HOME IS A SAFE HAVEN

Morris Habitat for Humanity®

2020 ANNUAL REPORT

2020 IMPACT

10 HOMES | **63** FAMILIES

43 HOME REPAIRS | **10** HOMES GLOBALLY

4,100 N95 RESPIRATORS DONATED | **2,534** POUNDS OF FOOD COLLECTED

747 FAMILIES ASSISTED AT MOBILE FOOD PANTRIES

DON KUHN

July 31, 1930 - March 30, 2020

Don possessed a deep commitment to humanity and lived a continually active spirit of volunteerism. He served as president of the Morris Habitat for Humanity Board of Directors, and headed the ReStore Committee charged with developing the strategic business plan for this venture, which opened in 2007 and has been an important source of funds for building affordable homes in the community.

IN MEMORIAM

TOM WARREN

March 31, 1940 - October 5, 2020

Tom worked for Rose Associates for over 30 years and was the VP of commercial real estate at the time of his retirement. After retirement he volunteered at Morris County Habitat for Humanity. His home improvement skills were well known and greatly appreciated by his children and grandchildren. He used his love of woodworking to help his family, friends and his community.

MORRIS HABITAT FOR HUMANITY

LETTER FROM THE CEO

Blair Schleicher Wilson

Dear Friends:

For many of us during 2020, home became the center of our lives. Our homes provided more than shelter – they became our offices, schools, gyms, and entertainment centers.

But for far too many of our neighbors, a healthy, decent, affordable home remains out of reach. Despite the pandemic challenges of the past year, Morris Habitat never stopped working to build homes, communities, and hope.

Strength is built not in one year but in decades. Your support over 35 years helped us adapt and carry on our work empowering families.

This year Morris Habitat marked 35 years of helping families achieve the dream of homeownership. In addition, we acquired the service area of a sister affiliate, effectively doubling our footprint. We now proudly serve families in Morris and Middlesex Counties, Fanwood, Plainfield, Scotch Plains, Green Brook, North Plainfield, and Watchung.

We look forward to partnering with old friends and new as we continue building safe havens for hardworking families.

With gratitude,

BLAIR SCHLEICHER WILSON
CEO, Morris Habitat for Humanity

ON THE COVER

Photo top

Mohamed, Abeer, & their children

Photo bottom

Morris Habitat family siblings receive laptops for use with virtual learning

OUR FAMILIES

FAMILY HIGHLIGHT

Mohamed & Abeer

Mohamed says he won the lottery twice: once when he and Abeer were selected for Green Cards and allowed to immigrate from Egypt, and again when they were chosen as Homeowners-in-Progress. "It's a dream to have your own house," he added.

Last fall, Mohamed, Abeer, and their three young children moved from their one-bedroom apartment in Jersey City to their new Morris Habitat home in Passaic – our third collaboration with Paterson Habitat.

2020 KEEPER OF THE DREAM AWARD

Morris Habitat was honored to receive Summit New Jersey's 2020 Keeper of the Dream Award, given to people and organizations that exemplify Dr. Martin Luther King Jr.'s dream and vision. Morris Habitat's guiding principles center on building strong, vibrant communities for everyone. We believe decent, affordable housing is an equalizing force that creates opportunities.

ADVOCACY

In addition to building homes, communities and hope, Morris Habitat for Humanity advocates for government policies that support access to quality housing and assist families in their journey to homeownership.

We continued that work with the launch of Advocacy communications to keep supporters informed of important policy issues, events and actions that you can take to ensure safe, healthy and affordable homes for everyone. Advocacy work thrives on the strength of its supporters, and together we can make meaningful change in our community.

Photo top left

Plainfield home's damaged porch post

Photo top right

Carpenters' Club builds new steps for the porch

Photo bottom left

AiP Coordinator Rich Cooke reinforces the damaged post

Photo bottom right

Porch studs were ripped up and replaced

REPAIR

One of the first Morris Habitat projects in Plainfield was the home of a 63-year-old woman who lived in a home riddled with insects. She had found creative ways to deal with the problem – including lining her bedroom door jamb with Vaseline to make it more difficult for the centipedes to cross. Our Aging in Place (AiP) team came to the rescue to fix the porch which had been dangerously compromised by an infestation of termites and carpenter ants.

NEIGHBORHOOD REVITALIZATION - AGING IN PLACE

Morris Habitat for Humanity's Neighborhood Revitalization and Aging in Place (NR/AiP) home repair programs target lower-income and senior households to improve the accessibility, safety, and energy efficiency of their homes. The pandemic presented unprecedented challenges – lack of volunteers, inability to enter senior households, disruption of funding – and incredible opportunities. We are proud to have continued the program and met our goals despite a four-month suspension of the program.

COVID-19 drew attention to how critical a safe, healthy home is to families in our communities – especially to seniors who could no longer rely on supportive visits from friends and neighbors. Last fall, Morris Habitat hired a new program director and increased our outreach in Morris County, Middlesex County, and Greater Plainfield. Our Home Repair team is now more ready than ever to help families live independently in the homes and neighborhoods of their choice.

OUR 2020 CHALLENGES

ADAPTATION & EXCELLENCE

"I am so very proud to know my awesome colleagues at Morris Habitat – working hard, collaborating, adapting, and leading our mission through uncharted territory.

This past year, their actions not only kept the vision alive but allowed Morris Habitat to thrive in the new normal. Our staff and volunteers showed an incredible resilience and commitment to our mission to serve the families who need our help now, more than ever."

- Blair Schleicher Wilson, CEO

THE STRENGTH OF 35 YEARS OF SUPPORT

In the face of the pandemic, Morris Habitat, staff, volunteers and partners pulled together – often virtually – to respond to community needs.

We delivered essential personal protective gear to local law enforcement, coordinated food drives, hosted a ***Mobile Food Pantry***, donated furniture to emergency shelters, and distributed computers to homeowners and local families.

And we continued to build and repair local homes.

Morris Habitat's strength and resilience was forged over our 35-year history and with the help of tens of thousands of volunteers and partners. Since our founding in 1985, Morris Habitat has helped more than 675 families build strength, stability, and self-reliance through housing.

2020 *Challenges* ACCEPTED!

MAR 2020
MORRIS HABITAT RESPONDS TO THE PANDEMIC. SUSPENDS VOLUNTEER PROGRAM AND IN-PERSON SHOPPING AT THE RESTORE.

MAR 14 2020
OFFICE CLOSES, STAFF WORKS FROM HOME. DONATES N95 MASKS, FURNITURE, AND EXPANDS E-COMMERCE AND ONLINE FUNDRAISING.

APR 2020
HOME REPAIR PROGRAMS SUSPENDED BUT SOCIALLY DISTANCED CONSTRUCTION SITES CONTINUE.

JUN 2020
RESTORE REOPENS SAFELY. RESTORE COLLECTIONS THRIVES ONLINE.

JUL 2020
TABLE OF HOPE SERVES 300 FAMILIES IN RESTORE PARKING LOT.

SEPT 2020
TWO FAMILIES – INCLUDING 5 CHILDREN – CLOSE ON THEIR NEW HOMES ON HOWE AVENUE, PASSAIC.

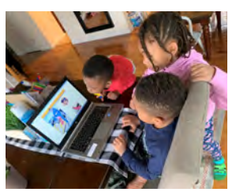
OCT 2020
MORRIS HABITAT CELEBRATES 35TH ANNIVERSARY AND A GROUNDBREAKING IN JEFFERSON TOWNSHIP.

NOV 2020
MORRIS HABITAT ACQUIRES SISTER AFFILIATE AND EXPANDS INTO CENTRAL NEW JERSEY.

NOV 23 2020
SIX FAMILIES MOVE INTO THEIR NEW HOMES AT 121 MAIN STREET, SUCCASUNNA.

DEC 21 2020
HOME FOR A HERO COMPLETED IN PERTH AMBOY FOR U.S. ARMY VETERAN AND HIS TWO CHILDREN.

FOOD DONATIONS • Partnered with Interfaith Food Pantry for a virtual food drive, collecting 2,400 pounds of food



LAPTOPS FOR VIRTUAL SCHOOL • Forty rehabbed laptops donated to homeowners and local families to help with online school and adults working from home.

4,100 N95 MASKS • Donated more than 4,100 respirator (N95) masks to the Morris County Office of Emergency Management and Town of Boonton.

THE RESTORE SUPPLIES SHELTERS • Donated furniture from the ReStore to Family Promise and Community Hope, to help set up emergency shelters.

FIRST RESPONDER TOUCHED BY MORRIS HABITAT WORK

Morris Habitat is proud to have helped Mahmoud and his wife, Noura build a home where their little boy has room to grow.

Mahmoud overcame tremendous challenges – including six weeks recovering from Covid in late fall and nearly 80-hour weeks as a front-line health care worker -- on his path to homeownership at 121 Main Street, Succasunna.

RESTORE

RESTORATION

THE RESTORE ADAPTS

Unprecedented Challenges and Changes

The entire organization was challenged by Covid-19, but the ReStore was hit especially hard. Our loyal, hard-working staff had to deal with a 10-week closure, layoffs, new policies and procedures, changing store hours, and – hardest of all – losing most volunteers. The staff was aided by only seven regular volunteers – an 88 percent decrease from last year's engagement. We are grateful for the PPP loan which allowed us to keep employees on staff during the closure.

While the doors may have been temporarily closed, our ReStore team never rested. They used the time to regroup, cross-train, and grow the online commerce business. The ReStore re-opened with new health and safety protocols and a stronger team committed to the new business plan. Customers returned. While folks were focused on sheltering in place, inexpensive home furnishings and repair items were in high demand.

And for those customers not yet ready to shop in-store, we grew our e-commerce business. ReStore Collection is a large part of our retail operation's success. We are now selling fine items and collectibles in two ways –Collection Boutique in-store and Collection Online. We have also opened an online building supply e-commerce site to take advantage of those DIYers who are looking for low-cost items via the internet. Due to the resiliency of our team and the loyalty of our donors, online sales doubled over the previous years.

Our ReStore employees went above and beyond! Thanks to their hard work, we were able to show a net profit of 6.5 percent in 2020 – despite the fact sales were down 12.5 percent. We also appreciate all the customers and donors throughout the community who support our families by supporting the ReStore through purchases and donations.

RE-PURPOSE

ReStore Reuses Materials

ReStore has helped build 28 homes and kept 13,000 tons of reusable materials out of landfills.

Photo top left

ReStore team and volunteers happy to be back!

Photo bottom left

A ReStore employee is doing his part to keep everyone safe.

LOWE'S WOMEN'S BUILD

More than 20 construction volunteers joined us in a Lowe's Women Build in Succasunna to build homes and highlight the homeownership challenges women face. On that brisk and sunny day in early March, we had no idea it would be the last volunteer event of 2020.

VOLUNTEERS

COMMITTED

Morris Habitat's amazing volunteers are integral to our mission. We typically enlist 12,000 to 15,000 volunteers annually to help build homes, plan events, serve ReStore customers, and much more. In any other year, scaling back our volunteer program would be unthinkable. The pandemic gave us no other choice.

We are indebted to our core volunteers who continued to support our mission while we adapted to unprecedented conditions.

Many thanks to the Construction Volunteers implemented health and safety protocols to keep our sites safe, healthy, and open. Loyal volunteers – like the ***JM Rodgers*** interns - kept projects on time and within budget during a difficult summer.

Our ***Faithful*** volunteers found ways to engage both on and off the construction sites. Thanks to those who geared up to pack and distribute thousands of pounds of food to communities throughout Morris County.

And thanks to our office volunteers like ***Fran Schmelzer***. Every Thursday for more than seven years, Fran came to Randolph to help maintain a database for our retail operations, fundraising and grant applications. When the office closed, Fran began updating the database from home.

"It felt good to continue over the last year," said Fran, who is retired from a career in accounting. "I feel it's important to volunteer and give back."

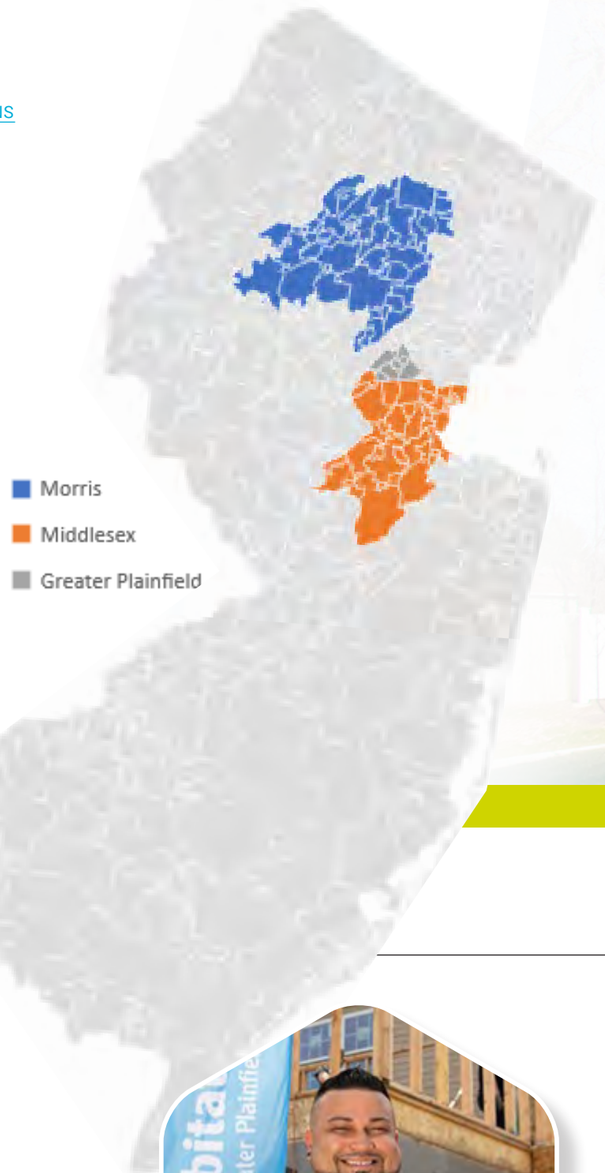


Photo left
121 Main Street Homes

Photo below
Erika and son

ACQUISITION

Photo
Sam - Veteran, native Perth Amboy, father of two

GROWING OUR REACH

Expansion into Central New Jersey

Morris Habitat for Humanity expanded into central New Jersey by acquiring the service area of Habitat for Humanity of Greater Plainfield & Middlesex County. The acquisition effectively doubled Morris Habitat's service area to 1,000 square miles in 68 municipalities, and along with it, doubled the population we serve. With the help of our friends, partners, and sponsors, Morris Habitat is excited to meet the new challenge.

DEDICATIONS

PERTH AMBOY

CORTLANDT STREET

Sam, a retired Army veteran and father of two, moved into his new home in Perth Amboy – where Sam grew up -- just before Christmas. Morris Habitat partnered with Sam through "Home for a Hero," part of our Veterans Build, a national Habitat for Humanity initiative to provide housing opportunities to military families.
"I'm excited about every single thing about that house," Sam said. "The opportunity is greater than the house. It's the chance to build a future."

SUCCASUNNA

121 MAIN STREET

Morris Habitat dedicated the final six of 12 homes at 119-121 Main St. – our largest project to date. The celebrations brought joy, excitement, and optimism to the end of a very challenging year, and they reminded us that Morris Habitat's vision – a world where everyone has a decent place to live – has never been more essential.

"Thank you for helping me every step of the way," new homeowner Claribel Medina said at the Succasunna dedication.

Erika and son

Erika is a manager for a package shipping company and college student. She appreciated her parents converting their living room into a space for her and her 1-year-old son, but she is even more thankful to have a place of their own.

Erika was one of six families to move into 121 Main Street in November 2020, and one of 10 families helped to become homeowners in 2020.

THANK YOU TO OUR SPONSORS

ARCHITECT $100,000+

Morris County Office of Community Development
- *HOME Investment Partnership Program*

SHOP Funds

HOME BUILDER $50,000+

Bayer Foundation
HUD - Capacity Building Funds
GAF Lakeland Bank
Morris County Office of Community Development
- *Community Development Block Grant (CDBG)*

DREAM BUILDER $25,000+

Anonymous Donor
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Habitat for Humanity, International
Lakeland Bank
New Jersey Natural Gas
Valley Bank
Wells Fargo Foundation

CRAFTSMAN $10,000+

AllianceBernstein
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Prudential Foundation
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Scott Salowe*
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St. Clare's Health System
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The LTC Partnership
Thrivent Choice
Rita Ullrich
United Way of Northern New Jersey
Adrienne and Michael Vacanti
Thomas Vargo
Ted and Bobbie Weeks
Rev. Dr. James White
Kevin Wilkin and Yomayra Ramos-Wilkin*
Zurich North America

BRICKLAYER $500+

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Sylvia Badenhausen
Rosemary and Scott Becchi
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Kristina DiPalo
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Sally Wortman

Morris Habitat for Humanity®

35 YEARS of helping to build strength, stability and self-reliance through shelter.

CELEBRATION

35TH ANNIVERSARY CELEBRATION

Event & Speakers

On October 22, 2020, Morris Habitat for Humanity celebrated 35 years of empowering families through affordable homeownership. One of our first homeowners, Octavia Chavis, spoke at the event and told us how in the mid-1980s, she and her husband, Willie, could not afford to buy a home, even with two full-time jobs. Partnering with Morris Habitat gave them an affordable, secure, and stable home to raise their two children. "I am so grateful that Morris Habitat came into our lives," Octavia said.

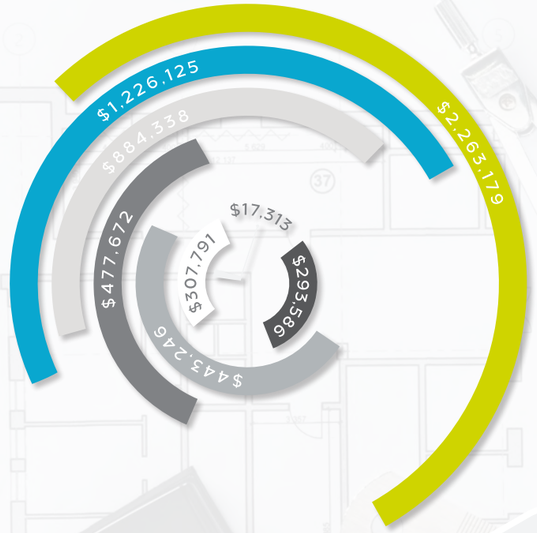
Octavia Chavis – Morris Habitat Homeowner since 1990

Photo One (top)
Blair Schleicher Wilson, CEO, Morris Habitat for Humanity

Photo Two
Ken Sauter, President of Morris Habitat's Board of Directors in 2020

Photo Three
Singing group Maribyrd entertains the crowd

Photo Four (bottom left)
NJ State Senator Anthony Bucco



REVENUES

38% RESTORE REVENUE, NET	21% SALE OF HOMES
15% CONTRIBUTIONS	8% OTHER INCOME
7% GRANTS FROM GOVERNMENT AGENCIES	5% SPECIAL EVENT REVENUE
5% DONATED ASSETS & SERVICES	0% AMORTIZATION OF MORTGAGE DISCOUNTS

2020 STATEMENT OF FINANCIAL POSITION

EXPENSES

43% HOME BUILDING	32% RESTORE	15% GENERAL & ADMINISTRATIVE	10% FUNDRAISING

Morris Habitat for Humanity

2021 Staff & Leadership

EXECUTIVE TEAM

Blair Schleicher Wilson, Chief Executive Officer
Liz DeCoursey, Chief Operating Officer
Christopher Palazzi, Chief Development Officer
Ben Roberts, Chief Retail Officer
Dipal Shah, Chief Financial Officer
Douglas Wright, Chief Construction Officer
Terry-Ann Zander, VP of Marketing and Communications

ADMINISTRATIVE AND PROGRAM TEAM

Stephanie Buonarota, Director of Community Engagement
Mark Odenwelder, Director of Program Development
Loretta Rivers, Director of Family Services

CONSTRUCTION AND HOME REPAIR TEAM

Thomas Wescoe, Director of Construction
Richard Cooke, Homeowner Sustainability Coordinator
Spencer Reckford, NRI Program Coordinator

RESTORE TEAM

Christian Girigorie, Retail Operations Manager
Bart Litvin, Director of E-Commerce
John Castiglioni, Donations Manager
Rosemary Kuletz, Front End Supervisor
Ashley Labar, Donation Door Supervisor
Martin Leyva, Donations Supervisor
Chad Lloyd, Warehouse Supervisor

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