



2021 ANNUAL REPORT



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A MESSAGE FROM OUR EXECUTIVE DIRECTOR



Dear Friends,

Your support this past year is what made has it possible for New Orleans Habitat to keep building and supporting our partner families, to plan ahead, and to adapt to the unexpected changes everyone has faced. Seeing people come together during the multiple crises of 2020 and 2021 reminds us anew of the importance of the communities we build and the relationships that support and make those builds possible.

As we prepared this report, Hurricane Ida brought major wind and flood damage to the Louisiana Coast. Our team immediately began assessing the damage, deploying resources, and making plans to serve the rebuilding needs of the community, yet it felt frustratingly slow. In the wake of a disaster, it never feels like enough and it never feels fast enough. NOAHH’s 38 years on the frontlines of providing housing solutions have taught us that every storm has its own profile, and that long-term disaster recovery is very different from immediate response. Each form of recovery is vital and each carries unique complexities and constraints. It reminds me that there are times when all of us must rely on others, and that together, we are indeed stronger. Our sister affiliates from Mississippi, Lafayette, Houston and beyond all stepped up to offer advice, resources and support. I am deeply grateful to each of them and to our teammates at Habitat for Humanity International (HFHI) for their kindness and willingness to help. Without their support, it would have been much harder for us to provide help within our service area.

One of the many challenges we are facing is how to help homeowners navigate the complexities of applying for disaster aid,

filing insurance claims and working with contractors. For the community we serve, meeting the “named storm deductible” has been especially difficult when so many lost their jobs in the pandemic, depleting savings and upending everyone’s best laid plans. A special thanks to Lowe’s, The Home Depot Foundation, AT&T Louisiana, IBERIABANK/ First Horizon Bank, JPMorgan Chase, and our other partners who are providing support for those who are struggling. If you would like to aid our Ida recovery work, visit www.donatenola.org.

I am delighted to announce that early next year, we will begin construction on a new community called Rising Oaks that will be located on a former golf course in Jefferson Parish. Our work building homes within existing communities in New Orleans and home repair services will continue, but Rising Oaks will be an opportunity to design an entire residential community. As always, the residents will take part in our First-Time Homebuyer program, completing sweat equity and buying their own homes with an affordable, 0% interest mortgage. This community will provide affordable homeownership opportunities in an area that is within walking distance to employment (over 4,500 jobs within one mile) and everything Habitat homebuyers need to thrive. You’ll see a preview of our plans for Rising Oaks deeper in this report.

I am grateful to the New Orleans Habitat staff. Our team ‘s extraordinary work throughout the pandemic made it possible to operate without interruption of service. We are profoundly grateful to our supporters, donors, and volunteers for your support of our programs and services, especially during the pandemic and following Hurricanes Ida and Zeta. We look forward to working with you to bring Rising Oaks and other projects to life.

Thank you,

Marguerite Oestreicher
Executive Director
New Orleans Area Habitat for Humanity

MEET OUR LEADERSHIP

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CONTACT US AT 504-861-2077

HAMMERING BACK



The road to recovery after a major storm is a long one. On the 16th anniversary of Hurricane Katrina, New Orleans was hit by Hurricane Ida, a Category-4 hurricane that brought significant destruction to southern Louisiana and left hundreds of thousands of people without power in the summer heat. After the storm, NOAHH immediately began assessing the needs of the community, including our partner families and homeowners, and sending out our Construction Crew to help.

New Orleans Habitat has activated our Disaster Relief & Recovery Fund in response to Ida to provide immediate disaster relief resources and serve as the leader in long-term rebuilding efforts. Our friends at Houston Habitat for Humanity donated a truckload of blue tarps for use as temporary coverings for damaged roofs. NOAHH coordinated with local nonprofit Feed the Second Line, Thrive New Orleans, and City Councilwoman Cyndi Nguyen to help getting tarps to local culture-bearers and others in need.

NOAHH has deployed 800 blue tarps, provided guidance on FEMA applications to 88 partner families and Habitat homeowners, referred or assisted 85 members of the public who were seeking aid, and assessed 86 homes for damages, providing blue tarps for five, repairing two roofs, removing a fallen tree, and making other repairs to another four homes. Helping homeowners with insurance claims became a major project as well. Within a month of the storm, NOAHH initiated weekly volunteer projects for those affected by the storm, with the goal of helping people to stay in their homes.



“I own my home, and I’m gonna do all I can to keep it,” said Ronald Major, Jr., whose home needed extensive repairs after Hurricane Ida. “There’s a lot of people like me who can say they can get back into their homes because of Habitat.”

A BRUSH WITH KINDNESS



The ABWK program addresses community needs that go beyond simply paint and roof tarps. NOAHH has completed nearly 300 home repair projects since the program began. To apply for home repair services, please email us at abwk@habitat-nola.org or call 504-608-3328.



Lafitte Mayor Tim Kerner greets Habitat staff and volunteers during an Ida relief trip.

VOLUNTEER WITH US



THE FIRST VOLUNTEERS BACK

The sound of a dozen hammers swinging together to build a new Habitat home is a special kind of music that has been missed during the pandemic. Though the construction staff kept working, the magical cacophony was absent until last spring.

NCSY and Shirts Across America came to New Orleans to build, to give back, and to learn. Shirts Across America even participated in a special presentation of disaster relief education provided by State Farm in the wake of Hurricane Zeta. Though hurricanes rarely reach their home state of Washington, they were able to translate the advice into how to be ready for an earthquake with the help of their group leader Randy Novak.



“I was most excited about getting to interact with people here in New Orleans again,” said Noelle Leibly, a Shirts Across America student who volunteered in 2019. “I wanted to be here on the build site and help out. I missed being able to do that last year. Finally getting to come here after a year and be in this community again has been amazing.”

NCSY, a youth group out of New York who have partnered with NOAHH for over 15 years, were the first group back. Though

the pandemic brought some changes, like vaccine and mask requirements, their return experience still had the same effect on the students:

“Over the years we have benefited from the dedicated staff at Habitat who have provided our teens with both meaningful work and an understanding of why this is so important,” said Ethan Katz, Director of Relief Missions at NCSY.

If you are interested in volunteering with Habitat for Humanity, visit www.noahhvolunteer.org or email volunteer@habitat-nola.org.

INTERNSHIPS AND APPRENTICESHIPS

NOAHH now has paid entry-level internships and apprenticeships available. These programs teach construction skills to participants and help them get on a pathway to long-term employment and increased responsibility. In recent years, New Orleans Habitat has partnered with local schools and organizations including New Orleans Charter Science and Math High School, Harbor Freight, and Louisiana Green Corps to create these new programs out of a desire to hire from the community we serve. Interns and apprentices learn everything from framing skills to reading blueprints, as well as communication and leadership skills. This program is open to anyone. If you or someone you know are interested in being part of this program, please contact interns@habitat-nola.org.



WHY WE BUILD

Affordable housing brings stability and better futures. Rent-burdened households make up 61% of New Orleans renters, meaning that more than a third—often more than a half—of their income goes to housing every month. NOAHH hears too often how, before they come to us, partner families have to choose between rent, food, or electricity. When the price of housing—as a homeowner or a renter—goes down, families rarely have to make that choice. Many are able to save. Children with better access to food do better in schools, which turns into better opportunities later in life. Habitat homeowners often use their savings to go back to school, grow their families, or start their own businesses.

27%

of children in Louisiana live in poverty.

18%

of renter households with children report not having sufficient food.

\$264,861

is the median home price in New Orleans.

Sources: Center on Budget and Policy Priorities, WDSU, the Data Center, and the National Housing Conference.

WHAT HOME MEANS...



BRIGHTER FUTURES

It’s a recurring theme heard from Habitat homeowners: “I didn’t think it was possible for me to become a homeowner.” And yet, hundreds have worked through the First-Time Homebuyer’s Program to achieve their goals, often overcoming obstacles that seemed insurmountable. By the time Kellee Taylor was 22, she had survived homelessness, absentee parents, and physical assault. Her understated response to these hardships proves her resilience: “It sucks, but it’s all part of growing up.”

“I didn’t have anyone to tell me right from wrong,” she said of her childhood. “I dropped out of high school during my junior year and was pregnant with my first child at 17... I didn’t have the support I needed. I was forced to become an adult at a young age and missed out on my teenage years.”

She knew she had to make a change, so she and her two children moved in with a friend and began to turn her life around. Through ups and downs over the last 19 years, she has faced new trials (including surviving COVID-19) and provided for a family of six children as a retail worker.

Now, in spite of everything, she is on her way to becoming a Habitat homeowner.



She came to Habitat as part of her long journey to stability. Like many applicants, she had to work on her finances before she could qualify for a home, so she entered Habitat’s affordable rental program to escape the overcrowded conditions she lived in with an abusive relative. She used the opportunity to save money and fix any financial issues she had. Less than a year later, she qualified and started the homebuyer’s program. Though the pandemic meant a few delays, she will close on her 4-bedroom Habitat home—with enough room for her children who still live at home—and she is now home for the holidays.

“I never thought I would see myself where I am now. I feel my future is looking brighter for me.” – Kellee Taylor

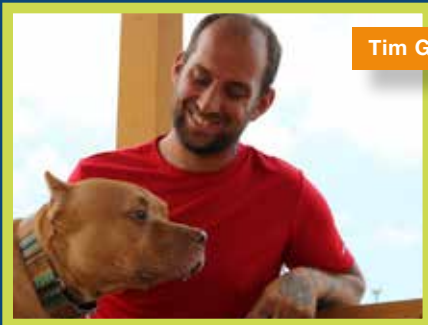
INTRODUCING OUR NEW DIRECTOR OF FAMILY SERVICES



Clark Bucko has joined NOAHH as our new Director of Family Services. In this role, Bucko will direct and oversee NOAHH’s First-Time Homebuyer

and Incubator Rental programs, ensuring affordable home ownership for the working people of New Orleans.

Bucko brings more than 18 years of non-profit experience to NOAHH from organizations such as Planned Parenthood Gulf Coast, the Louisiana Department of Health and Hospitals and the Native American Youth and Family Center. Bucko earned a Master of Science in Education from the University of Wisconsin and a Bachelor of Arts in English from Loras College.



Tim Gray | Habitat homeowner, 2021

“I have spent the past four years preparing for the day I was able to finally reach the goal of homeownership, with many financial and personal hurdles, but I am proud to say that I have finally reached that goal... Waiting for my house during the pandemic was an unparalleled test of patience. My future seemed always just out of reach. Now that I am in my home, it feels natural. I know I’m supposed to be there.”

Ashley Martin | Habitat homeowner, 2010



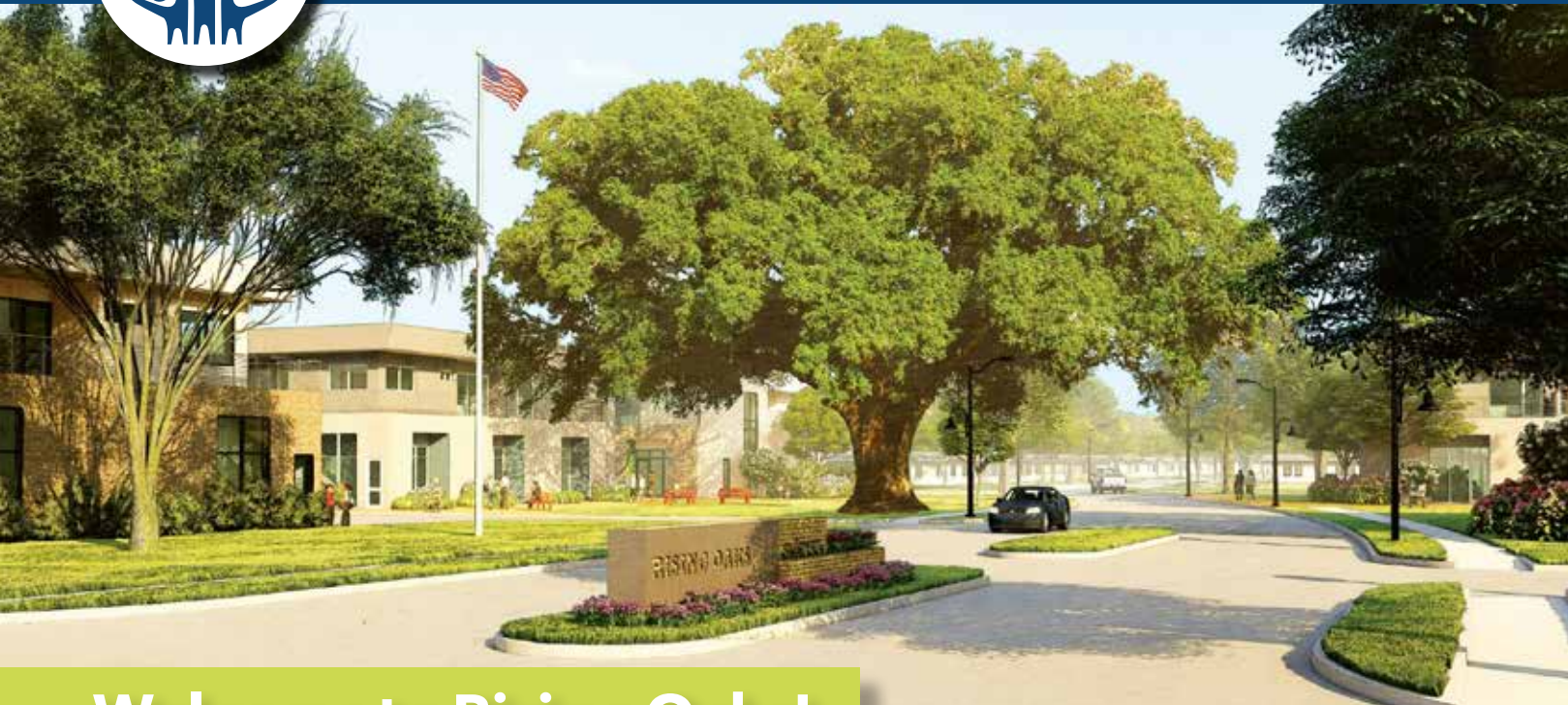
“It gave me the courage ten years ago to start my own business. I left [my old] job, and I started a cleaning service. This has just opened up my world immensely to what was possible, to what I could accomplish and to what more I want. It gave me the freedom to dream. It just opened up a world for me.”



We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status, national origin, age, marital status, sexual orientation, or sources of income.”



RISING OAKS



Welcome to Rising Oaks!

Potential renderings: subject to change.

Too many communities for working families exist in places with inadequate public transportation, forcing people to rely on unreliable transit to get to jobs that are hours away from where they live—inevitably, this creates instability in employment, and therefore in housing. Food deserts and lack of access to healthcare increase risk of illness. Location, in short, is vital to creating a thriving community.

NOAHH has started developing a new, walkable community to be built in Terrytown on the West Bank, across the river in Jefferson Parish. Rising Oaks will include both single-family homes that will be available through our First-Time Homebuyer Program and will feature 52 cottages for those 55 and up in a location that is convenient to healthcare, schools, childcare, jobs, retail, restaurants, and critical services. Because our homeownership and rental programs are designed to be affordable, residents will be better able to increase savings and discretionary income. With the affordability that comes with owning or renting a Habitat home and the community's convenient location, the families in Rising Oaks will be positioned for increased stability and better futures.

The location also provides a unique opportunity for innovative home designs and community amenities. Rising Oaks will have approximately 150 units—a mix of two, three, and four-bedroom detached single-family homes and a cluster of smaller cottages for seniors and veterans, plus mixed-use buildings. Homes will incorporate Midcentury Modern design features, known for large glass windows, open space, and integration with nature.

A central tenet of the planning process is that green space and thoughtfully designed community features should not be limited to luxury developments. Rising Oaks will be built on the site of a former golf course, approximately 40 acres bounded by commercial thoroughfares and canals. Affordable housing can

and should be beautiful. Working with the green spaces already existing in the former golf course, we will ensure ample room for all residents to enjoy, and by using the retention ponds nearby, we will reduce flooding during storms. Other anticipated amenities include a walking trail with exercise stations and equipment for seniors, a dog park, a volleyball/social sports area, a pavilion, pocket parks, and a labyrinth.

New-construction commercial spaces will serve Rising Oaks residents and the broader Terrytown community. It will be anchored by a Habitat ReStore, a Community Center, childcare, and retail intentionally recruited to meet community needs, as well as the construction headquarters for NOAHH's Jefferson Parish operation and a construction skills training center.



"I am excited to begin Jefferson Parish's relationship with Habitat, and look forward to supporting their keystone investment in Rising Oaks. Habitat will provide an important and transformative investment for Terrytown and the Westbank."

—Marion Edwards, Jefferson Parish Councilman, District 1



BE PART OF A COMMUNITY WHOSE IMPACT WILL LAST GENERATIONS.

DONATE TO SUPPORT
RISING OAKS AT

WWW.DONATENOLA.ORG



Impact of a Community

The Rising Oaks community will...

Create approximately **150** opportunities to purchase free-standing, single-family homes close to jobs, services, and opportunities, with 0% financing through Habitat.

Establish a base of operations for New Orleans Habitat on the West Bank of Jefferson Parish, allowing further expansion of our service area.

Generate substantial annual sales tax and property tax revenue to the Jefferson Parish.

Contribute significantly to Jefferson Parish GDP.

Enhance the built environment, reduce blight, and positively impact area property values.



SIGNATURE SPECIAL EVENTS



Our signature event, **Women Build** brings together dozens of women to build a home for a local woman and her family every May. Though we had to cancel plans for the pandemic, we are bringing Women Build back in 2022 with the same Surprise and Delight, Sassy Sweaty Strong teams, and more that you have come to know and love.



Our annual gathering of legal professionals returned this year over the course of three weekends in the spring. **Bench and Bar** was a long-time pre-Katrina tradition that was revived in 2018. Judges, lawyers, and others working in and around the legal profession come out for a day (or more) of home-building, networking, and refreshments.



Unity Build brings together people of different faiths and congregations from around the New Orleans area to help build a home for a hard-working local family. Groups help by fundraising, volunteering, and supporting in other ways, including helping with volunteer registration, refreshments, and more. Our next Unity Build will be the fourth since the program was renewed in 2015.



In June 2022, NOAHH plans to hold our first-ever **Pride Build**! It will be a one-day, inclusive build celebrating and honoring our LGBTQ homeowners. Join us on site to volunteer, connect with LGBTQ locals, and give back!

THANK YOU TO OUR DONORS

\$100,000+

City of New Orleans

\$25,000-\$99,999

Enterprise Community Partners
Federal Home Loan Bank Of Dallas
Karen B. Yoh Foundation

\$10,000-\$24,999

Habitat For Humanity International
Merchandise Pickup Service, Inc.
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PNC Institutional Asset Management

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Family Foundation
Andrew Morse
James Pate
Lehman and Jeanne Preis
Pew Charitable Trusts
Phelps Dunbar, L.L.P.
Daniel Pol
Jeffrey and Betty Poole
Ravindra Reddy
Reed Family Charitable Fund
Simon, Peragine, Smith & Redfearn, L.L.P.
Terrence Sims
Melissa Skolfield
Spectrasonics
Jeff and Mary Lou Suss
Patrick Tesson
Tom Taylor
Travelers Insurance
Walmart Supercenter #3167
Kieth Yaugher

\$500-\$999

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American Express Foundation
Raymond Archambault
Stephen Archer
Baker, Donelson, Bearman, Caldwell & Berkowitz, PC
Julie Bernhardt

Shelita Boissiere
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Foundation, Inc
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NCSY
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Lynn Pyke
K Ragsdale
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Peter Ricchiuti
Rotary Club of New Orleans
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Michelle Rusk
Preston Schlesinger
Sylvia Schully
Megan and Dion Scott-Kakures
Z.E. Smith
David Steinman
Ken Stewart
Shaun Talbot
Kelly Theard
Tony and Mary Touns
United Way Of Central Maryland (UWCM)
United Way Of Central & Northeastern CT
William and Sara Wade Wallace
Lon and Libby West
Phyllis Wiener
Bernice Wollman
Alan Wright
William and Alice Wright

WAYS TO GIVE

CARS FOR HOMES

You can donate your car (or other vehicles!) to help build homes. No matter the vehicle's condition—it can be brand new or old and damaged—you can give it to Habitat as a tax-deductible donation. Use this link to learn more or to arrange a donation:
www.carsforhomes.org

MONTHLY GIVING

One of the best ways to help New Orleans Habitat is through a monthly, recurring gift. These gifts help us plan ahead and budget, provide a stable source of funding, and are often a great way to give a little extra—a one-time \$100 gift is amazing, but you can give more with less stress at \$10 a month. Visit www.donatenola.org to set up your monthly gift today.

STOCKS AND BONDS

A charitable gift of stock or bonds can help make the dream of homeownership a reality for a deserving family while also providing tax savings for you. Please consult your qualified financial planner or attorney for more information, or contact Jay at jayh@habitat-nola.org.

COST OF HOME

It takes a village. To raise a child, to create a home, to build a community. No single person, nor program, can solve all society's problems. Part of supporting Habitat's mission is to fight for affordable housing on all fronts. Donations and volunteering are crucial to the work, but you can also help through advocacy.

As part of the Cost of Home initiative by Habitat for Humanity International, NOAHH has resources and information you can use to become an advocate for housing. Use your voice to let your representatives at the local, state, and federal level know that affordable housing must be a priority.

Visit www.generationsofchange.org to learn more.

LEGACY GIVING

Let your legacy be a gift that lasts for generations. We've partnered with FreeWill, a free online resource that guides you through the process of writing a will in 20 minutes or less. Visit freewill.com/habitatnola today.



Make a gift at www.donatenola.org

Email Jay at jayh@habitat-nola.org to get involved with any of these events!

FIVE REASONS TO DONATE TO THE RESTORE

1

It's easy! Just visit the website below
www.restorepickup.org

2

You help build homes for hard-working local families. The ReStores sell donated goods, and the money raised goes towards our programs, including our First-Time Homebuyer and Home Repair programs.

3

You keep usable materials out of the landfill. Do your part for the environment!

4

You provide affordable furniture, appliances, and construction materials to the local community. Every gently used fridge or couch, every stack of unused lumber, every lamp, mirror, or tile can find a new home at a price below retail.

5

You get to be part of something bigger. Your gift makes a difference in the lives of partner families as they work toward their goals of homeownership. You become part of changing their lives.

For business donations, email Richelle at richeller@habitat-nola.org



For free donation pickup, visit restorepickup.org

TRANSFORMATIONS

Since 2013, New Orleans Habitat has partnered with the New Orleans Mission, a local faith-based organization that provides support for people recently released from jail or experiencing homelessness. The Mission has several programs designed to help people gain work experience or skills, including a faith-based Discipleship program. After six months in the program, participants are placed with a local organization as part of a return-to-work initiative, and through this the ReStore was lucky enough to meet Demond McCormick.



Habitat's work is about transformations. Habitat homebuyers' lives often change for the better as an affordable home of their own helps them achieve stability and self-reliance, and many volunteers talk of how helping build homes alongside partner families opens their eyes. According to those who knew him, Demond was transformed through the Discipleship program and his time at the ReStore.

"It was amazing to see the growth of someone who came in so young and shy," said Earl Scioneaux, Director of Divine Staffing at the Mission. "Then he flourished there so well that it was to the point where [the ReStore staff] were specifically asking for him."

"I liked helping people and liked the people working here," Demond said. "I thought, 'I could work here every day.' Everyday you meet a lot of different people, different moments, different times"

Demond went from the Mission program to being a driver at the ReStore, helping with donation pickups and representing the affiliate throughout the New Orleans area. Donations are sold at the ReStores in order to fund Habitat's programs, including the new home construction and home repair services.

"I was living a hard life when I found the Mission," Demond said. "It taught me to have patience. I like to view this opportunity as an open door for me to grow, learn, and develop."

SHOP RESTORE



Find furniture, appliances, building materials and more at the ReStores.

SHOP RESTORES ONLINE: STOP BY EITHER LOCATION:

www.shopnolarestore.com

www.shopkennerrestore.com

restore@habitat-nola.org

Open Mon-Fri. 10 am to 6 pm | Sat. 10 am to 4 pm

2900 Elysian Fields in New Orleans
504-943-2240

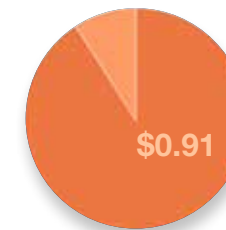
2425 Williams Blvd. in Kenner
504-273-4700

FINANCIALS



REVENUES

\$ 1,714,168	16%	ReStore Sales
\$ 841,356	8%	Contributions & Grants
\$ 2,313,619	21%	Home Sales
\$ 730,503	7%	Rental - Residential & Commercial
\$ 94,879	1%	Other Revenue
\$ 2,490,857	23%	NMTC & PPP Forgiveness
\$ 915,354	8%	Investment Revenue
\$ 1,684,698	16%	In-Kind Contribution



**91 CENTS
OF EVERY DOLLAR
GOES TO PROGRAMS
AND SERVICES.**



ASSETS

\$ 2,748,136	9%	Mortgages
\$ 11,259,344	36%	PPE & Inventory
\$ 284,967	1%	Land Held
\$ 1,136,367	4%	Cash & Equivalent
\$ 14,406,256	46%	Investments
\$ 222,043	1%	Receivables
\$ 1,166,910	4%	Construction in Progress
\$ 83,932	>1%	Other

AUDIT IN PROGRESS



EXPENDITURES

\$ 2,942,575	33%	ReStore Programs
\$ 5,198,050	58%	Affordable Housing Programs
\$ 543,557	6%	Management & General
\$ 353,738	4%	Advancement & Fundraising





2900 Elysian Fields Ave
New Orleans, LA 70122

Non-Profit Org
U.S. Postage
PAID
New Orleans, LA
Permit No. 1226

WHAT YOUR SUPPORT HAS MADE POSSIBLE:

21

affordable homes — new homes and rental units — constructed for hard-working local families.

41

homes repaired through our A Brush With Kindness home repair program.

1,059+

people aided in the wake of Hurricane Ida.

Since 1983

- 657 affordable homes built
- 87 affordable rental units built
- 255 homes repaired



2900 Elysian Fields Ave NOLA 70122

info@habitat-nola.org

504-861-2077

www.habitat-nola.org



@habitatnola