



Richmond Metropolitan

**Habitat**  
for Humanity®

# Annual Report

Fiscal  
Year  
2024  
Impact





*“Owning a home will mean **everything** to me - a place I can call my own for me and my daughter. **It has always been one of my dreams**, especially as a single mom. I want to show my daughter that **anything is possible** if you want it and work for it.”*

*- Richmond Habitat Homeowner*

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**Dear Friends and Supporters,**

The end of Fiscal Year 2024 finds us in the midst of an exciting and pivotal time here at Richmond Metropolitan Habitat for Humanity! With your support, I am excited to share that we completed the first year of Richmond Habitat's FY24-FY26 Strategic Plan and to say a lot was accomplished would be an understatement.



The team at Richmond Habitat has streamlined our Homeownership and Home Repair programs to continue to serve the community effectively and efficiently for the long term. We started a Homeowner Council to learn from our existing homeowners. We are working on an Emergency Home Repair program to expand the types of repairs we can provide, as well as an Aging in Place program to help individuals remain safely in their homes for longer. We have researched denser housing solutions, land acquisition strategies, and new ways of building to allow us to serve more families. We achieved a recertification of our Service Enterprise Accreditation demonstrating our dedication to volunteer engagement and revamped the gift-in-kind program to offset construction costs.

In August 2024, we said goodbye to our CEO, Madeyn Peay, as she accepted a new affordable housing role with a statewide agency. We are grateful to our former CEO, Mary Kay Huss, for coming out of retirement to serve as Interim CEO. Our Board conducted a thoughtful and comprehensive search to find someone committed to the mission of Habitat to serve as our next CEO, and we are excited about the future. Mary Kay will ensure a stable and smooth transition to new leadership and new opportunities as Richmond Habitat continues to work hand-in-hand with staff, volunteers, partners, and our community to build homes, communities, and hope.

We are excited about the growth and progress at Richmond Habitat, and we know we can count on you to help more families obtain affordable housing. The housing crisis is still looming over the Richmond Metro region, and homeownership feels like an inaccessible goal for too many households. When you help us find land to build on, grow our network and donor base, support our ReStores, and share our mission, YOU help create a world where everyone has a decent place to live.

**Sincerely,**

A handwritten signature in black ink, appearing to read "w. Mercer Ferguson".

**w. Mercer Ferguson**  
**Board Chair, 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.

# Fiscal Year 2024 Impact

 **15**

Habitat homes were completed and sold affordably to Habitat homeowners through our Homeownership Program and to local individuals and their families as Affordable Open Market Homes.

  
**214**

home repairs for

**33**

homeowners in Richmond, Chesterfield, and Henrico.

**2** future homeowners in our Affordable Rentals.

**2** international families benefited from our tithe to Habitat for Humanity International.

**47%** overall Area Median Income served through our programs.

**\$2.2M**

in combined sales from our Northside and Chesterfield ReStores.



Our ReStores picked up

**2,111**

donations, helping to divert

**2.9 M**

pounds of useable materials from landfills!

# 2,189

volunteers helped in our ReStores, at our home build sites, and at our special events.



# 34,061

volunteer hours completed by those volunteers in fiscal year 2024.



# \$2.6M

in gifts raised, including increases in our monthly donors, leadership level donors, and Cars for Homes donations.



# 6,063

volunteer opportunities filled thanks to some new volunteers and a lot of returning volunteers!

# 881

active donors contributed to RMHFH, a 6% increase from last year.



# 52%

of donors were retained from the previous year.



## Habitat homeowner donates portion of home sale back to Richmond Habitat

Gerald Clemons graciously donated his home to Richmond Metropolitan Habitat for Humanity more than 12 years ago. Little did he know, that act would spark generosity for years to come.

Hassan Khamis and his family purchased that home in the spring of 2012 after completing Richmond Habitat's Homeownership Program. Volunteers from Bank of America, who sponsored the home, worked alongside Habitat's construction team to make the necessary repairs and renovations to get the home ready for the family.

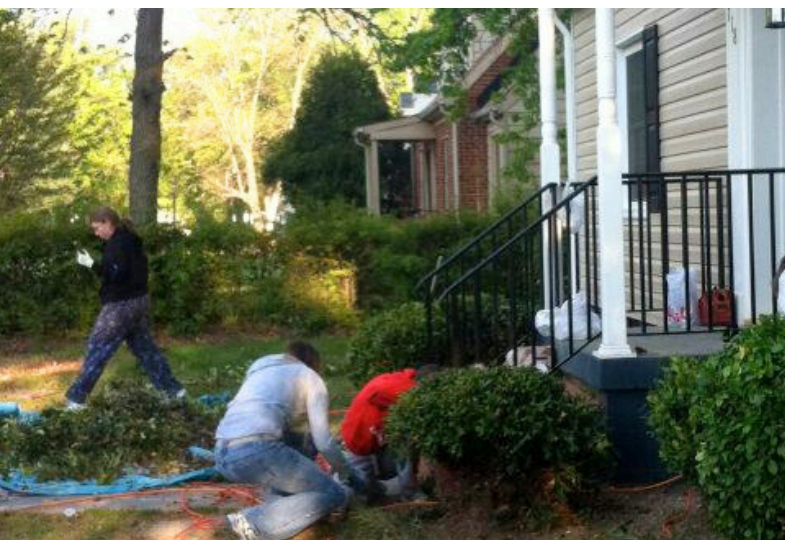
The home dedication ceremony on April 25, 2012 brought Clemons and Khamis together for a celebration alongside their families, Habitat staff and board, as well as volunteers and donors. The Khamis family shared many happy memories in their Habitat home over the next 12 years.

In August 2024, the family made the decision to sell their house to move into a larger home. Khamis said he was grateful for the money he was able to save up to purchase his new home. After closing, he donated a portion of the sale of his Habitat home back to Richmond Metropolitan Habitat for Humanity as a way of paying forward the generosity that was afforded to them.



**“Everything Habitat did was wonderful and we were very happy with the house. We didn't have a house when we came to this country and I was so grateful for Habitat. I never forgot you all and [what you] did for us.”**

*-Hassan Khamis, Former Habitat Homeowner*





## Richmond Habitat celebrates decade of empowerment with Women Build

Over the last 10 years, Richmond Habitat's Women Build program has engaged more than 2,000 local women on 10 home builds and raised more than \$300,000 for affordable housing. This year marked the largest Women Build program with more than 400 volunteers nearly completing an entire Habitat home.

"It's been amazing seeing this program grow since its relaunch a decade ago," Whitney Guthrie, Vice President of Community Engagement, said. "We started out with one week dedicated to building with local women to now completing an entire home."

According to Habitat for Humanity International, women and children are the most likely to be affected by poor living conditions. The Women Build program provides awareness of the affordable housing need for this segment of the population and the opportunity for women to take a proactive step in serving the local community.

The 2024 Women Build program had 17 sponsors who volunteered and raised funds including many long-standing supporters like Virginia Physicians for Women, KPMG, and Marsh & McLennan Agency.

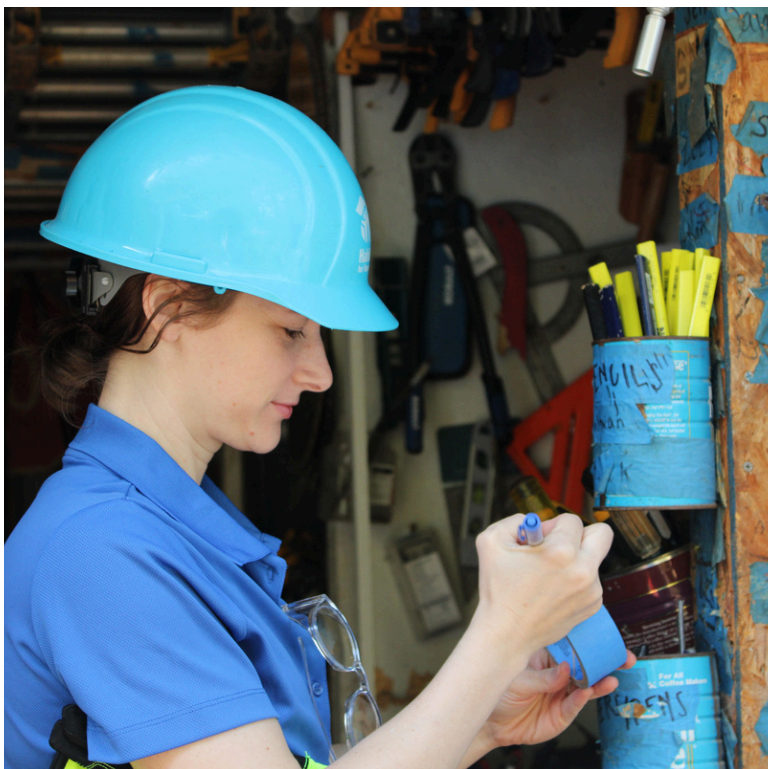
With help from the Women Build Council, the program also put together two fundraisers, the Comedy Show and the She Builds Bash. The Council includes ten members, many of whom have spent the past 10 years helping to build the program. Christina Irby enjoys volunteering and feels grateful to be part of the program while helping local families.



**"It means everything to me to be involved with this program. It's fun just collaborating with other like-minded women. We all want to help others."**

*-Christina Irby, Women Build Council Member*







# Homeowner Council helps guide Homeownership program's future

This year, Richmond Habitat created a Homeowner Council to help improve our Homeownership program. The group is made up of eight Habitat homeowners who have gone through our Homeownership program and purchased their homes as recently as 2023 to over two decades ago.

The group met three times in the 2024 fiscal year and discussed floor plans with Director of Construction, Ryan Pacyna; brainstormed educational opportunities; and made suggestions for how to better prepare participants for life as homeowners. They are helping determine the education needed to better understand homeownership and maintenance as homes age.

The council created a survey for homeowners to gauge how they would like to receive and use the information and to see if there are other topics they are interested in learning more about.

Marquita Edmonds, a Habitat homeowner and board member, wanted to be part of the council to serve as a conduit for collecting and sharing thoughts and ideas from homeowners.



***“As the first group to serve on the Homeowner Council, I hope we can establish processes and procedures to benefit current and future homeowners. I also hope by providing valuable feedback, we will help the Board and Habitat employees better serve partner families and set a foundation for ongoing growth.”***

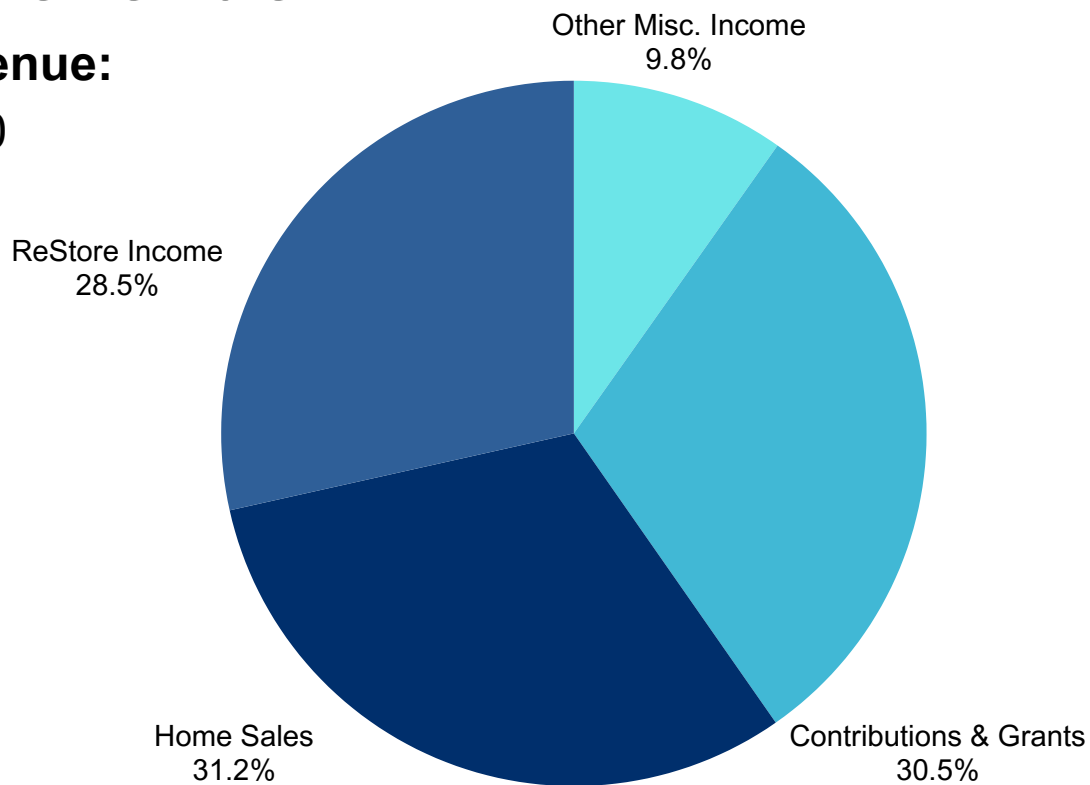
*-Marquita Edmonds, Homeowner Council Member*

Moving forward, the council will continue to provide guidance on the program and help create post-purchase resources.

# FY24 Revenue

**Total Revenue:**

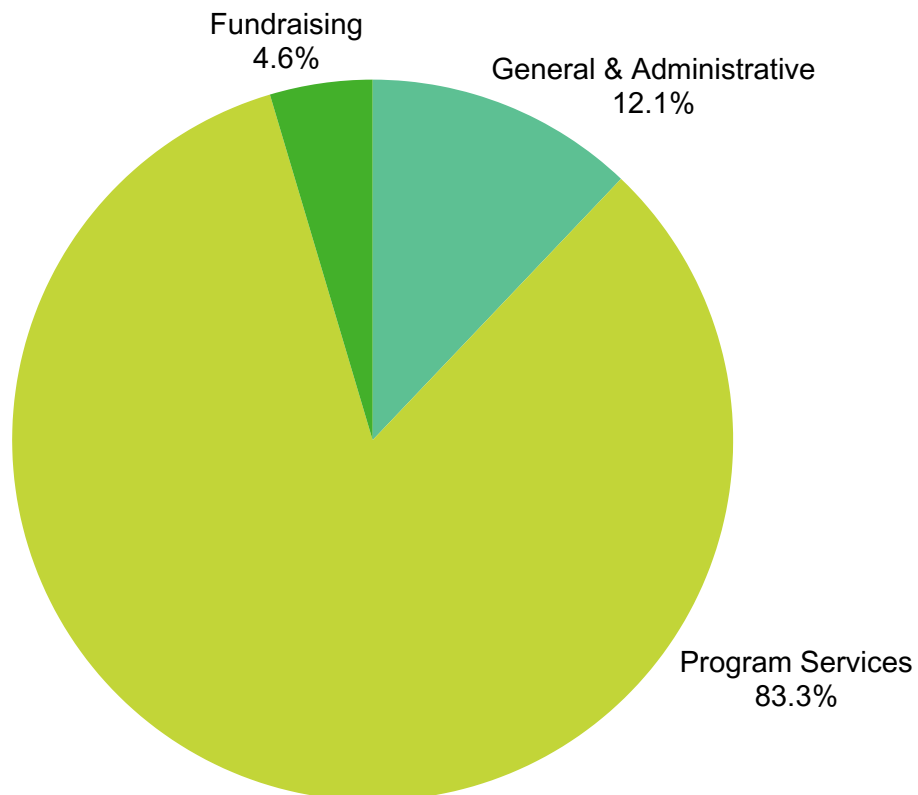
**\$8,588,320**



# FY24 Expenses

**Total Expenses:**

**\$10,411,115**



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.



# FY2024 Board of Directors

## **Chair**

Mercer Ferguson  
*Marsh & McLennan Agency*

Tracy Foard  
*LL Flooring*

## **Vice Chair**

Eileen Jackson  
*Williams Mullen*

David Hildebrand  
*Hunton Andrews Kurth LLP*

## **Treasurer**

Oliver Way  
*Retired, Fulton Bank*

Marquita Edmonds  
*Hourigan Group*

Douglas Garson  
*Garson Consulting Inc.*

## **Secretary**

Jake Bloom  
*Spy Rock Real Estate Group*

Chad Joyce  
*Joyce Realty*

## **Immediate Past Chair**

Tiya Williams  
*Keller Williams Richmond West*

Ted Lansing  
*Lansing Homes*

Floretta Barbee-Watkins  
*Presbytery of the James*

James Katsaros  
*Retired, DuPont*

Anne Carroll  
*Woodforest National Bank*

Michael Rosser  
*Bank of America*

Rebecca D'Angelo  
*Virginia Capital Realty*

Melodie Thigpen  
*Retired, Capital One*

Luanda Fiscella  
*Locus*

Paul Trapp, Jr.  
*Timmons Group*

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*It is my favorite time of year when we get to spend the day helping build a home with Richmond Metropolitan Habitat for Humanity!*

*-Volunteer from Walter Parks Architects*





Richmond Metropolitan  
**Habitat for Humanity®**

*Richmond Metropolitan Habitat for Humanity is a 501(c)(3) designated charitable organization.*

## 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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