



Triple Your Impact

CAMPAIGN REPORT
2018 – 2022



Habitat for Humanity®
Portland Region

Dear Friends,

Your generosity, passion, and action will impact the lives of Oregonians for generations to come. **Thank you.** This report demonstrates all that you accomplished to build, improve, and promote homeownership across the Portland region through participating in Habitat's Triple Your Impact Campaign.

The need for safe, stable homes has never been greater. Back in 2018, our region's housing crisis was escalating. Then the pandemic hit and made it abundantly clear how vital a safe, affordable home is for the health of our community. In response, you rallied around Habitat for Humanity Portland Region's five-year, \$25 million *Triple Your Impact* campaign. And wow, you didn't just meet that goal, you knocked it out of the park! **Your generosity raised an incredible \$26.5 million in philanthropic gifts that we were able to leverage with over \$18 million in grants from our public partners.** Thanks to you, the vision of tripling to partner with 500 people each and every year is now a reality!

This map illustrates the impact you had through this campaign, but it doesn't come close to telling the whole story. Your support helped us build our home building capacity into the future. We were able to restructure our business model to include partner home mortgage lenders like First Republic Bank and non-profit partner, Proud Ground, to shift to a shared-equity model. Now, every home we sell will be permanently affordable for a second or third buyer decades into the future, creating mixed-income neighborhoods. You helped us to lean into advocacy work and address systemic barriers to homeownership, while continuing to do the important grassroots work of community engagement.

This comprehensive campaign represents ALL of us – individuals, businesses, faith groups, elected officials, and government agencies – bringing forward what we have to offer to this important work.

We know that homeownership is not only critical for public health and well-being, but also a building block for racial equity. To address our region's legacy of displacement and systemic racism, Habitat will continue working on closing the homeownership gap for communities of color. We must help deepen investments in underserved communities and lower barriers to homeownership in neighborhoods of opportunity.

This fall, we are excited to share our new five-year strategic plan, outlining our vision to continue to expand homeownership opportunities well into the future, to ensure that we build a region where everyone has a safe, affordable place to call home.

In Partnership,



Steve Messinetti, President & CEO



“Thanks to you, the vision of tripling to partner with 500 people each and every year is now a reality!”



5 Years // 17 Communities // 358 Homes

“The repairs have made it easier to access the house. It has made the biggest difference in the world, as I can’t climb my stairs anymore. I will soon be using an electric wheelchair provided by the VA, and now I can feel good knowing I have a way to use it.”

Brian, Hillsboro
Home Repair Recipient



Alder Commons



Century Boulevard



Allen Estates



Denney Gardens



Taylor's Ferry



Capitol Hill



Boones Ferry



King City



Olin



Kenton Commons



Cully Place



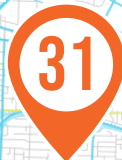
Simpson



Helensview



Brooklyn Pines



Cherry Blossom



Foster



Glisan Street



“We cannot express enough how grateful we are. Practically the only dream that we’ve had is to own a house. We know that by owning a house we are guaranteed a stable place.”

Samer, Portland
Habitat Homeowner

Habitat's New Annual Level Of Impact

Serve 450–500 People

Build and Sell 60–65 Homes

Repair and Preserve 50–60 Homes



Campaign Leadership

We are deeply grateful to the Campaign Cabinet, who worked diligently over the past 5 years to launch and sustain the momentum throughout the pandemic. Thank you for bringing your focus, expertise, and leadership to this important campaign to triple our impact across the Portland region.

Co-Chairs

Peggy Maguire
Cambia Health Foundation

Bob Speltz
The Standard

Melody Rose
Chancellor, Nevada System of Higher Ed.
Co-Chair Emeritus

Members

Chris Finley
Co-Founder, SurveyMonkey

Lana Finley
Community Activist

Tom Koehler
Pacific Ethanol

Amy Kohnstamm
Community Activist

Mark New
N&N Real Estate Services

Jeanette Thomas
Community Activist

Kevin Thomas
Community Activist

Mark Waller
Bridgeworks Capital

“I am a champion of Habitat because I believe that every person deserves the opportunity to live the healthiest life possible. To achieve equitable whole person health, we must work together to address the social conditions that impact health, including safe and affordable housing.”



Peggy Maguire
Cambia Health Foundation

“We know that homeownership and stable housing are the bedrock of a good life. This campaign is, in many ways, a once in a lifetime opportunity to help ensure that homeownership remains possible for families in our communities.”



Bob Speltz
The Standard

HABITAT FOR HUMANITY, HERE AND AROUND THE WORLD, IS BUILT ON THE BELIEF THAT “TO GO FAR, WE MUST GO TOGETHER”.

We celebrate the 12,329 individuals, businesses, foundations, volunteers, and faith partners that came together, over the past 5 years, to contribute a total of \$26.5 million dollars and the public partners that helped us leverage this philanthropic spirit with additional investments totaling \$18 million. We wish we could list every one of your names here. Together, we build a safer more equitable Portland region. Thank you.



Honor Roll

Diamond Partners (\$1,000,000+)

Anonymous
Greater Portland Bible Church
Oregon-Idaho Annual Conference of
The United Methodist Church
MacKenzie Scott

Platinum Partners (\$500,000 - \$999,999)

Board of Directors, Habitat Portland Region
Meyer Memorial Trust
M.J. Murdock Charitable Trust
The Standard
Ann and Bill Swindells Charitable Trust

Gold Partners (\$250,000 - \$499,999)

Demorest Family Foundation
Chris and Lana Finley
Ryan and Mary Finley
Patty Gazeley*
Jim and Sue's Community Fund
Scott and Twylla Smith
Wells Fargo
OCF Joseph E Weston Public Foundation

Silver Partners (\$150,000 - \$249,999)

Anonymous
Bank of America
CMD Agency
David and Katie Gold
IKEA
Koehler Family Builds
Maybelle Clark MacDonald Fund
Regence BlueCross BlueShield of Oregon

Bronze Partners (\$100,000 - \$149,999)

Jeanne I. Arbow
The Law Office of Michelle D. DaRosa
General Motors
Ian and Michele Gordon
HEDCO
Henry Lea Hillman, Jr. Foundation
Shirley Hoffmann
Bill and Becky Huntting
Irvin and Janette Huntting Fund*
Kaiser Permanente
Tom Koehler and Kari Easton
Menefee Family
Gregg Miller and Christine Howell-Miller
Republic Services
Hubert and Ludmila Schlesinger Foundation
Lee Smith*
Darci and Charlie Swindells
Jeannette and Kevin Thomas
Valspar
David and Christine Vernier
Whirlpool
The Zidell Family

Public Partners

City of Beaverton
City of Hillsboro
City of Lake Oswego
City of Portland
State of Oregon Coronavirus Recovery Programs
State of Oregon Housing and Community Services
U.S. Community Initiated Project Grant:
Senator Merkley & Senator Wyden
U.S. Department of Housing and Urban
Development SHOP

**Indicates deceased*