

## Women Build Business Partners

Spring 2021

### Habitat for Humanity Portland Region's

**Women Build** creates space for women and girls to learn, build, and lead. Since 2009, Women Build has empowered women from all walks of life to step out of their comfort zones, wield hammers and power saws, and have a construction experience developed by, and for, women. Women Build is also a place to learn about and advocate for women and girls' well-being through the unique work of Habitat for Humanity.



### Housing affordability is a crucial women's

**issue.** Families in our region struggle to find decent, affordable housing, and this is especially true for single parents. One third of Oregon's single working mothers and their children live below the poverty line. Women—particularly women of color—face challenges to access family-wage jobs, restricting their ability to find a decent place to live. It's a cycle that is hard to break. A Habitat home provides the stability that a mother and her family need to succeed.

Nearly 40% of Habitat homeowners are single mothers. After building and purchasing an affordable home through Habitat, women build strength, stability and self-reliance for themselves and entire families. Through build site experiences and educational programming, Women Build encourages volunteers and financial supporters to challenge stereotypes, fight all forms of inequality, and advocate for themselves and each other.

**Funds raised** by the Women Build team of individuals and Business Partners are directed to specific build sites in the region. Women Build is proud to have recently funded full home sponsorships (\$100,000 each) in the North Olin Avenue build in North Portland, the Simpson Street build in NE Portland's Cully neighborhood, and will now direct funds to sponsor a full home in the Denney Gardens build in Beaverton!

At this time, the Covid pandemic is limiting onsite volunteer opportunities at build sites. As soon as safety protocols allow for it, we will resume special quarterly Women Build days at sites in the region. In addition to build days, Women Build experiences in the coming year could include a playhouse build day or dedicated Women Build volunteer days at our area ReStores.

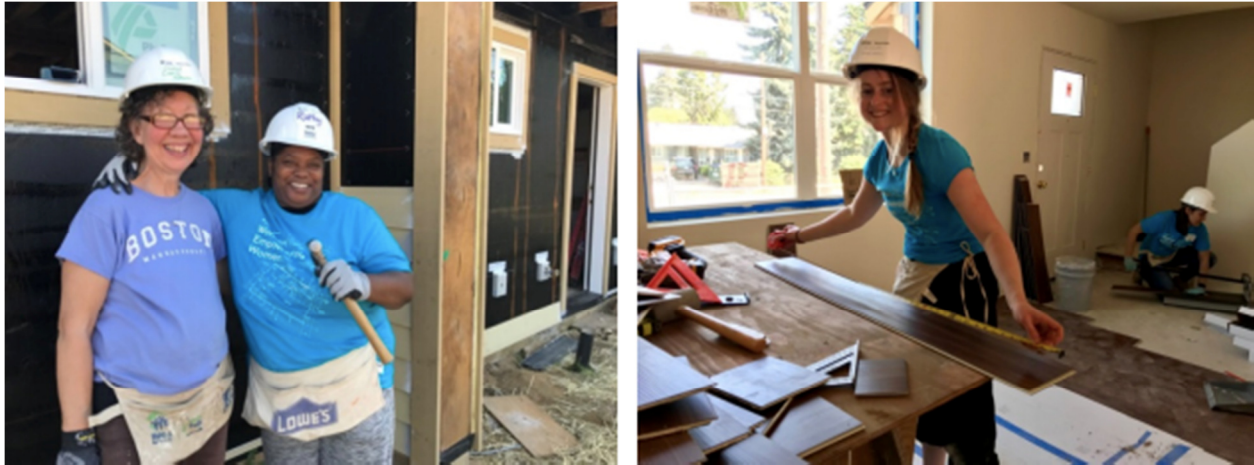
To learn more about of these pre-pandemic build days created by Women Build, please read a past issue of "News from the CREW," on the Women Build web page. A sample can be found [here](#). Below, you will find more information about CREW, our Women Build philanthropic leadership group.

*For more information about Women Build programming, please contact Lauren Johnson*

*work cell: 503-890-3544 or [lauren@habitatportlandmetro.org](mailto:lauren@habitatportlandmetro.org)*

*Visit the Women Build web page: <https://habitatportlandmetro.org/get-involved/volunteer/women-build/>*

## Join Us as a Women Build Business Partner!



Three levels to participate:

**Learner: Donation of \$2,500**

Benefit: All Business Partner logos will be featured on the Women Build page of the website and receive opportunities for social media and blog posts. Partners will also receive priority invitations to participate in quarterly Women Build days and other volunteer activities.

**Builder: Donation of \$5,000**

Benefit: in addition to the above, 1) an employee or owner of a company can participate as a member of the CREW, our philanthropy leadership group connecting resources to Women Build and 2) Partners can host a company-exclusive Women Build day.

**Leader: Donation of \$10,000**

Benefit: In addition to the Learner and Builder levels above, a company will receive public acknowledgement at Habitat's signature events: HopeBuilders Breakfast and the Fall auction. Leaders will also have the option for their staff or colleagues to have a Women Build lunch and learn (virtual or in-person as possible), where members of the Women Build team can share more about Habitat's work and the intersections of housing and well-being for Portland area women.

**Our website will soon reflect a space for Women Build Business Partners -**

**<https://habitatportlandmetro.org/get-involved/volunteer/women-build/>**

## The CREW: Connecting Resources to Empower Women

Launched in 2019, the CREW is a team of women leaders and supporters of Habitat for Humanity. The CREW's purpose is to connect resources to elevate women, namely to raise critical funding for Women Build, a program of Habitat for Humanity Portland Region.

Portland Region's Women Build works to create space for women and girls to learn, build, and lead. Since 2009, Women Build has been a source of empowerment for Portland women to step out of their comfort zones, wield hammers and power saws, and have a construction experience developed by and for women. We also envision this as a place to learn and advocate for women and girls' well-being through the unique work of Habitat for Humanity.

### Who makes up the CREW?

In early 2019, we started with eight women who have been activating their philanthropy in support of Women Build. We have grown this number to 10, and hope to grow to 15. We invite women who are enthusiastic about Women Build's mission and who will prioritize their personal philanthropy and invite friends and colleagues to support it. We are looking for women who will think strategically, be willing to engage their personal and professional networks, and, together, create a strong program into the future.

### Why Do We Support Women Build?

- We love empowering women by providing access and training to learn construction skills
- We give a hand up to women who are ready to be homeowners. The need is there:
  - Women have historically been excluded from access to owning their own homes. The pattern of inequity has persisted.
  - Low-income, women-led households are far more likely to experience poverty than other households.
  - There are NO neighborhoods in Portland that are affordable to the average single-mother household. The situation in Washington County is increasingly challenging.
  - Close to half of Habitat homeowners are single mothers or are the primary earners in their homes.
- The money we raise helps pay for building materials for Habitat homes

## What are our Goals for 2021?

In July 2019, we reached our inaugural goal of \$100,000 in gifts and pledges to fully sponsor a home in the Olin build site in North Portland that is now complete! We are now building on that success to make an even bigger impact toward sponsoring three homes over the next two to three years. In 2020, we succeeded in raising funds for a home now underway in the NE Simpson build site. We are now aiming for a second home sponsorship at the Denney Gardens build in Beaverton by June 30, 2021.

There are donors at all levels to Women Build, but the CREW is working to secure gifts of \$1,000 and over from individuals and companies. We are motivated by a generous challenge grant made to Women Build by the Maybelle Clark Macdonald Fund. They will match gifts from individuals made in the coming year -- up to a total of \$50,000! We are also exploring new ways to work with the business community in the coming year.

To help people get involved, and to carry out the mission of Women Build, four exciting construction days are created each year, following themes relative to women's empowerment and housing. These build days bring up to 30 women together on site for an empowering all-women construction experience.

## Please join us!



### Expectations

- Agree to a one-year term as a CREW member
- Attend occasional CREW meetings as able to help develop strategic focus
- **Host a table benefiting Women Build at the April 28, 2021 HopeBuilders Breakfast**
- Consider participating in the Fall Auction on September 17, 2021
- **Commit to a personal gift or annual pledge of \$1,000, \$2,500, or \$5,000 between July 2020 and June 2021 (Note, \$5,000 is also Habitat's Cornerstone Society level of giving)**



### Support

- CREW members will receive relevant, timely information from staff
- CREW will have staff support in fulfilling commitments, particularly as CREW members seek to introduce friends, family, and colleagues to Women Build's work



### Benefits

- Access to behind-the-scenes work at Habitat and we'll have a lot of fun working together on the CREW
- Your name will be included on related Women Build and CREW materials, in the Annual Report, and on the Habitat website

**For more information about CREW:**

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