of its DensArmor Plus® paperless interior drywall for the organization's Gulf Coast rebuilding efforts. [Read more](#)



## **Mike McGee, CEO of Pardee Homes, Honored at PCBC Builder Reception**

At the **2007 PCBC® The Premier Building Show** in San Francisco, California, HomeAid hosted a Builder Reception to honor 2007 California Building Industry Foundation (CBIF) Hall of Fame inductee, Mike McGee, CEO of **Pardee Homes**. Sponsored by **California Building Industry Association's (CBIA)** CEO Robert Rivinius, HomeAid board member Bert Selva, President and CEO of **Shea Homes**, lauded McGee for his commitment to HomeAid over the years and his employees for their dedication to the organization's fight against homelessness. [Read more](#)





## HomeAid's Founding Board Members Julie Brinkerhoff-Jacobs and Don Jacobs, AIA, Honored as 2007 Outstanding Volunteer Fundraisers

The Jacobs (center) with Spirit of Philanthropy Award Co-Chairs HomeAid Board Members **Julie Brinkerhoff-Jacobs**, President and CFO of **Lifescapes International, Inc.**, and husband **Donald P. Jacobs, AIA**, President of **JZMK Partners**, were recently honored as 2007 "Outstanding Volunteer Fundraiser" at the Association of Fundraising Professionals Orange County Chapter's 22nd Annual "Spirit of Philanthropy Awards" **Philanthropy Day Luncheon** on November 13, 2007. [Read more](#)



## HBA New York City Becomes HomeAid's 22nd Chapter

HomeAid, a leading national non-profit provider of housing for today's homeless, announced the opening of its 22nd nationwide chapter in the nation's largest city. The new chapter will be named HomeAid New York City and was created through a partnership with the **Building Industry Association of New York City (BIANYC)**. With the generous support of the local home building industry, along with national partners **Bank of America** and **ProBuild**, HomeAid New York City will build housing facilities across the five boroughs to cope with the city's rising homeless population as well as enable homeless individuals and families to get back on their feet after a life circumstance has rendered them without a home. [Read more](#)



## HomeAid Opens Four Chapters in 2007

Countrywide Recognized for Opening HomeAid Washington, D.C.

Rounding out 2007, HomeAid began operations in **New York City** in December. Additional chapters opened this year include: **Charlotte, NC**; **Michigan (State Model)**; and **Washington, D.C.** Our deepest, heartfelt thanks to the following partners who have made a direct impact on changing future lives: **Bank of America**, **Countrywide**, **Lennar Corporation**, **Masco Corporation Foundation**, **National Gypsum**, and **ProBuild**. To view all of our locations [click here](#).

**May you and yours have a Healthy and Happy Holiday Season!**

**HomeAid**