




Richmond Metropolitan  
**Habitat**  
for Humanity®

# Annual Report

*Fiscal  
Year  
2023  
Impact*





*“ We have had a really rough past five years as a family. All we want to do is provide a stable, accessible, and safe space for our family to make memories in. **We are so grateful for this opportunity and will never forget every person who made this possible. I am so thankful for Habitat, you gave me hope.** ”*

**- Richmond Habitat Homeowner**





## Dear Friends & Supporters,

This year has been about transitioning and positioning for Richmond Metropolitan Habitat for Humanity. I joined this family of passionate affordable housing advocates in March and have been inspired by what we have accomplished so far. In 2023, we served 40 families! We raised \$3.2 million in gifts. We filled 5,197 volunteer spots and diverted 2.8 million pounds of useable materials from landfills through donations at our ReStores.

While I am proud of what we have accomplished, I am even more excited about the potential we have to do more. Especially now.

The need for affordable housing has become so great that, on April 10, 2023, Richmond City Council declared a housing crisis. A study conducted by RubyHome determined the income needed to buy a home in Richmond during the first quarter of 2023 was \$100,098. In stark contrast, our average partner family income is about \$44,562, pricing them out of the homeownership market.

We have finalized our Strategic Plan, which will help us address this need and scale our efforts to the current and future needs of the greater Richmond Metro area. We will do this through six key strategic priorities:

- Increasing availability of affordable homeownership
- Increasing pathways to homeownership for those with lower incomes and expanding how we assist current homeowners in maintaining homeownership
- Continue building a culture of engagement for volunteers and partners
- Growing and expanding our ReStores
- Attracting, retaining, and promoting outstanding employees
- Expanding internal operations and systems to meet growth priorities

The generous MacKenzie Scott gift we received in FY2022 has afforded us the opportunity to start tackling these priorities with an aggressive timeline. While a big focus is on building more – more innovatively, densely, and affordably – we are also looking for better ways to support our current homeowners. We have started a new Homeowner Council to provide meaningful input, recommendations, and guidance from our Habitat homeowners. We are working to add to our Critical Home Repair program an emergency fund that will allow us to provide more repairs desperately needed by homeowners, but not covered under one of the grants through the city or counties. We are expanding our Affordable Rental Program to provide a safe place for our future homeowners as they work toward purchasing their new homes.

Thank you for joining us in turning our strategic vision into a reality. We know we cannot tackle these strategic initiatives alone and appreciate your continued support in helping us build homes, communities and hope!

Sincerely,

A handwritten signature in blue ink that reads "Madelyn Peay".

**Madelyn Peay**

**CEO, Richmond Metropolitan Habitat for Humanity**



## OUR MISSION

Seeking to put God's love into action, Richmond Metropolitan Habitat for Humanity brings people together to build homes, communities and hope.

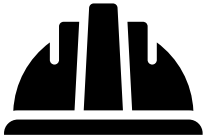
# FY 23 Impact



11

partner families purchased their new safe, affordable homes through our Affordable Homeownership Program.

25



families received critical home repairs in Richmond, Chesterfield and Henrico.

2

families served through our new Affordable Rental Program.

2

families benefited from our tithe to Habitat for Humanity International.

45%

Overall Average Area Median Income (AMI) served through our programs.

Our ReStores picked up

2,217

donations, helping to divert

\$2.15M

in combined sales from our Northside and Chesterfield ReStores.



2.8 M

pounds of useable materials from landfills!





# FY 23 Impact

2,042

volunteers helped at our Construction Sites and ReStores.

31,245

Volunteers hours completed by those volunteers in FY23.

5,197



volunteer spots filled, showing that our volunteers are dedicated and return to volunteer with us on a regular basis!



\$3.2M

raised in gifts, **more than ever before from a group of donors** (second only to our one-time MacKenzie Scott gift.)

883

active donors contributed to RMHFH, a 5% increase over last year.



58%

of donors were retained from the previous year, well above the national average of 42.6%.



# Local Designer Helps Take Habitat Home to the Next Level

Lisa Macecevic of The Newcastle Design Company was looking for a way to channel her design talents while making a positive impact on her community. She contacted Richmond Habitat and offered to volunteer her time and talents to help make our 2nd Avenue house really pop!

Lisa worked with us throughout the process to plan and select exterior and interior design elements. She shopped for finishes at our Northside ReStore and purchased several lighting fixtures from the store to help make the house feel like a home.

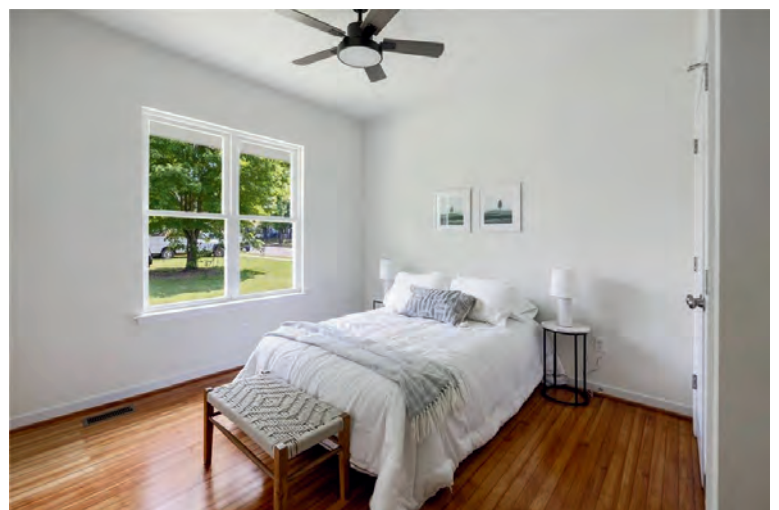
Once the house was ready, she helped to stage it for sale as part of our Neighborhood Revitalization program, where we offer affordably priced homes to families and individuals who qualify for their own mortgage, and fit certain income qualifications (currently 80% Area Median Income or less).



***"Working with Habitat has been a wonderful experience. It was a privilege to be part of this project with such a dedicated team and I can't wait for the next project!"***

**-Lisa Macecevic**













# Habitat Kicks Off First Ever PRIDE Build with 19 Sponsors

In FY2023, Richmond Habitat started preparing for our first-ever PRIDE Build with the hope of bringing together local members of the LGBTQ+ community and allies to help build two homes for two local families.

Decades of systemic discrimination have barred LGBTQ+ families and individuals from homeownership. The goal for the PRIDE Build is to raise awareness of the need for affordable housing for ALL and its power to transform lives for the better.

Along with fundraising events, including a variety show called Harmony & Hope for Habitat where 10 artists showcased their talents to benefit the build, we secured 19 sponsors to help fund the new program.

Sponsors and individual volunteers were on site from October to December, delivering two new homes to two Habitat homeowners!

*“Grace Baptist Church is elated to be a sponsor of Richmond Habitat's first PRIDE Build because this is an opportunity for us to work alongside others in the community to create more affordable and equitable housing and to bear witness to our belief in the full inclusion and affirmation of LGBTQ+ folx. Our team had a great first day building with Habitat, and we can't wait to come back!”*

*-Rev. Dr. Courtney Allen Crump*







## Comfort through Critical Home Repairs

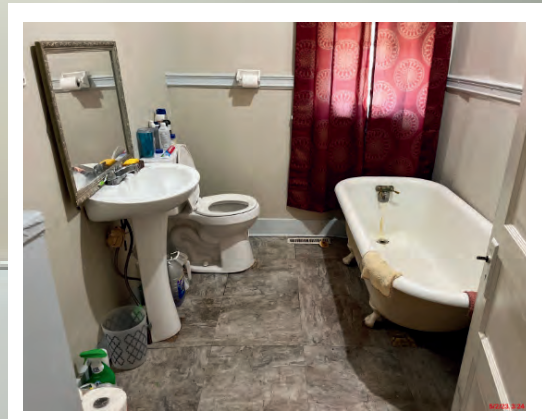
Imagine living without water or heat. For two of our Critical Home Repair clients, this was their reality. Ms. Ghota turned her water off due to a leak in the whole house supply line and being unable to afford the water bills or damage. Last winter, Ms. Randolph took desperate measures to keep herself warm. She slept on the floor of her kitchen with the oven on just to feel some heat.

Thankfully, these homeowners were able to get the help they needed through our Critical Home Repair (CHR) program. We replaced the water line for Ms. Ghota and replaced the furnace and insulated the crawlspace for Ms. Randolph. Our CHR program offers repairs for residents in the counties of Chesterfield, Henrico, and the City of Richmond. Types of repairs are dependent upon the grant requirements from each locality.

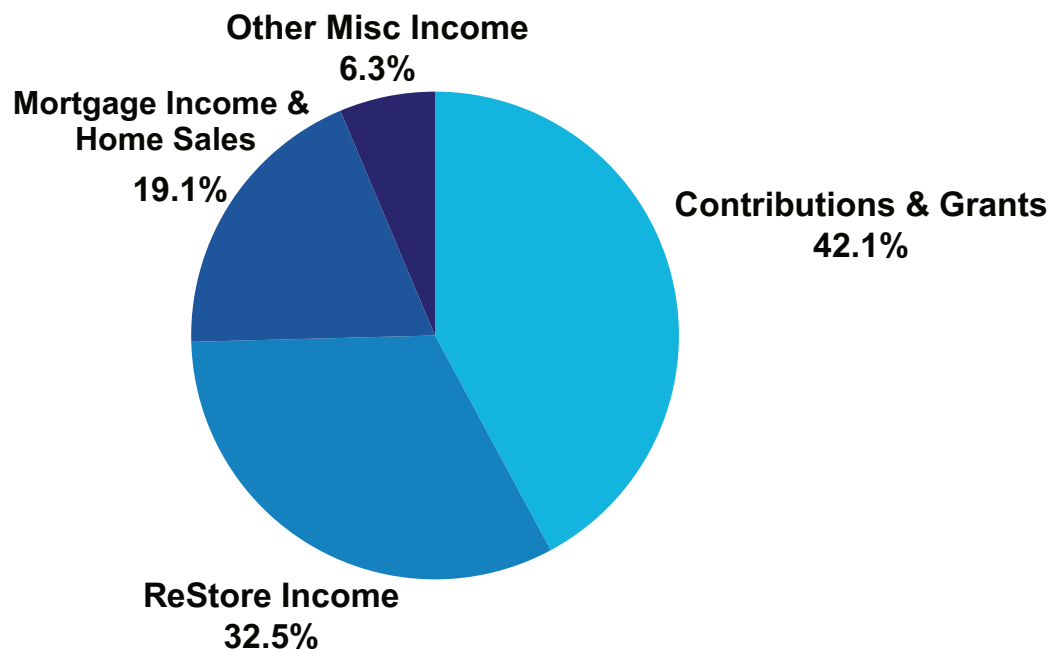
Over the past year, we have completed 25 repairs! These have included roof replacements, accessibility upgrades like adding a wheelchair ramp and replacing an old clawfoot tub with a new fiberglass tub featuring an easy side entry door. We have also provided repairs for health reasons. Mr. and Mrs. Ponce's lot was poorly sloped and without adequate drainage causing constant water in the crawl space and mold. This caused asthma flares in their young daughter. Unable to regrade the yard due to lot constraints, we encapsulated the crawl space and installed a sump pump under the conditioned area.

Through our CHR program, we aim to improve housing conditions and allow current homeowners with lower income to safely and comfortably stay in their homes for longer.



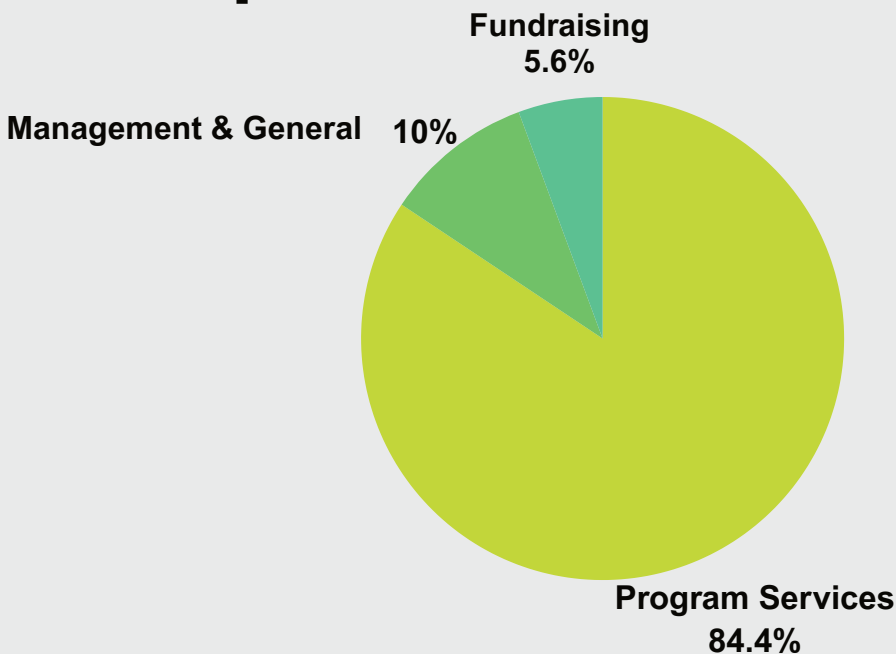


# FY23 Revenue



Total Revenue: \$7,670,203

# FY23 Expenses



Total Expenses: \$8,224,953

A copy of our audited financials and IRS Form 990 are available on our website at [www.richmondhabitat.org](http://www.richmondhabitat.org).  
You may also request a copy of our audit and 990 through the Virginia Department of  
Agriculture and Consumer Services' Office of Consumer Affairs.





*“ Overall it was just a very fun, rewarding, and fulfilling day. I recommend anyone that is looking for a place to volunteer to consider Habitat for Humanity. ”*

**- Volunteer from HHHunt Corporation**





# FY2023 Board of Directors

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## Our Mission

Seeking to put God's love into action, Richmond Habitat brings people together to build homes, communities and hope.

## Our Vision

A world where everyone has a decent place to live.



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