

HOMEAID'S PUBLIC PROFILE

HomeAid is sometimes called "the best kept secret in the building industry", but we are striving to change that! This past year we appeared at all the major building industry events—International Builders Show (IBS), PCBC (including Leader to Leader), Hanley Wood's Housing Leadership Summit, and Professional Builders' Giants conference. We also were the co-host and beneficiary of two housing forecast events put on by Meyers Research. With the most recent of these events, Meyers has now held a dozen total and raised over \$500,000 for HomeAid!

We undertook a unique public awareness initiative this year with the Producer of the documentary *Mighty Ground*, a film about Ronald Troy Collins, who escaped 20 years of homelessness through the kindness of strangers and his own determination. We are proud to be working with them on a tour of HomeAid chapter cities to share the humanization of homelessness that this movie highlights. Three events were held in late 2017, with five more events are planned across the country in 2018. To learn more, please visit <http://www.homeaid.org/MightyGround>.



2017 ANNUAL IMPACT REPORT

SPONSORS

PLATINUM LEVEL



GOLD LEVEL



SILVER LEVEL



BRONZE LEVEL



MEDIA SPONSORS



LETTER FROM THE CEO



It was another impactful year for HomeAid last year, the 28th year in our history, and it came at the right time as homelessness in this nation increased by most standards for the first time since the Great Recession ended. Now more than ever, our efforts to help those Americans experiencing homelessness is a critical part of the solution to this problem that plagues our society.

As you will read in this Impact Report, our 17 chapters were as active as ever in 2017, completing 25 projects for homeless service providers across the nation so that they could take in more people in need and give them a second chance. We also ramped up our community outreach efforts with hundreds of volunteers donating thousands of hours to conduct various activities across the country. Their efforts are greatly appreciated.

As we reflect on the past year, we also want to thank our numerous selfless partners, supporters, and staff who work so passionately pursuing HomeAid's mission. Without you, none of this could happen, and so many lives would be diminished as a result.

Sincerely,

Peter Simons
CEO, HomeAid America

BOARD AND PARTNER DEVELOPMENT

We were very fortunate to add a number of new partners and Board members in 2017. A complete list of our incredible supporters are at the end of this report and our dedicated Board is listed in the right margin. The 2017 additions included:

- Builder First Source at the Gold Level, with their CEO Chad Crow joining our Board
- CalAtlantic at the Gold Level, with their Chairman Scott Stowell taking over admirably as HomeAid America's Board Chair for 2017-19
- Delta Faucet joined parent company Masco at the Gold Level, and Jon Dartt continued his fine service on our Board
- Mohawk at the Gold Level, with their SVP Karen Mendelsohn spearheading their efforts on our Board
- Taylor Morrison at the Silver Level, with their CEO Sheryl Palmer joining our Board of Directors and Executive Committee
- Ashton Woods joined as a national partner and their CEO Ken Balogh joined our Board
- Basenian Lagoni Architects' Director of Design Dave Kosco joined our Board of Directors



NATIONAL BOARD OF DIRECTORS

CHAIR

Scott Stowell
Executive Chairman of the Board, CalAtlantic Group, Inc.

EXECUTIVE COMMITTEE

Julie Brinkerhoff-Jacobs
President & CFO, Lifescapes International, Inc.

Thomas C. Farrell
Director of Business Development, Landmark Capital Advisors

Bette Moser
Executive Director, HomeAid Houston

Cheryl O'Connor
Executive Director, HomeAid Northern California

Sheryl Palmer
President & CEO, Taylor Morrison Homes

Karen Robertson, Esq.
Executive Vice President, Regional Manager, Fidelity National Title Group

Bert Selva
President & CEO, Shea Homes

Charles Stein
President & CEO, Environmental Stoneworks

BOARD MEMBERS

Ken Balogh
President & CEO,
Ashton Woods

Elena Bennett
Senior Vice President,
Wells Fargo
Commercial Real Estate

Chad Crow
President & CEO,
Builders FirstSource

Jon Dartt
Vice President Sales,
Delta Faucet

Ronald J. DeFelice
Of Counsel, Jackson Tidus

David Ellis
Executive Officer, Charleston
Homebuilders Association

Adrian Foley
President & COO,
Brookfield Residential,

Steven Friedman
Co-Managing Member,
Friedman Advisors, LLC

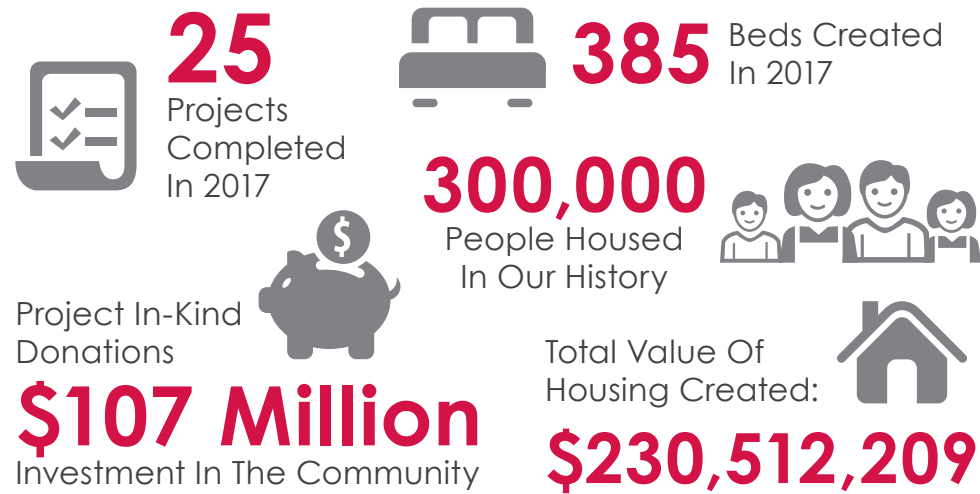
Katherine Gnapp
Head of Commercial
Real Estate Banking,
Managing Director, Bank
of America/Merrill Lynch

Dan Hanson
Chief Retail Production
Officer, loanDepot

James Hecht
Executive Vice President,
Stearns Lending

Jonathan M. Jaffe
Chief Operating Officer,
Lennar Corporation

Dave Kosco
Senior Principal,
Director of Design,
Bassenian/Lagoni Architects



SHELTER DEVELOPMENT

HomeAid's 17 chapters were operating at full speed in 2017, completing **25 projects** valued at \$7,832,776 that added **385 new beds** for service providers helping the homeless across the country. With the addition of these new facilities, the total projects built by HomeAid in its 28 year history rose to **503** with a value of **\$230,512,209**—46% of which was donated by generous homebuilder and their trade partners. Most importantly, the **over 10,000 beds** created by these projects have now **served more than 300,000** previously homeless people over the years. This is a huge impact that HomeAid and its partners has made and we should be proud.

As 2018 started, we had **58** more projects in planning and development across the country, so this productive trend will continue and the number of those served will grow exponentially as all the beds created by HomeAid turnover and more people are housed by them while they get their lives together.

CHAPTER DEVELOPMENT AND EXPANSION



11,149 Volunteer Hours
Total Valued at **\$330,729**



3,396 Of Volunteers

2,143,397 CareKit Items Collected
Valued at **\$680,838**



\$961,567 Total Value Of Community Service Activities



COMMUNITY OUTREACH

HomeAid added Community Outreach to its Mission Statement when we reached our 25th Anniversary in 2014. Volunteer activities had always been an important part of what we do, but it was elevated at that time to a core function that we serve in our communities. These activities are numerous and varied and include Essentials for Young Lives collecting baby items for homeless mothers, Care Days where light construction and maintenance is done on previously built HomeAid facilities, and the creation of HomeAid CareKits to benefit shelters' new residents who lack the basic personal hygiene items needed for dignified self-care.

This past year, the first in which we did a detailed tracking of the metrics of these events, we totaled **94 events** conducted by **3,396 volunteers** at all our chapters. These thoughtful individuals spent **11,149 hours, valued at \$330,729**, giving their time, effort, and hearts to help those in need. We can't thank them enough for this commitment.

HomeAid America's core role is to create new chapters and then give them the support they need to be successful. We have been very fortunate to get four new chapters going since our 25th Anniversary in 2014, with another one on the horizon for early 2018. New chapters have been created in the Twin Cities (Minneapolis-St. Paul), Hawaii, Los Angeles, and Puget Sound (Seattle-Tacoma) and all are hard at work helping with the homeless problems in the markets they serve. HAA has been partnering with the HBA of Austin the past couple years on creating a chapter in Texas' capital, and we are hopefully that will become a reality very soon.

Support for our existing chapters is equally, if not more important. We provide project insurance, legal, marketing, and project templates, and numerous other resources. Sharing best practices among the chapters is also critical and we do this through our Annual Conference, monthly conference calls, and our intranet site, the HomeAid Huddle. Based on our annual surveys of the chapters, we are constantly striving to increase and improve our services to them so that they can better serve their clients—the service providers in their communities helping the homeless.

BOARD MEMBERS (cont'd)

Beth Kang
Executive Director,
HomeAid Sacramento

Dave MacIntosh
Chief Revenue Officer,
Metrostudy

David Mariner
President & CEO,
Boral Industries, Inc.

Karen Mendelsohn
Senior Vice President
Marketing,
Mohawk Industries

Jeff Meyers
President, Meyers Research,
A Kennedy Wilson Company

John Monacchi
SVP Operations,
Winchester Homes,
a TRI Pointe Group Company

Jeff Roos
Regional President,
Lennar Corporation

Joseph S. Tavarez, Jr.
President, National
Homebuilder Services,
First American Title
Insurance Company

H. Lawrence Webb
Chief Executive Officer,
The New Home Company

HOMEAID AMERICA STAFF

Peter Simons
Chief Executive Officer

Robin Arnett
Chapter Development
Director

Susan Blen
Stewardship Director

Lynn Tadlock
Finance Manager