



**HOMES  
FOR HOPE**

# **PARTNERSHIP MENU**

*Building locally  
to fight poverty globally*



Savera Mutuyemariya  
Shop owner  
RWANDA

# HISTORY

Following the collapse of the Soviet Union in the early 1990s, Jeff Rutt—three-time winner of the NAHB America’s Best Builder award—traveled to Ukraine numerous times with his church, transporting containers of food, clothing, and medical supplies to the city of Zaporizhzhia. After several visits, their Ukrainian host, Pastor Petrenko, pulled Jeff aside and told him candidly that the shipments were not helping. Though people were accessing needed supplies, they had become dependent on their charity. Local businesses could not compete with the free handouts. Pastor Petrenko asked Jeff: “Isn’t there a way you can help us help ourselves?”

Emboldened by Pastor Petrenko’s challenge, Jeff created HOPE International in 1997. Using profits from one of Jeff’s home sales, HOPE issued loans of about **\$500 each to 12 entrepreneurs**, who then invested these loans in their businesses and repaid HOPE—with interest. The local staff in Ukraine called Jeff and said they had good news and bad news. The good news was that they had many men and women ready to take out loans to invest in their businesses. The bad news was that they were going to need a lot more funding.

*So Jeff began raising money through more home builds, and Homes for HOPE was born to support HOPE International. Today HOPE serves in more than 16 countries worldwide, has disbursed over \$1.5 billion in loans, and has equipped over 8,000 local churches to serve their communities through savings groups.*



**Homes for HOPE now partners with a broad spectrum of building industry professionals, including remodelers, designers, architects, lenders, real estate professionals, and more.**

\*Country names withheld for secu

# WHY CHOOSE HOMES FOR HOPE?

While there are many excellent building-industry-backed nonprofits that deserve your consideration, Homes for HOPE offers our partners many distinctives:

- We partner with **building industry professionals**. We do not rely on volunteers.
- We do not build charity homes domestically or internationally. **We utilize donated profit generated by domestic building industry projects** to provide biblically based training, savings services, and loans that restore dignity and break the cycle of poverty around the world.
- **We do not require a 100% contribution** from our partners to participate in our projects.
- One Homes for HOPE partnership has the potential to **impact thousands of families**.
- In the last five years, **entrepreneurs in the HOPE network have repaid over 98% of loans disbursed**, allowing us to recycle repayments to invest in even more families! In 2022, 61% of savings group members said they started saving for the first time—from their own funds—to stabilize household finances, prepare for emergencies, and invest in businesses.

*Based on decades of experience, we've developed multiple ways to effectively partner with the building industry. We invite you to examine this resource to find the options that might work best for you and your company. We are so grateful for your interest and consideration!*



# CONVENTIONAL BUILD PROJECT

*In our traditional model, a builder donates the profit from a Homes for HOPE project, bolstered by trade partner and supplier contributions.*

- The **builder** identifies a lot to develop and an elevation to build as a Homes for HOPE project.
- **Trade partners and suppliers** are invited to an event where they hear about the project and the work of Homes for HOPE. They can then choose to participate by donating or discounting their services on the project.
- A **launch event (with or without a groundbreaking ceremony)** celebrates the project launch. If desired, media members and local governmental authorities may attend the celebration and participate in the ceremony.
- The builder goes through their **normal process** of building, marketing, and selling the home.
- The resulting **profit** from the sale of the home, bolstered by trade partner and supplier contributions, is donated as a large-sum donation to Homes for HOPE, empowering hundreds, or even thousands, of entrepreneurs around the world to start or expand businesses and break the cycle of poverty!
- A **celebration ceremony** marks the completion of the project and celebrates the impact of the donation. The new homeowners, participating trade partners and suppliers, and the entire builder team are all invited to this celebratory event!

## Why choose this approach?

- Time-bound, follows normal build cycle
- Builds a sense of team camaraderie by doing something significant together
- Your product, on your lot, sold to your buyers
- High-impact donation potential
- More tangible result compared to our virtual build project option (see next page)



The Nijimbere family  
Restaurant owners  
BURUNDI

# VIRTUAL BUILD PROJECT

*A twist on our conventional build, the virtual build provides the opportunity for all of a builder's trade partners and suppliers to contribute to the overall donation.*

- The **builder** invites their trade partners and suppliers to a **launch event** where they hear about the work of Homes for HOPE.
- **Trade partners and suppliers** have the opportunity to identify a current or upcoming job to offer donated or discounted services for the builder.
- The builder takes the **collective profit** generated from those donated or discounted jobs and matches it with a donation from their overall company profit, combining it into a large-sum donation to Homes for HOPE. This will empower hundreds, or even thousands, of entrepreneurs around the world to start or expand businesses and break the cycle of poverty!
- A **celebration event** marks the completion of the projects and shares the impact of the donation. The participating trade partners, suppliers, and the entire builder team are all invited!

## *Why choose this approach?*

- More flexible timetable compared to conventional project
- Quick turnaround potential
- Easy to do annually or embed in company's culture
- Opportunity for trades and suppliers to challenge builder toward greater generosity
- High-impact donation potential
- No competition between trades over who gets to participate (e.g., multiple spouting companies can participate instead of just the one that works on the Homes for HOPE project)



Dickson Tembo  
Farmer  
ZAMBIA

# PER JOB PARTNERSHIP

## *An industry professional chooses to donate a designated amount per completed job.*

- HOPE's **average loan size** per job
  - *As of 2022, our average loan size is around \$258.*
  - *An industry professional could complete a job and make a \$258 donation, enough to empower an entrepreneur to start or expand a business!*
- HOPE's **average investment per person** per job
  - *As of 2022, it costs HOPE only \$25 to serve one person for one year.*
  - *An industry professional could calculate and communicate how many people might be served per year per job based on the size of their donation. A \$625 donation has the potential to help us serve 25 people for a year!*
- A **percentage of the profit** per job
  - *An industry professional could take 10% (or another predetermined percentage) of the \$5,000 profit they earned on a job and make a \$500 donation.*
  - *They could then choose how to communicate about the donation with their team and clients using our average loan size or average investment per person calculations (above).*

## *Why choose this approach?*

- Attractive storytelling and marketing strategy for socially conscious clients
- Ongoing impact
- Easily customizable and very flexible timetable
- Predictable and tangible results
- A good fit for anyone who completes multiple projects per year (e.g., remodelers, designers, architects, lenders, real estate professionals, and more.)



**Fatima Ramirez Justamango**  
Clothing vendor  
PARAGUAY (DIACONÍA)

# TRADITIONAL GIVING PARTNERSHIP

*A building industry professional chooses to give through a more traditional philanthropic vehicle.*

- **Corporate giving:** We would be happy to discuss strategies that facilitate charitable giving and catalyze philanthropy within your company's culture.
- **Foundation grants:** If you prefer, we can also submit grant proposals for your foundation's consideration. Please inform us of the application process and appropriate timing for submissions.
- **Personal giving:** Some partners choose to give personally through a variety of charitable giving options. We would be happy to discuss these options with you.

*All gifts given to Homes for HOPE are tax-deductible, and you will be provided with a receipt acknowledging your donation.*

## *Why choose this approach?*

- Simply insert Homes for HOPE into the philanthropic processes you've already established
- Expand your giving portfolio
- Easy to plan



Eugeniu Petrov  
Farmer  
MOLDOVA (INVEST CREDIT)

# PARTNERSHIP BY DESIGN

Are you intrigued by the work of Homes for HOPE but don't see a partnership structure that fits your company?

**Contact us!** We would love to design a mutually beneficial partnership alongside you and your team.

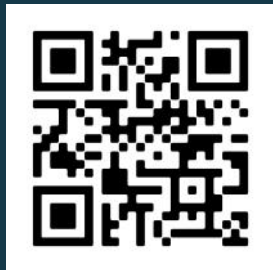


**Matthew Baehr**

*Executive Director, Homes for HOPE*

717-719-0313 | [mbaehr@homes4hope.org](mailto:mbaehr@homes4hope.org)





[www.homes4hope.org](http://www.homes4hope.org)

HOMES  
FOR HOPE

