

You make it Possible!

GIVE TO THE MAXXIV

JAN. 29th - FEB. 3rd, 2025

Thanks to a generous group of donors, all donations made to **Habitat for Humanity of Collier County** received between Jan. 29th and Feb 3rd, 2025 will be matched dollar-for-dollar.

Scan here now to visit HabitatCollier.org/GivetothMax so we can make affordable homeownership a reality for more families.



Visit HabitatCollier.org or call 239-775-0036.



www.HabitatCollier.org

This publication was generously underwritten by Moorings Park.

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Together, We Make It Possible

At Habitat for Humanity of Collier County, we're proud to be part of a community that believes in the transformative power of a safe and stable home—a foundation where families can thrive, children can dream big, and parents can work toward a brighter tomorrow. With housing secured, so many things become possible—increased savings, more focus on education, better career opportunities, and more.

Unfortunately, safe, stable, affordable housing is getting harder and harder to come by. From groceries and utilities to housing and healthcare, rising costs are stretching families thin, leaving too many struggling to keep up. About a third of all households in Collier County are considered cost-burdened, spending over 30% of their income on housing. For renters specifically, it's even worse: more than half live with cost burden. This crisis affects everyone—businesses, schools, and services suffer when employees can't afford to live near their work.

That's why we remain steadfast in our mission. Beyond affordable homes, we offer hope and stability to those striving for a better future. The families we serve are not just statistics; they are school system and government employees, healthcare workers, hospitality staff, and caregivers—the very people who keep our community running. They deserve the chance to live in the place they call home.

Through volunteers who offer their time, donors who invest in this work, and all of those who support and advocate for increased access to affordable housing, the generosity of people like you has been the driving force behind it all. **Now through February 3, we're calling on this amazing community to once again show your support during our Give to the Max Matching Challenge.** Every dollar you give will be matched, doubling your support for the families who need it most. This year's matching fund allows us to match up to \$2 million in donations from people just like you.

Our gratitude to our 2025 Give to the Max sponsors, who make this challenge possible:

Anonymous
Bauer Foundation
Beacon Fund
Rita & Dick Berens
Richard and Jennifer Housh Foundation
Janet & Andrew Miller
The Schoen Foundation

Peggy & Greg Strakosch
Mary & Bill Stephenson
Patricia and Tim Thoele
United Church of Marco Island
Wadsworth Family Foundation
Don Waggoner and Zelma Waggoner Foundation
Wildflower Foundation

Home is more than walls and a roof—it's the starting point where dreams take root and futures are built. You make it possible for children to sleep soundly, for parents to pursue new opportunities, and for communities to grow stronger. Thank you for making today brighter and tomorrow full of promise for so many. Together, we're building possibilities that last a lifetime.

With gratitude,

Lisa

Rev. Lisa Lefkow
Chief Executive Officer



Get Social with Us!





Habitat for Humanity of Collier County's Pathway to Purchase

Step 1

The Basics

Live/work in Collier County.
Meet income requirement
based on family size.
Contact office or go to
HabitatCollier.org for a
pre-qualifying interview.

Step 2

Apply

Complete a Habitat Collier
home purchase application.
Submission requires income
verification documentation
and evaluation of debt to
income ratio.

Step 3

Financial Assessment Application Review

Step 4

Applicant Home Visit

Step 5

Selection Committee Make Recommendations
& Board of Directors Meets

Step 6

Application Notice of
Acceptance and
Orientation

Step 7

Sweat Equity Homeowner
Pre-Purchase Classes

Step 8

Sweat Equity
Construction

Step 9

Purchase
House

Step 10

Affordable mortgage payments help build more homes

Building a Brighter Future: Habitat Collier's New Communities.

As the cost of living continues to rise, the dream of affordable homeownership drifts further out of reach. Habitat Collier is offering pathways to homeownership for many Naples and Immokalee families with two communities under construction: *Majestic Place* and *Kaicasa*.



Majestic Place will be able to provide safe, affordable single-family homes for 109 local families in Naples. Last spring, construction began in this new community, located adjacent to Habitat's existing Regal Acres subdivision, which was completed in 2015. Naples families applying to partner with us today will be building their homes in Majestic Place, and we expect construction to continue in this subdivision for about two years.



Kaicasa, which is Habitat Collier's largest subdivision to date, is under development in Immokalee. Nearly 50 families already call this growing community home and we are more than a third of the way through the first phase of construction. Building will take place over three phases, and we anticipate the final homes to be finished by 2032. Spanning 100 acres, this community will feature approximately 281 affordable homes upon completion, making it one of the largest Habitat neighborhoods in the Country.

Making It Possible

Through the dedication of donors, volunteers, and partner families, Habitat Collier is creating a pathway to affordable homeownership. Families now have the stability to dream, plan, and thrive in their new homes. Learn more about Majestic Place and Kaicasa, and join us in making homeownership possible, at HabitatCollier.org. Together, we are building a brighter future for families across Collier County.

Majestic Place

- 109 two-story single-family homes
- Three & four bedroom, two-bathroom floorplans
- 25 Acres off of U.S. Highway 41
- 5.62 acres of preserve acts as a privacy buffer
- Ample green space
- Designated visitor parking
- Recreation area with playground

Kaicasa

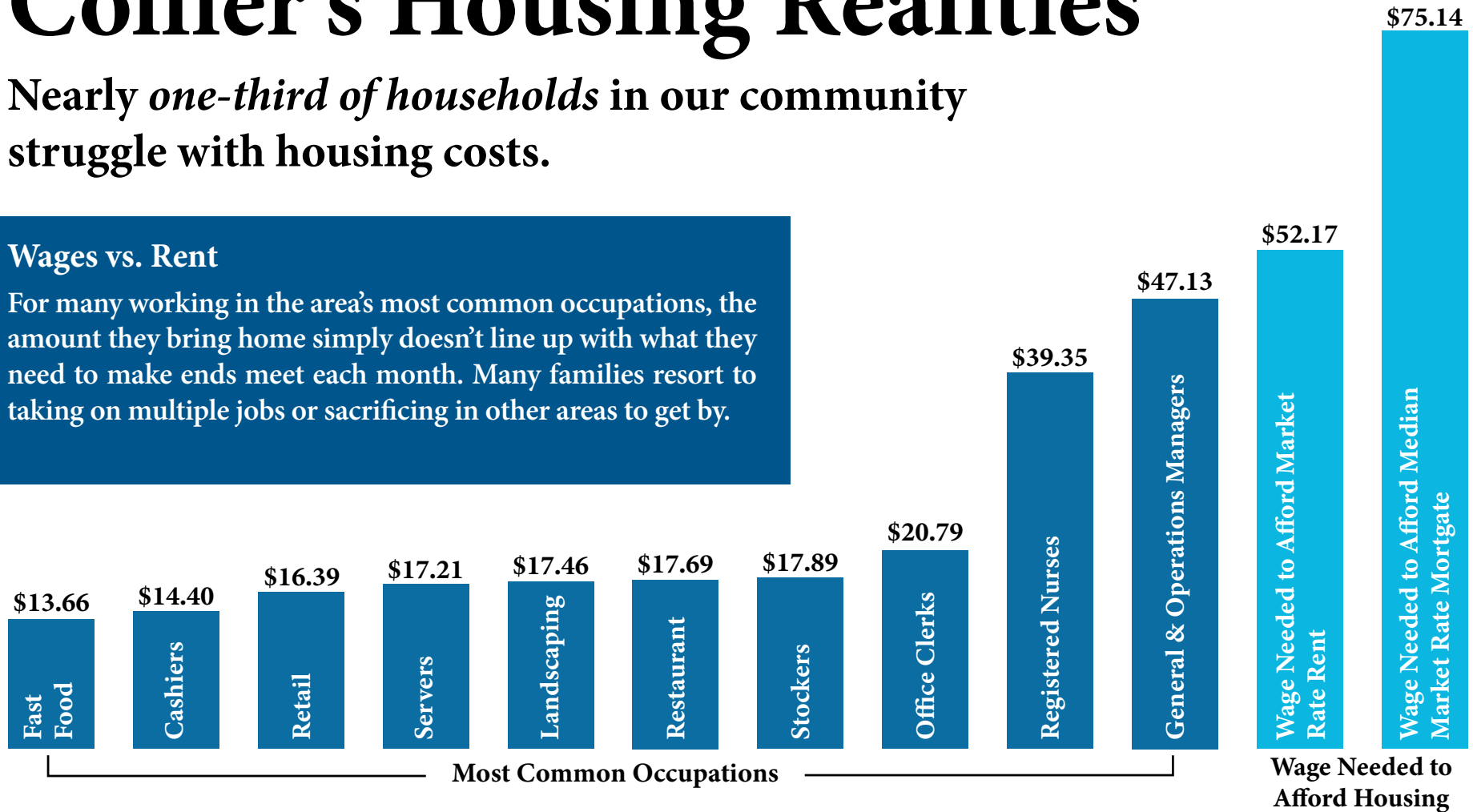
- 281 two-story townhomes
- Three & four bedroom, two-bathroom floorplans
- Single-car garage
- Permit-monitored parking
- Roughly 3 acres of recreation area
- Three playgrounds
- Access to Village Oaks Elementary via pedestrian walkway and bridge to keep children safe

Collier's Housing Realities

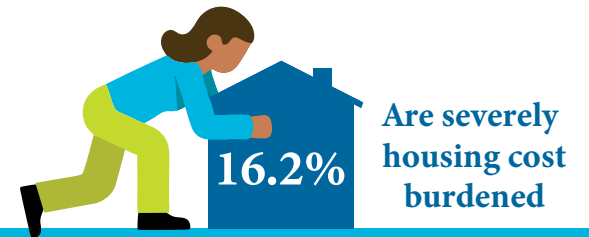
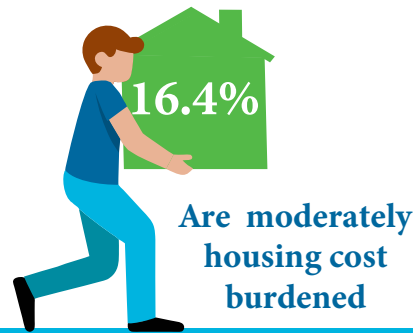
Nearly *one-third* of households in our community struggle with housing costs.

Wages vs. Rent

For many working in the area's most common occupations, the amount they bring home simply doesn't line up with what they need to make ends meet each month. Many families resort to taking on multiple jobs or sacrificing in other areas to get by.



Collier County is ranked #12 in the state for the most cost burdened households



51,708
households struggle with housing costs
Spending more than 30% of income on housing costs

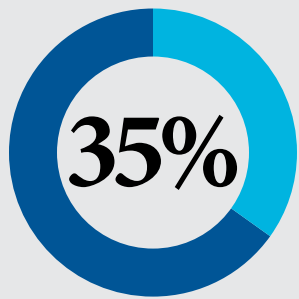
25,966
households are moderately cost burdened
Spending 30-50% of income on housing costs

25,742
households are severely cost burdened
Spending more than 50% of income on housing costs

Housing costs impact people at all income levels, but they hit the workforce hardest. That's why affordable housing is a cornerstone of vibrant, thriving communities. For many in Collier County, the dream of owning a home is out of reach. The truth is, affordable housing is a necessity that impacts everyone, from teachers and healthcare workers to first responders and service industry employees. The Collier Community Foundation's Workforce Housing Snapshot reveals the reality of the state of housing in our community.



The Affordability Problem



of jobs in Collier County pay under \$35,000 a year

2018

2024

To make ends meet, the required annual living wage before taxes is \$109,888 for a family of four vs. \$66,127 in 2018.

88%

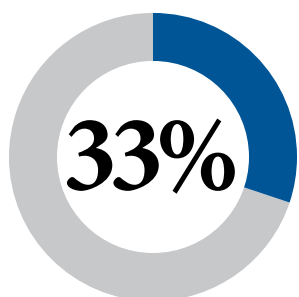
Home prices in Collier County have increased by almost 90% from pre-covid rates.

\$568,500

Was the median home price in October. In order to afford a home at this price, one must earn \$240,000 a year, or 243% of the Area Median Income.



Collier County is short by 10,000 affordable units, with an additional 1,000 units needed annually to keep up with growth



Those who spend more than 30% of gross income on housing are considered cost-burdened. In Collier County, about 33% of all households—more than 50,000 renters and homeowners—are cost-burdened.



52,749

People commute to work from outside Collier County

Get Involved



Attend

Home Dedication - *Songbird at Whippoorwill*

February 8th, 2025 | 10:00 a.m. - 11:00 a.m. | 1454 Songbird Drive, Naples, FL 34105

Join us for the final home dedication of the season and the last celebration in the Songbird community! All are welcome to this special event as we honor hardworking Habitat homeowners and mark the completion of this incredible neighborhood. Plus, we'll be announcing some exciting big news you won't want to miss. Come be part of the celebration!



Learn

Virtual Open House

Interested in becoming a Habitat Homeowner? Join our Family Services team for a Habitat Virtual Open House to learn everything you need to know about qualifying, applying, and purchasing a Habitat home. These sessions are held via Zoom on the first Monday of every month. Visit HabitatCollier.org/events to register today and take the first step toward homeownership.



Volunteer

Lend a Hand, *Change a Life*

Looking for a rewarding way to make a difference? Whether it's helping on our build sites, lending a hand in our ReStores, working with families and more, there's a volunteer opportunity waiting for you. Visit HabitatCollier.org/volunteer to learn more and sign up today!



Plan

Include us in your Estate Plan

A planned gift through your estate is a lasting way to support our work and leave a legacy. We've partnered with FreeWill to provide a free tool that makes it simple to create or update your will, advance your charitable giving, and protect your loved ones. Visit HabitatCollier.org/plannedgiving to learn more.

Shop

Two Locations - Endless Possibilities

Shop Habitat Collier ReStores for a treasure trove of new and gently used furniture, home goods, and more. Every purchase supports the mission to build homes and strengthen families in our community. Visit us today in Naples!



Free donation pickups • Call (239) 732-6388 to schedule yours • Saturday service now available!

North Naples ReStore • Carillon Place
5062 Airport-Pulling Rd N • Naples, FL 34105
(239) 260-5256

East Naples ReStore
11127 Tamiami Trail E • Naples, FL 34113
(239) 732-1672

Generational Stability

In Collier County, the median home price has surged to over \$600,000. That means that essential workers are finding it nearly impossible to afford a place to live. With the cost-of-living outpacing wages, now families who have called this community home for generations are being priced out of it. The housing crisis is no longer just a statistic—it's affecting the very people who shape the future of our community.

Rachel, a dedicated preschool teacher and fifth-generation Collier County native, knows this reality all too well. As an educator, her contributions help shape young minds and nurture the next generation of Collier County residents. But for years, Rachel struggled to provide her own family with the stability she works hard to create for her students.

Before partnering with Habitat Collier, Rachel and her son, Myron, were living in a cramped one-bedroom apartment. As a single mom, keeping up with rising housing costs in the county was a constant challenge, even with steady and stable employment. Rachel and Myron shared the apartment's only bedroom, his lofted twin bed giving just enough space for a homework desk underneath while Rachel slept in an adjacent twin bed. In late 2022, Hurricane Ian damaged their apartment, forcing them to relocate yet again. Rachel found herself navigating displacement, financial stress, and the desire to provide stability for her son.

Rachel's commitment to her son, her students, and her community has never wavered. She has worked tirelessly to provide a better life, determined to persevere. In April, her dream became a reality when she closed on her Habitat home.

"Thank you for helping make our dream home come true. We are so thankful and blessed for your continued love and support to ensure a bright and successful future for myself and my son."

For Rachel and Myron, the move to their new home is more than just a change in address. It's a chance to strengthen their deep roots in the community where their family has lived for generations, a place that has always been home. Now, Rachel can provide the stability her son needs to thrive.

Rachel's story underscores the challenge so many workers in Collier County face. They are the backbone of our community, yet many are finding it increasingly difficult to remain here and live where they work. Without affordable housing solutions, we risk losing these critical contributors.

Thanks to her partnership with Habitat Collier, Rachel's story has a different ending, made possible by every volunteer, donor, and advocate who supports and promotes this mission. You made it possible for her



family to stay in the community they've always called home. Every contribution, every hour of support, helps provide hardworking families with the opportunity to achieve stability and security. That generosity makes a lasting impact, not just for one family, but for the entire community.

Together, we can ensure that more families like Rachel's have a safe, affordable place to call home.

Donation Levels



Builder's Circle



Platinum Level Sponsorship
\$300,000



Gold Level Sponsorship
\$200,000



Silver Level Sponsorship
\$100,000



Bronze Level Sponsorship
\$50,000

Gifts to Empower

\$25,000 Constructs a Kitchen

\$10,000 Creates a Child's Bedroom

\$5,000 Pays for a Family Room

\$2,500 Funds Windows

\$1,000 Installs Doors

\$500 Secures Hurricane Shutters

\$250 Builds a Front Porch

\$100 Spreads Paint

\$75 Plants a Shade Tree

\$50 Buys Nails



Strong Financials

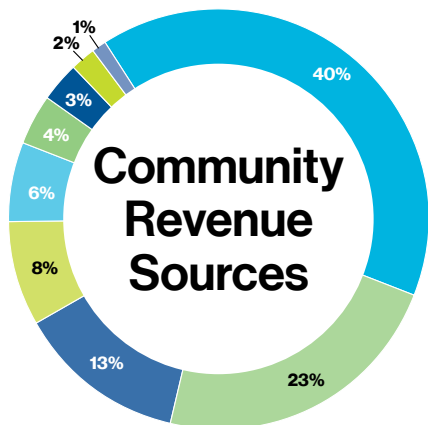
We have received our 18th four-star rating from Charity Navigator, the organization's top honor. According to the non-profit evaluator, organizations that earn four stars exceed industry standards and outperform most charities in their cause. GuideStar has also awarded us the 2024 Platinum Seal of Transparency—their highest rating—in recognition of our commitment to sharing important information about our organization and the work we do clearly.



Scan now to double your impact!

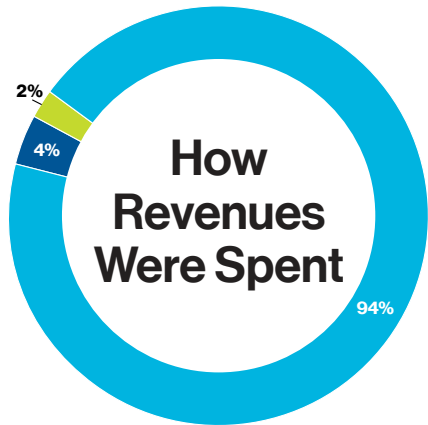


How We Open Doors



Community Revenue Sources

- 40% Individuals, Congregations & Foundations
- 23% Mortgage Payments
- 13% ReStore Sales
- 8% Mortgages Sold
- 6% Community Contribution Tax Credit Program
- 4% Grants
- 3% Investment Income
- 2% In-Kind Donations
- 1% Misc. Income



How Revenues Were Spent

- 94% Program Services (Home Building)
- 4% Fundraising
- 2% Management & General

Ways to Give:

- Annual Contribution
- Monthly Donation
- Stock Transfer
- IRA Qualified Charitable Distribution
- Memorial or Honorary Gifts
- Donation of Land
- Endowment Giving
- Bequest in Will*
- Charitable Lead Trust*
- Charitable Remainder Trust*

* Donors making estate gifts to Habitat for Humanity of Collier County will be recognized as Legacy Builders. If you have already included Habitat as part of your estate plans but have not notified us, please call 239-775-0036.



★★★★★
CHARITY NAVIGATOR
Four Star Charity

Thanks to ReStores revenue and homeowner mortgage payments, 100% of donated dollars can be allocated to building homes.

Your gift of any amount helps to make a life-changing difference to a family in need.

I want to Give to the Max! Enclosed is my tax-deductible contribution of \$ _____

(Please make checks payable to Habitat for Humanity of Collier County)

Please charge \$ _____ to my: Visa MasterCard Am Ex Discover

_____ Exp. _____ / _____ CID Code: _____

Signature: _____

Donor, please provide the following information for your tax receipt:

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Email: _____

This gift is in memory of:

This gift is in honor of:

Donor, please send note of acknowledgement to:

GIVE TO THE MAX XIV
JAN. 29TH - FEB. 3RD, 2025

Habitat for Humanity of Collier County
11145 Tamiami Trail East
Naples, FL 34113
239-775-0036
jpash@HabitatCollier.org
www.HabitatCollier.org





GIVE TO THE MAX XIV


JAN. 29TH - FEB. 3RD, 2025

**Respond today and
ensure your gift has
twice the impact!**

For thirteen years, this community has enthusiastically responded to our Give to the Max challenge when we offer our annual dollar-for-dollar match. With the need for affordable homes greater than ever, your partnership and support are critical. This year, our \$2 million matching fund offers the opportunity to raise \$4 million in support of our mission to build homes, hope, and communities.

Thank you to the following donors who have made this matching challenge possible: *Anonymous, Bauer Foundation, Beacon Fund, Rita & Dick Berens, Richard and Jennifer Housh Foundation, Janet & Andrew Miller, The Schoen Foundation, Peggy & Greg Strakosch, Mary & Bill Stephenson, Patricia and Tim Thoele, United Church of Marco Island, Wadsworth Family Foundation, Don Waggoner and Zelma Waggoner Foundation and Wildflower Foundation.*

To make a donation:

- Scan the QR Code 
- Call 239-775-0036 or
- Visit www.HabitatCollier.org or
- Mail the donation form on page 10 by February 3, 2025 to:

Habitat for Humanity of Collier County
1145 Tamiami Trail East
Naples, FL 34113





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Attainable Luxury Begins at \$562,000

Moorings Park Communities is the premier provider of luxury retirement living. Our three gorgeous campuses offer stunning homes, beautiful vistas, amazing amenities, and a lifestyle beyond compare. This unprecedented style of living includes concierge physicians, personalized healthcare, and a wellness team dedicated to providing you an integrated, holistic plan designed to help you age successfully.

COMPLIMENTARY INFORMATION KIT



- > Scan the QR code
- > MooringsPark.org/MPCInfo
- > Call 239-919-1620



120 Moorings Park Drive, Naples, FL | 239-919-1620 | MooringsPark.org

Moorings Park Communities is a nationally accredited, non-profit, Medicare-certified organization and one of the only Life Plan providers with A or A+ ratings by Fitch and S&P Global Ratings.


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