



## Project Sponsorship Information



# 2600 Cheryl Way

## The Kapakly Family



## *About the Kapakly Family*

Natalie and Vasiliy Kapakly have two children - Vitaliy who is 18 and Dharina who is 11. Natalie works several part time jobs in the healthcare industry and Vasiliy is a former owner of an auto-repair shop . (2 years ago, Vasiliy was forced to close his shop after he was severely hit and injured in a car accident. He is still in recovery.)

The four of them, along with Natalie's mother Olena, share a 2-bedroom apartment. Their son Vasiliy who is in college, sleeps in the living room. In addition to being severely over-crowded, their apartment also suffers from rats. The family has been working hard putting in their required 500 hours of sweat equity to build their home and was overjoyed to receive their home assignment for Cheryl Way.

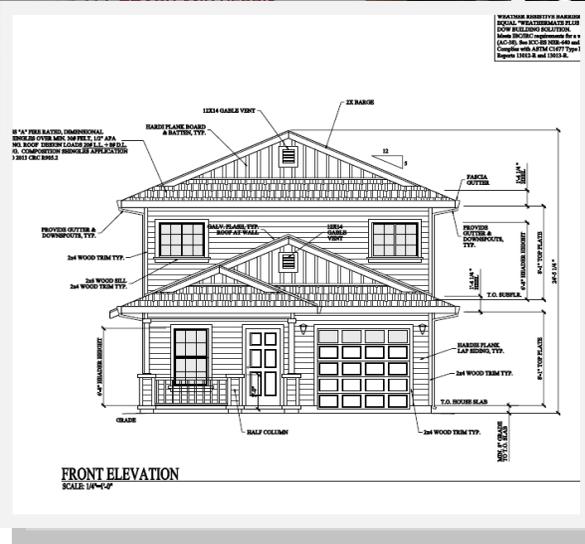
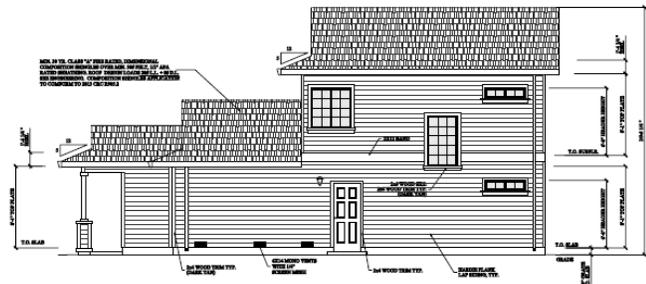
Says Natalie, "I am amazed by all these people [who are helping us]. At first I couldn't understand it, but now I think I'm getting it...I believe you do unto others what you would like others to you. I strongly believe that is the rule of life."





## SITE RULES

- HARD HATS AND SAFETY GLASSES REQUIRED
- VISITORS MUST CHECK IN
- SPEED LIMIT IS 5 MPH
- DISPOSE OF ALL DEBRIS
- ALCOHOL
- NO



## About the Project

2600 Cheryl Way is a 2-story, 4-bedroom new home construction project for the Kapakly family in South Sacramento.

The home will be energy start-certified and built to the highest level of green building for added sustainability for the family. Some of the features will include solar panels, raised gardens, and drought tolerant landscaping.

**This project is still in need of home sponsorship donations to help provide the seed money to begin full construction on the home.**

Once the additional sponsorship dollars are raised, construction will begin immediately with the hope to complete the home for the Kapakly family by mid-2016.



# Invest

## In Your Community



*Habitat for Humanity of Greater Sacramento brings together corporations, like-minded communities, and partner families to build hope and homes and revitalize neighborhoods in our community.*

*Home Sponsors provide the “seed money” to build a home for a local family in need.*

*Becoming a Home Sponsor with Habitat for Humanity of Greater Sacramento is a unique opportunity for your organization to invest in and build visibility within the community while building your comradery and goodwill.*

*Habitat Home Sponsors not only build homes, they change lives.*



# Benefit

## From Giving Back



- *Provide the funds needed to build affordable homes in Sacramento County*
  - *Offer a valuable volunteer experience*
  - *Capitalize on the expertise of your team members*
  - *Give your team an opportunity to experience the thrill of seeing the immediate results of their labor*
  - *Present the opportunity to work alongside and empower our future homeowners*
  - *The donation is fully tax deductible.*
- Habitat for Humanity of Greater Sacramento is an official 501(c)3 nonprofit organization (Tax ID:68-0085804.)*



# Build Comradery



- *All Home Sponsors are encouraged to take advantage of team building opportunities on the build site.*
- *Building opportunities take place Wednesdays through Saturdays throughout the year.*
- *The workday is 7:30am to 3:30pm.*
- *No previous construction skills are expected! Sacramento Habitat for Humanity will provide skilled construction staff to train the volunteers and supervise construction.*
- *All tools, safety equipment, and building materials needed for the day will be provided.*
- *Please contact Laine Himmelmann, at (916) 440-1215 ext. 1108 or [LHimmelmann@shfh.org](mailto:LHimmelmann@shfh.org) for scheduling your build days.*



# Empower Families



## *Who are our Habitat Families?*

### **Low-Income, Working Families who are ...**

making between 30-60% of the Area Median Income (a family of four, to qualify, would be making between \$20,600—\$41,220 annual gross income)

### **With a need for adequate shelter ...**

Living in Substandard (mold, plumbing electrical issues) or over-Crowded conditions.

### **Who are willing to work for their dreams....**

Habitat Families put in 500 Hours building their homes and the homes of other partner families.

Then take on a 0% interest, 30-year mortgage to pay back the cost of the home.

# Levels

## Current Home Sponsorship Levels



*Habitat for Humanity of Greater Sacramento does not start the construction of any home without \$75,000 in home sponsorships in place. Companies, foundations, churches, and other organizations or individuals contribute the full \$75,000 sponsorship or we combine amounts from a minimum of \$5,000 upward to reach the full \$75,000.*

- Platinum \$75,000
- Gold \$50,000
- Silver \$25,000
- Bronze \$10,000
- Mini Home Sponsorship \$5,000



# Platinum

## Home Sponsorship Level

### Platinum Level Sponsorship \$75,000

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- Be the major contributor, visionary and supporter of a Habitat for Humanity of Greater Sacramento's 2015 project
- Opportunity to present the keys to the family during the Home Dedication Ceremony
- Receive primary media and public relations coverage at *three* milestone build events. The Groundbreaking, Wall Raising, and Dedication ceremonies will announce your important contribution to the community by highlighting your sponsorship of this project.
- Ability to visibly demonstrate your *Pride, Commitment, and Responsibility* as a valued Habitat and Sacramento community partner
- Show your commitment to empower low income families
- Be recognized as a supporter of economic development in your local community
- *Multiple opportunities* over the course of the build cycle to enhance your company's image, brand and awareness with your company's name and logo on the home banner which will be displayed visibly at the construction site throughout the build and retired permanently in Habitat's ReStore (a retail operation which sells donated building supplies and home fixtures and furnishings to the public)
- Advertising and Public Relations opportunities to enhance awareness of your goods, services and goodwill – Sacramento Habitat will provide its logo to you for use in your advertising and public relations
- Marketing exposure for your company as your logo will be included in marketing materials such as the dedication invite, event program and all social media posts regarding the build (Facebook, Twitter, Instagram) and Habitat eBlasts.
- Priority scheduling for your volunteer groups – as a Platinum house sponsor you would be able to (but not be obligated to) fill all of the Saturday volunteer slots (over a period of about 4 months) associated with the build with your employees
- Exclusive article about your sponsorship in Sacramento Habitat's quarterly e-newsletter, which is distributed to over 20,000 current donors and volunteers



# Gold

## Home Sponsorship Level



### Gold Level House Sponsorship \$50,000

- Share sponsorship of a Habitat for Humanity of Greater Sacramento's 2015 project
- Opportunity for up to 10 team building days on the construction site.
- Opportunity to send a representative to participate as a Gift Giver during the Home Dedication Ceremony
- Priority media and public relations coverage at *three* milestone build events. The Groundbreaking, Wall Raising and Dedication ceremonies will announce your contribution to the community by underlining your sponsorship of this project.
- Demonstrate your *Pride, Commitment, and Responsibility* as a Sacramento Habitat and Sacramento community partner
- Demonstrate your commitment to empower low income families
- Be recognized as a supporter of economic development in your local community
- Enhance your company's brand, image and awareness via a home banner announcing your sponsorship to be hung at the build site during construction and retired permanently in Sacramento Habitat's ReStore
- Marketing exposure for your company as your logo will be included in marketing materials such as the dedication invite, event program and all social media posts regarding the build (Facebook, Twitter, Instagram) and Habitat eBlasts.
- Article about your sponsorship in the Habitat quarterly newsletter
- Listed as a 2015 home sponsor in a side bar on our website.
- Recognition Award as a project supporter at our annual Hammy Awards Dinner.
- Opportunities to bring employees together to create goodwill and unity.



# Silver

## Home Sponsorship Level



### Silver Level House Sponsorship \$20,000

- Share sponsorship of a Habitat for Humanity of Greater Sacramento's 2015 project
- Opportunity for up to 7 team building days on the construction site.
- Opportunity to send a representative to participate as a Gift Giver during the Home Dedication Ceremony
- Share media and public relations coverage of *three* milestone build events with the project's other silver level sponsors. The Groundbreaking, Wall Raising and Dedication ceremonies will announce your contribution to the community by underlining your support of this project.
- Demonstrate your *Pride, Commitment, and Responsibility* as a Sacramento Habitat and Sacramento community partner
- Demonstrate your commitment to empower low income families
- Be recognized as a supporter of economic development in your local community
- Enhance your company's brand, image and awareness via a home banner indicating your level of support to be hung at the build site during construction and retired permanently in Sacramento Habitat's ReStore
- Marketing exposure for your company as your logo will be included in marketing materials such as the dedication invite, event program and all social media posts regarding the build (Facebook, Twitter, Instagram) and Habitat eBlasts.
- Certificate of Appreciation awarded at our annual Hammy Awards Dinner
- Opportunities to bring employees together to create goodwill and unity.



# BRONZE

## Home Sponsorship Level



### Bronze Level House Sponsorship \$10,000

- Share sponsorship of a Habitat for Humanity of Greater Sacramento's 2015 project
- Opportunity for up to 5 team building days on the construction site.
- Opportunity to send a representative to participate as a Gift Giver during the Home Dedication Ceremony
- Demonstrate your *Pride, Commitment, and Responsibility* as a Sacramento Habitat and Sacramento community partner
- Demonstrate your commitment to empower low income families
- Be recognized as a supporter of economic development in your local community
- Enhance your company's brand, image and awareness via a home banner indicating your level of support to be hung at the build site during construction and retired permanently in Sacramento Habitat's ReStore
- Marketing exposure for your company as your logo will be included in marketing materials such as the dedication invite, event program and all social media posts regarding the build (Facebook, Twitter, Instagram) and Habitat eBlasts.
- Team Certificate awarded as 2015 project supporter at our annual Hammy Awards Dinner
- Opportunities to bring employees together to create goodwill and unity in the community



# Mini-Sponsor

## Home Sponsorship Level



### Mini House Sponsorship

\$ 5,000

*(Minimum sponsorship level for 2015 projects)*

- Share sponsorship of a Habitat for Humanity of Greater Sacramento's 2015 project
- Opportunity for up to 3 team building days on the construction site.
- Opportunity to send a representative to participate as a Gift Giver during the Home Dedication Ceremony
- Demonstrate your *Pride, Commitment, and Responsibility* as a Sacramento Habitat and Sacramento community partner
- Demonstrate your commitment to empower low income families
- Be recognized as a supporter of economic development in your local community
- Enhance your company's brand, image and awareness via a home banner indicating your level of support to be hung at the build site during construction and retired permanently in Sacramento Habitat's ReStore
- Marketing exposure for your company as your logo will be included in marketing materials such as the dedication invite, event program and all social media posts regarding the build (Facebook, Twitter, Instagram) and Habitat eBlasts.
- Listed as a 2015 project supporter in the program for our annual Hammy Awards Dinner
- Opportunities to bring employees together to create goodwill and unity in the community





**For Questions....**

**Contact Leah Miller, Fund Development Director**

**LMiller@habitatgreatersac.org**

**(916) 440-1215 ext. 1131**

**visit our website**

**<http://habitatgreatersac.org/support-us/sponsor-a-home/>**