

Building stronger futures for women through safe, affordable homeownership.

October 8 - 19, 2024



Join us in creating impact that will last for generations.

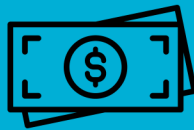
Last year, Women Build's inaugural event brought together 140+ women to advance construction on two homes for women-led families and fundraise to support homeownership opportunities for women in our community.

By supporting this initiative, you are not only investing in the construction of homes but also empowering women to take an active role in building communities. Women Build provides a unique platform for your company to showcase its commitment to gender equality, diversity, and social responsibility. Your sponsorship will contribute to creating safe and stable homes, fostering a sense of pride and empowerment among the women involved. Beyond the tangible impact of constructing houses, your support will resonate with employees, customers, and the wider community, demonstrating your dedication to making a positive difference in the lives of women and families.



Why women?

Achieving housing stability is far more difficult for women to realize than for men in similar situations. Here are just a few reasons why:



Men earn more on average than women, resulting in access to higher credit, loans with better terms, and higher-quality homes, and safer neighborhoods.

80%

of single-parent households are headed by women and women are twice as likely to be the primary caretaker for an elderly parent. This can limit a woman's ability to dedicate the necessary time to obtaining and maintaining consistent employment.



Single women are denied mortgages at higher rates than single men despite the fact that studies show that women are more reliable at paying back mortgages.

Homeownership is one of the most powerful tools a person can use to build a stronger future; it improves financial, educational, social, and health outcomes for households and communities. However, factors like those listed above hinder many women in their efforts to provide an affordable home for themselves and their families. Women Build is one small step toward raising awareness and building affordable homes for women in our community!

Why Habitat Lake County?

OUR SHARED GOAL

A partnership that resonates with and engages your stakeholders through alignment with your corporate social purpose and business objectives

OUR PROMISE

Commitment to understanding your objectives, developing shared goals that drive desired business outcomes

OUR PARTNERSHIP

An authentic, relevant, and mutually beneficial story crafted in collaboration

WOMEN BUILD

Meaningful, immediate impact by providing housing for a family in our community

Together, we can both build stronger brands while we build a better world.

"When employees feel that their work has meaning, they become more committed and engaged. They take risks, learn and raise their game."

Harvard Business Review

77%

of Americans feel a stronger emotional connection to purpose-driven companies than to traditional ones.

66%

would switch from a product they typically buy to a new product from a purpose-driven company.

CONE/PORTER NOVELLI PURPOSE STUDY

We inspire. We are trusted.

The World Value Index measures how brands are perceived for their ability to inspire Americans to actively support and purchase. Habitat's 2018 rank:

No. 5 of 200

The Harris Poll EquiTrend Study measures the brand equity of for-profit and nonprofit organizations in the U.S. In the 2018 social services nonprofit category,

Habitat ranked first in both love and trust.

2024 Women Build

Sponsorship Opportunities

Sponsorship Level	Title	Foundation	Community Builder	Neighborhood Builder	Team	Friend	Supporter
Commitment	\$25,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
Women Build Days	1 Team	1 Team	1 Team	1 Team	1 Team	5 Individuals	2 Individuals
Additional Team Build Days in 2025	2	1					
Speaking opportunities on build days							
*Company name and logo in event title on all marketing materials							
Inclusion in all media efforts							
Daily spoken recognition at Build Days							
Large logo on event signage							
Large logo on official event t-shirts							
Small logo on event signage							
Small logo on official event t-shirt							
Branded social media posts	3	2	1	1	1	1	
Logo/name featured on Women Build website							

Please note that sponsorships must be committed by August 10, 2024 to ensure inclusion on t-shirts and signage.

*i.e. 2024 Women Build brought to you by [your company name]