

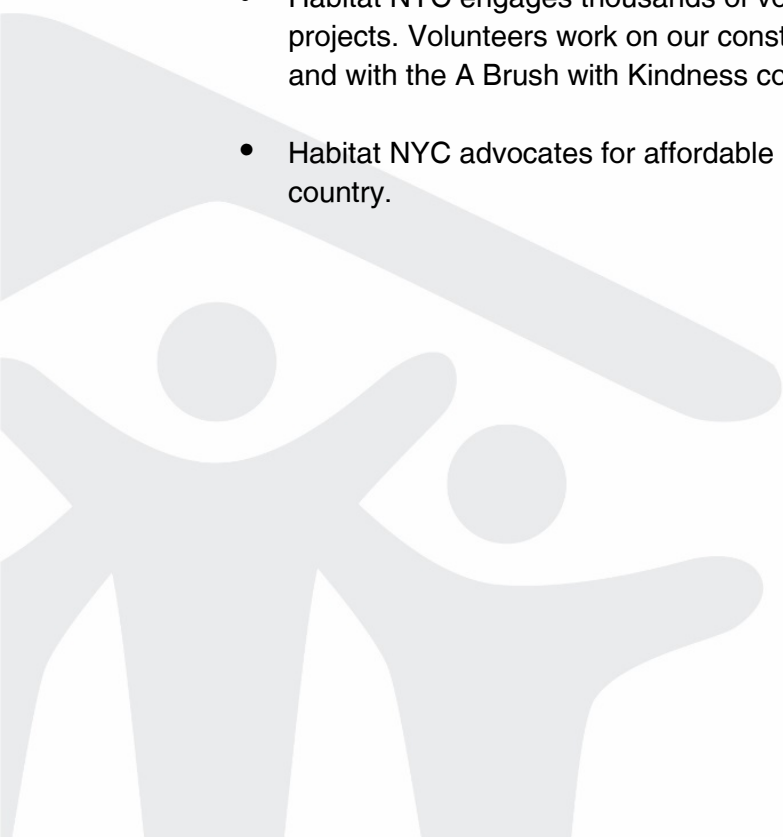
Talking Points



While you are fundraising for Habitat NYC, you will inevitably speak to others about the organization and our work. Use these talking points to educate your networks about Habitat NYC's work, and to explain how important their donations are.

Habitat NYC Facts:

- Habitat NYC builds and preserves quality, affordable single-family homes and multi-family buildings throughout the five boroughs for hard-working, low-to moderate-income families.
- Since 1984, Habitat NYC has served more than 600 families through our building and preservation efforts and has refreshed more than 200 community spaces through the A Brush with Kindness program.
- Habitat homes are not free – Habitat Homebuyers purchase the homes through an affordable mortgage.
- Affordable homeownership helps families build financial stability and self-reliance and allows them to remain in our city. Habitat homeowners attain higher levels of education, more stable employment, better health outcomes, and are more likely to be civically engaged within their communities.
- Habitat NYC engages thousands of volunteers each year who help complete our projects. Volunteers work on our construction and preservations projects, in our office and with the A Brush with Kindness community revitalization program.
- Habitat NYC advocates for affordable housing policies in the city, state, and across the country.



Common Misconceptions

You may speak to people who have misconceptions about Habitat for Humanity in general, or our work here in New York City. Below you will find some common misconceptions and their corrections:

MISCONCEPTION	TRUTH
Habitat NYC provides housing for the homeless.	We build homes for hard-working, low- to moderate-income New Yorkers and their families.
Habitat NYC gives homes away	Our homeowners purchase the homes at an affordable cost, generally with a 1% down payment and 2% fixed rate interest. They also partner with Habitat NYC to fulfil 'sweat equity' requirements, or volunteer hours working on their homes.
Habitat NYC "breaks the cycle of poverty"	We provide the opportunity for financial and housing stability through homeownership. Homeowners are more likely to attain higher educational outcomes, better health outcomes, maintain more stable employment, and be more civically engaged.
Habitat NYC is a charity	We are a non-profit housing developer.