

**A BRUSH WITH KINDNESS
PROGRAM PLAN**



TABLE OF CONTENTS

Introduction	2
Program Model	2
Expansion Overview	3
Expansion Objectives	3
Outcomes	3
Proposed Metrics	4
Affiliate Support Services	4
Personnel	4
Budget Narrative	4
Business Summary	4
Four Year Program Budget	5

Introduction

The cost of keeping up a home is growing faster than the income of these families. After years of deferred maintenance, homes fall into disrepair. This can lead to a downward spiral of code citations, loss of homeowner insurance and ultimately in mortgage foreclosure that impact not just individual homeowners, but entire neighborhoods. According to the Joint Center for Housing Studies there are over 6 million families in the U.S. who are living in substandard, over crowded conditions – the largest number since 1960. In most metropolitan areas there are few housing programs available to assist low-income homeowners with their housing maintenance issues.

A Brush with Kindness is a program that seeks to bring volunteers together to live out their faith and values through helping low-income homeowners restore their homes so they can continue to live in a safe, decent and affordable home. Twin Cities Habitat for Humanity began A Brush with Kindness eight years ago in response to an overwhelming need in the Minneapolis/St. Paul area to help low-income homeowners who because of age, disability or family circumstance struggle to care for their home.

Habitat for Humanity affiliates around the country have expressed interest in starting A Brush with Kindness in their own communities to assist these struggling families. Habitat for Humanity International has partnered with long time HFHI and Twin Cities sponsor Valspar Corporation to start a pilot project to assist affiliates in starting their own program.

Over the last two years, Pat Lund of Twin Cities HFH has assisted affiliates in establishing A Brush with Kindness in targeted neighborhoods in those communities. Fifteen affiliates have now established A Brush with Kindness in their communities and over 100 others have expressed interest in starting a program. In response to this burgeoning level of interest from affiliates around the country, Habitat for Humanity International is moving to make A Brush with Kindness a prominent national program that will give affiliates the support they need to establish A Brush with Kindness in their communities.

Twin Cities Habitat for Humanity Program Model

A Brush with Kindness began in 1998 as a new neighborhood revitalization program of Twin Cities Habitat for Humanity. During its first 8 years (1999-2006) over 700 low-income homeowners were served through the efforts of thousands of volunteers who provided home restoration services to low-income families who are challenged by age, disability, or circumstance.

In the Twin Cities, A Brush with Kindness works in partnership with other housing organizations including Rebuilding Together, Hearts & Hammers, Paint-A-Thon and neighborhood based Community Development Corporations. Homeowners are eligible to participate in the program based on the condition of the home, income and a demonstration of challenging circumstances such as disability, illness, or age that prevent them from doing the work themselves. Qualifying homeowners financially participate through a pledge based on a percentage of the value of the work being and work side by side with volunteers to complete the work.

Volunteers perform 95% of all the work on the homes. Volunteers are recruited through businesses, churches, and community groups. Team leaders are trained three times a year to organize, recruit, and prepare their teams for the task of working on a home. Volunteer teams as small as 5 and as large as 50 individuals are matched with homeowners to work on and complete assigned tasks. Currently, Twin Cities Habitat's A Brush with Kindness program has 3 staff and 2 Americorps members that now serve over 100 homeowners each year. A Brush with Kindness works on homes year round – even in the challenging climate of the Minnesota winter.

A Brush with Kindness receives support through corporate grants, home sponsorships, In-kind donations and homeowner pledges. The primary budget expense categories for the program are:

- Personnel costs.
- Site material costs.
- Media/Events

The goal of A Brush with Kindness is to serve families living in substandard housing by mobilizing volunteers in a meaningful community-building effort. As a result, homeowners have the opportunity to experience a stronger neighborhood and improve their quality of life.

Volunteers have the opportunity to make a tangible difference in the lives of others as well as to build teamwork among coworkers, friends and family. And communities are revitalized through the investment of time and resources in the refurbishment of these homes.

Expansion Overview

The time has now arrived to take A Brush with Kindness to a national level. Twenty Habitat affiliates have started their own programs. There is growing interest from dozens of other affiliates. A Brush with Kindness was a successful and integral part of the 2007 Jimmy Carter Work Project for the Greater LA affiliate. A Brush with Kindness will make a significant contribution in helping HFHI fulfill its new strategic plan which calls for a broader housing approach that serves more families as well as impacting Habitats advocacy efforts to increase awareness and influence on making decent affordable homes available to all families.

When combined with the traditional homebuilding efforts of Habitat affiliates, A Brush with Kindness brings increased value for affiliates and increased impact on the communities they serve. A Brush with Kindness will give Habitat affiliates the opportunity to involve more volunteers, serve more families, and get more people passionately committed to eradicate substandard housing and make decent, affordable homeownership a matter of conscience.

Expansion Objectives

- In 2008, Valspar will begin a four year national sponsorship of ABWK. We will work closely with Valspar to support their vision and create value for their support.
- In 2008 HFHI will set up the structure and administrative functions for the national A Brush with Kindness program.
- Assemble a team that will bring leadership and passion to make A Brush with Kindness a successful program.
- Build off the success of A Brush with Kindness at the 2007 Jimmy Carter Work Project in Los Angeles and work toward it becoming a future part of the project or a stand alone national event.
- Provide affiliates with the tools needed to start A Brush with Kindness programs by assisting them in establishing, managing and administering a successful program.
- Build the necessary financial and in-kind resources to adequately support the program and affiliates.
- Provide affiliates quality service and training in best practices based on the Twin Cities model.

Outcomes

- HFHI will establish A Brush with Kindness as a formal program serving affiliates.
- HFHI will establish a covenant relationship with Habitat affiliates starting new programs.
- Increase affiliates capacity to serve more families and involve more volunteers in their work.

Proposed Metrics

- A Brush with Kindness will establish 15-25 new programs a year that are capable of serving 15-50 families a year.
- Within four years, HFHI will have established 125 A Brush with Kindness programs capable of serving 2000 families a year.
- We will form national partnerships with Rebuilding Together and other organizations that do similar work to maximize our impact in communities where we serve
- In partnership with the Valspar Corporation, ABWK will start regional paint distribution programs that tint and distribute paint to area Habitat programs.

Affiliate Support Services

A Brush with Kindness will offer a variety of support services to Habitat affiliates that start their own program. Support service will include:

- **Conferences:** Participating in regional and national conferences to promote ABWK to Habitat affiliates and provide group training.
- **Technical Support:** Assistance with questions concerning a variety of issues will be readily available through phone, email and website support.
- **Onsite Training Workshops:** A Brush with Kindness will be available to conduct onsite volunteer recruitment and training, homeowner, work scope, forming partnerships.
- **Training Materials:** A training manual, topical trainings, brochures and forms, and web support will guide new programs in establishing a successful program.
- **Resource distribution and referrals:** A Brush with Kindness will assist affiliates in acquiring materials and potential sponsors as they are identified.

Personnel

In the first year, HFHI will hire a Director and a part time Administrative Assistant. Over the next two years we will add a Field Support Trainer and Field Support Asst.

- The Director will provide oversight and direction to the program, and monitor the program budget and finances.
- An Administrative Assistant will handle office duties to support marketing, fundraising and establishing new programs.
- A Field Support Coordinator and Asst. will train and support affiliates to deliver the program in their communities.

HFHI will hire the necessary staff to support affiliates so they can grow to serve 2000 families a year by 2011. Additional staff will be hired as the need arises and as resources are developed.

Budget Narrative

The proposed four year budget (**see page 5**) assumes a goal of establishing A Brush with Kindness at 125 affiliates capable of serving 2000 families by 2011. Personnel will consume the largest portion of the ABWK budget. In 2008, HFHI will hire a director and program assistant to help with the national rollout and accelerate the training of other affiliates starting A Brush with Kindness. In addition to personnel, travel and training will consume significant line item expenses. We will need to spend a significant amount of time with affiliates on site to give the necessary support to establish productive programs.

Business Summary

Habitat for Humanity International has a strong desire to broaden and increase its impact so that more families can live in a decent, affordable home. A Brush with Kindness will help Habitat affiliates reach that goal. Therefore HFHI is excited to support the establishment of A Brush with Kindness as a national program and seek partners that support this vision.

**A BRUSH WITH KINDNESS
Program Budget**

	2008	2009	2010	2011
Affiliate Programs / Families Served	40/500	65/800	90/1200	125/2000
EXPENSES:				
Personnel				
Salaries/Benefits	\$115,000	\$152,000	\$187,500	\$222,000
Director - (1FTE)				
Admin. Asst. - (.5FTE - 1.0FTE)				
Field Coordinator - 2009 (1.0 FTE)				
Training Assistant - 2011 (.5 FTE)				
OTHER:				
Supplies	\$1,500	\$1,500	\$1,500	\$2,000
Capital Equipment	\$7,000	\$5,000	\$6,500	\$7,500
Postage	\$1,500	\$3,000	\$3,000	\$3,500
Printing/Training Materials	\$8,000	\$12,000	\$15,000	\$20,000
Travel/Training	\$10,000	\$15,000	\$20,000	\$25,000
Rent	\$10,000	\$12,000	\$16,000	\$18,000
Communications/Web	\$6,000	\$8,000	\$9,000	\$10,000
Miscellaneous	\$1,000	\$1,500	\$1,500	\$2,000
Affiliate Support (TCHFH)	\$15,000	\$15,000	\$15,000	\$15,000
Total Operating Expenses	\$175,000	\$225,000	\$275,000	\$325,000
REVENUE:				
Valspar	\$175,000	\$225,000	\$275,000	\$325,000
Total Revenue	\$175,000	\$225,000	\$275,000	\$325,000