



Cars for Homes™ 2011 Gulf Coast Recovery Project

Cars for Homes™ was on the road April 13-15 to sponsor and help build a home currently under construction in the Hillsdale neighborhood of Mobile, Alabama.

CFH staff and volunteers painted the interior of a new home being built with Habitat partner homeowners Lete and Nase Tukka. Their four-bedroom, single-family residence is one of five currently under construction. The family already completed 400 hours of sweat equity and continues to volunteer building their home and others. Nase works as a landscaper at a local golf course; Lete is a stay at home mom to four children: Meles 11, Minia 7, Aroda 4 and Felibo 2. The Tukka family spent many years in refugee camps after fleeing their

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Working on the Cars for Homes™ team in Mobile are from left, Raquel Malone, Jennifer Tidwell, Justin McWhorter, Sally Black, Marcia Rundle, Brenda Carson Lawless, Josh Shedeck, Kathy Cyran and Mimi Morris. Not pictured: John Cyran, Dave Betler and Keith Ferguson.

Dear Friends,

When distribution checks for Q3 FY11 are sent to affiliates this month in the amount of \$598,003.64, the total distributed by Cars for Homes™ LTD will exceed \$10 million. We are delighted to reach this new milestone and look forward to working with all of you to reach the second \$10 million even more quickly.

In April, the average wholesale revenue for donated cars climbed to over \$900 per car, another record for Cars for Homes™. We urge you to seize this market opportunity by reviewing the "Top Two Marketing Tips" in

this newsletter and utilizing free and low cost CFH marketing tools.

It has been a very exciting spring, with two Cars for Homes™ building projects. In April we chose the Hillsdale neighborhood of Mobile, Alabama, as the site of the Cars for Homes™ 2011 Gulf Coast Recovery Project. This issue is dedicated to Brenda Carson Lawless, executive director, her staff, board, dedicated volunteers and delightful homeowners who made our visit such a rewarding experience. Please enjoy their story and photos of the build.

The Cars for Home™ 2011 Partnership

Project in New Jersey continues into the summer with CFH matching the gross sales value of all vehicles donated from the counties of Essex, Passaic, Morris and Bergen. In early May, we built onsite with HFH of Bergen County, Paterson HFH, HFH of Morris, and Newark HFH. We look forward to sharing the results of this exciting collaboration in our Summer Newsletter, along with photos of the projects we worked on.

Marcia Rundle, director, Cars for Homes™
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Promoting Cars for Homes™



Brenda Lawless leads CFH volunteers on a walking tour through the streets of the Hillsdale neighborhood revitalized by HFH of Southwest Alabama.

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home in Eritrea, a country in northeastern Africa which borders Sudan and Ethiopia.

Over the past several years, HFH of Southwest Alabama, formerly HFH in Mobile County, has focused on the Hillsdale Community of Mobile in an effort to stabilize a once vibrant subdivision that deteriorated after the U.S. Navy closed Brookley Field. Hillsdale was developed as part of an urban renewal project in the 1950's, primarily for employees at Brookley Field. After the facility closed, many of the properties were foreclosed by the government. In the late 1960's, the University of South Alabama bought about 750 of the 950 homes from the federal government and from distressed homeowners. The university used them primarily for student housing until 2005.

Over time, the houses deteriorated and the neighborhood's private homeowners and the university were frustrated in efforts to revive the community. Several non-profit entities attempted but failed to provide adequate and sustainable housing at an affordable price. In 2006, a plan was developed to revitalize the Hillsdale neighborhood. Many of the university's properties were sold to Habitat and a local non-profit development company at bargain prices.

HFH of Southwest Alabama owns 55 properties, with plans to purchase additional lots so it can continue to build affordable homes with families with less than 80% AMI, most in the 50% AMI range. The affiliate has already completed 36 Energy Star Certified and Earth Craft Habitat houses in the Hillsdale neighborhood that has the support of the local City Councilwoman. "My goal is to reach out to the other six District Council Members and work with them to identify one neighborhood in each district to target for revitalization," said Brenda Lawless, executive director of HFH of Southwest Alabama. "Can you imagine six neighborhoods revitalized with

new construction on vacant lots, rehabilitation, painting and weatherization of other existing homes? Can you just imagine it?" Yes, having seen Hillsdale, the Cars for Homes™ volunteers can certainly envision it.

The Cars for Homes™ team on this build included CFH staff Marcia Rundle from Bozeman, Montana, and Sally Black, Bend, Oregon; HFHI employees John Cyran and Kathy Cyran, Americus, Georgia; Mimi Morris representing Custom Signs Today in Marietta, Georgia, and Keith Ferguson, a representative of LogoStore USA, Jackson, Mississippi. HFH of Southwest Alabama staff included Brenda Carson Lawless, Dave Betler, development director, Jennifer Tidwell, volunteer outreach coordinator, Raquel Malone, development coordinator, Josh Shedeck, construction director and Justin McWhorter, construction supervisor.

CARS FOR HOMES™ DISTRIBUTIONS REACH \$10 MILLION MILESTONE!

With the current quarterly distribution in the mail, Cars for Homes™ has distributed more than \$10 million in unrestricted revenue to Habitat for Humanity affiliates. Thank you to all affiliates that utilize the complimentary or low cost CFH marketing tools to publicize how easy it is to donate a car.

INCREASE REVENUE TO YOUR AFFILIATE: USE THESE TOP 2 MARKETING STRATEGIES

Sales values for donated vehicles are at an all-time high, so EVERY LITTLE THING that increases local awareness of the Cars for Homes™ program will benefit your affiliate and your Habitat partner families. Maximize revenues with these EASY marketing tips:

- **ON THE WEB:** Inspire your web visitors to contribute to your affiliate by donating their vehicle. Put a CFH banner on your home page; optimize a paragraph about CFH on your "donate" page that uses the most heavily searched car donation terms; include a link to: <http://www.cardonationwizard.com/charities/habitat-for-humanity/program.jsp>.
- **GO DOOR-TO-DOOR:** With summer vacations nearly here, organize your youth volunteers to distribute CFH door-hangers in targeted neighborhoods and share the message: Every Day is Earth Day when you donate a vehicle to Habitat for Humanity!

For assistance or free marketing tools, contact Sally Black at sblack@habitat.org or 541-749-2588.



Cars for Homes™

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