



**Habitat  
for Humanity®**  
NW Metro Atlanta

# Sponsorship Opportunities 2025





## Our commitment to serve

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity began in 1976 as a grassroots effort on a community farm in southern Georgia. Founded in Christian values, our mission is ***seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities, and hope.*** The organization has since grown to become a leading global nonprofit working in nearly 1,400 communities throughout the U.S. and in nearly 70 countries.

Then in 1985, Chrys and John Street of Georgia met Millard Fuller, who challenged them to start an affiliate of Habitat for Humanity in Cobb County. They distributed brochures to local churches and gathered 12 people to form a Board of Directors. On April 1, 1986, Cobb County Habitat for Humanity was officially incorporated as an affiliate of Habitat for Humanity International. In 2008, the organization expanded to include Douglas and Paulding counties and the name changed to Habitat for Humanity of Northwest Metro Atlanta. **Since 1986, we have built over 500 homes, and rehabilitated or repaired many more as part of our pursuit to provide decent, affordable housing in Cobb, Douglas, and Paulding counties.** These vital efforts continue today as we strive to achieve proper housing for all families in need in our communities.



## What we do

Through our efforts to achieve the vision of everyone having a decent place to live, we offer a variety of programs in which sponsors and volunteers can get involved, including:

- **House builds:** New-construction home builds for first-time homeowners that qualify,
- **Habitat ReStore:** Selling new and gently-used items to raise more funds to build homes,
- **Special events:** Hosting events throughout the year raising additional funds to support our mission,
- **Advocacy:** Meeting with local legislators and representatives to advocate for affordable housing policy and local partnerships to help that happen





# Ownership of a decent, affordable home has a direct impact on a family's quality of life.

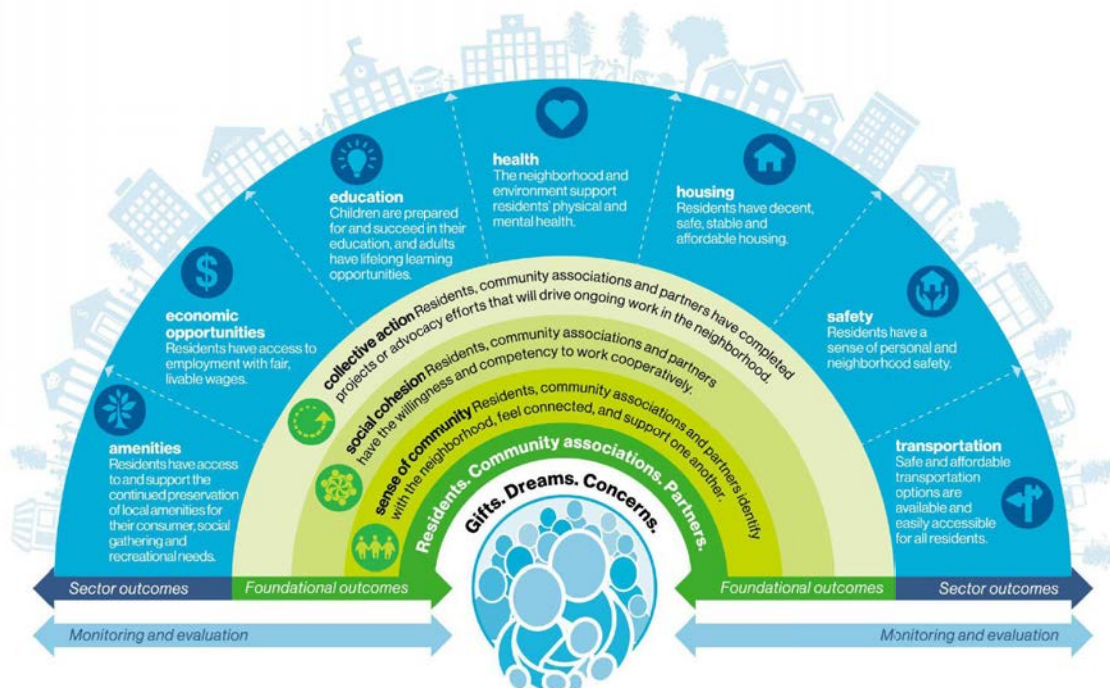
## A healthy quality of life includes the following:

- ✓ Economic opportunities,
- ✓ Transportation access,
- ✓ Education access,
- ✓ Health, both physically and mentally,
- ✓ Safety,
- ✓ Access to services and amenities, and the tie that binds it all together -
- ✓ Housing.

As one partner of many involved in a neighborhood's framework, Habitat can create a mix of affordable housing products and services to help measurably improve overall quality of life in many communities. Partners with us in this effort might offer help in reducing crime, building parks, making jobs more available, and improving education outcomes. Habitat also assesses quality of life outcomes by evaluating factors affecting a family prior to and after moving into their new Habitat home.

**Ultimate outcome: improved quality of life** – the sense of well-being and happiness experienced by individuals, groups, and communities.

## Quality of Life Framework



## American Dream Sponsor

**\$165,000**

American Dream Sponsors enjoy an experience reserved solely for their company, family, or coalition. Or if they desire, to partner with additional sponsors and volunteers to build together.

**You may choose between two options at this level:**

1. **Build in one location**, where you and the future homeowner build together over nine (9) volunteer days, OR
2. **Multiple locations**, where your team chooses to build across various Habitat homes over nine (9) volunteer days.

**In addition to the sponsor amount above, the sponsor agrees to provide lunches, ice, and drinks for all nine (9) build days for all volunteers and crew leaders** (approx. 40 people per day days 1-8, and 50 people on day 9). **Sponsor will need to assign someone to deliver these items on each build day.**

Sponsor benefits include:

- Naming rights to one Habitat house, or shared with co-sponsors on multiple homes
- Two (2) press releases
- Six (6) social media posts
- Nine (9) reserved build days for your organization/coalition/family to volunteer on the build
- Logo on Habitat website sponsor page (one per coalition member)
- Branded signage at home throughout construction
- Co-branded flyers and invitation for volunteer recruitment
- Habitat photographer on all build days
- Tour of finished home
- Feature in Annual Report for that year
- Logo on Home Dedication program
- Invitation to Home Dedication
- Invitation to speak at Home Dedication and bring a gift for the homeowner
- Promotion in e-mail newsletter
- Other volunteer opportunities as available





## Raising Walls Sponsor:

**\$55,000**

Raising Walls Sponsors enjoy three (3) build days reserved solely for their company, family, or coalition, for a total of 25 volunteers per day.

**In addition to the sponsor amount above, the sponsor agrees to provide lunches, ice, and drinks for all three (3) build days for all volunteers and crew leaders** (approx. 40 people per day days 1-8, and 50 people on day 9). **Sponsor will need to assign someone to deliver these items on each build day.**

Sponsor benefits include:

- One (1) press release
- Two (2) social media posts
- Logo on Habitat website sponsor page
- Three (3) reserved build days for your organization to volunteer
- Branded yard sign at home throughout construction, alongside co-sponsors
- Custom Build Guide with invitation for volunteer recruitment
- Habitat photographer for all build days
- Feature in Annual Report for that year
- Logo on Home Dedication program
- Invitation to speak at Home Dedication and present a gift to the homeowner
- Potential feature in e-mail newsletter
- Other volunteer opportunities as available



## Sponsor an Individual Build Day:

**\$20,000**

Sponsors of an individual build day enjoy one (1) full build day reserved solely for their company, family, or coalition, for 25 volunteers.

**In addition to the sponsor amount above, the sponsor agrees to provide lunches, ice, and drinks for your sponsored build day for all volunteers and crew leaders** (approx. 40 people per day days 1-8, and 50 people on day 9). **Sponsor will need to assign someone to deliver these items on your build day.**

Sponsor benefits include:

- Two (2) social media posts
- Logo on Habitat website sponsor page
- One (1) reserved build day  
(with additional volunteers Habitat will select should your group have less than 15 volunteers)
- Co-branded flyers and invitation for volunteer recruitment
- Feature in Annual Report for that year
- Logo on Home Dedication program
- Potential feature in e-mail newsletter
- Other volunteer opportunities as available

## Shared Build Day:

**\$5,000 - \$10,000**

We can pair your group with one of our other partners and offer a shared build day experience, where the sponsor level is determined by your group size and budget.

Sponsors may have a budget that differs from the levels offered here, and we are always happy to meet with you to discuss options and find the best fit for your group! We have many other ways to give you the chance to participate in a Habitat build.





## Women Build

Our Women Build provides opportunities for women to take a proactive step in serving their community. Any woman who wants to learn how to build a home is invited to join. No experience is necessary. Volunteers work under the guidance of construction professionals, alongside other volunteers and future Habitat homeowners.

In 2025, we're **hosting a full Women Build house!** Ask about joining the Women Build by emailing [womenbuild@habitatnwma.org](mailto:womenbuild@habitatnwma.org).



## Family Builds

Our affiliate has partnered with several families that wished to fund and build a home in memory of a loved one. Whether choosing to fund the build directly, pair up with additional sponsors, or have Habitat create a fundraising page for your family to reach your goal, there are a variety of ways to make this possible.

We are honored to partner together in such a deeply meaningful way and provide a permanent, tangible way of honoring your family members and friends.



## Campus Chapters

Students from local high schools can create their own Habitat Campus Chapter club, which recruits student volunteers to host events, volunteer, and fundraise to help build a home for a family in need. Students rally their friends, family, and networks to support affordable housing in NW Metro Atlanta, which includes Cobb, Douglas, and Paulding counties. Starting a fundraiser is easy to do, and every helping hand makes a difference! Our high school volunteers also help promote advocacy in the community for affordable housing, and have hosted Town Hall meetings on Zoom with elected officials to discuss current housing challenges and solutions.





## Support the ReStore:

- **Donate product, including overstock, seasonal, or returned merchandise,**
- **Shop at the ReStore in Smyrna for your home improvement and decorating needs, and**
- **Volunteer with us!**
- **Sponsor a corporate volunteer day - \$2,500+**
  - Benefits include: one reserved day solely for your group of 4-10 volunteers, group photo, thank you post on social media tagging your company.

The ReStore is located at 3315 South Cobb Drive in Smyrna, and when you shop with us, 100% of the profits from sales supports Habitat's mission. We sell new and gently used fixtures, appliances, lighting, tubs, sinks, cabinetry, art, décor, home furniture, home goods, cookware, rugs, landscape materials, plants, fireplaces, and more. What's more fun than shopping for a cause and knowing you're helping provide funds to build more Habitat homes?

### Habitat ReStore store hours:

Tuesday 11:00 am - 5:00 pm  
Wednesday 11:00 am - 5:00 pm  
Thursday 11:00 am - 5:00 pm  
Friday 11:00 am - 5:00 pm  
Saturday 11:00 am - 5:00 pm

To start the donation process, visit [habitatnwma.org/restore](https://www.habitatnwma.org/restore) today.



## Additional ways to support Habitat:

- Consider including Habitat in your estate planning,
- Make a donation of stock,
- Donate a vehicle to [Cars for Homes](https://carsforhomes.org), at [carsforhomes.org](https://carsforhomes.org),
- Add us on [Kroger Community Rewards](https://www.kroger.com/rewards), sign in to your Kroger Plus account or set one up, and enter NW Metro Atlanta Habitat for Humanity Number # MI146
- Make a donation today at [habitatnwma.org/donate](https://habitatnwma.org/donate) or the QR code below.

Thank you for supporting our mission to continue building homes, communities, and hope for families in need in Cobb, Douglas, and Paulding counties.



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