



April showers bring May flowers - and mud! Habitat for Humanity of the Charlotte Region is progressing well as it prepares for the **2023 Jimmy & Rosalynn Carter Work Project**. The Carter Project will take place October 1-6 at **The Meadows at Plato Price** neighborhood, where volunteers from the Charlotte Region and across the U.S. and the world will help complete 23 homes in just one week. Right now:

- Streets are beginning to take shape as heavy equipment continues to move dirt. Over the next two weeks, gravel will be added to handle construction vehicles.
- 6 homes are currently underway on Plato Circle. (They will be completed and occupied before the CWP)
- 13 homeowners-in-process (out of 23) have selected their lots and are putting in their sweat equity.

April Media Opportunities

- **The Meadows at Plato Price:** This 39-home development is being built on land of historic importance to the Charlotte African American community. Once home to Plato Price School that served Black children from 1915 to 1966, the land was donated by the City of Charlotte to give new life to this property as home to affordable housing. Talk to a homeowner about why this place is their choice for a new home today and for generations to come.
- Homeowners-in-process buy their homes with an affordable mortgage and invest time volunteering on their own homes and those of others. One hurdle families often face is getting on solid financial footing. One way they do that is through Habitat Charlotte Region's Money Matters Program. Talk to a homeowner in process to see what they're learning and how everyone can learn from this advice.
- Volunteers are the backbone of Habitat for Humanity of the Charlotte Region. Their dedication helps make homes affordable for low-income families. While Habitat Charlotte Region prepares for the Carter Project, work continues on homes from Pineville to Statesville. Visit a build site in Charlotte or the Lake Norman area to meet the volunteers helping to make dreams come true.

Notable Events on the Horizon

RFK Racing, one of NASCAR's most successful racing operations, will swap their mechanics tools for construction tools on Friday, April 21. The RFK team will help a Habitat Charlotte Region family win the race to purchase an affordable home as part of RFK Racing's week of service.

To set up an interview or for more story ideas, contact cwpmedia@habitatcltregion.org



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"I love it when a plan comes together." --The A Team

Habitat for Humanity of the Charlotte Region’s “A Team” of staff and volunteers are pulling together one of the biggest plans in its history as it constructs The Meadows at Plato Price neighborhood, a development that will be home to 39 families and the 2023 Jimmy & Rosalynn Carter Work Project. The annual Carter Project, led by celebrity ambassadors Garth Brooks and Tricia Yearwood, will draw volunteers from across the U.S., including many from North Carolina, to build 23 homes October 1-6. Right now:

- The development is literally taking shape. Curb and gutter work is wrapping up right now and gravel has been spread on all the streets. Water main crossings are currently being installed and expected to be completed this month. Next up: installation of power transformers.
- 8 homes are currently underway on Plato Circle, and home construction is just beginning on the first homes slated for Taylor Smith Lane. These homes and others will be completed during the Carter Project.
- 13 homeowners-in-process (out of 23) have selected their lots and are working on their own homes and the homes of others, earning sweat equity while saving for the affordable mortgages they will soon hold. Per Habitat Charlotte Region requirements, every homeowner is required to volunteer 250-300 hours to be eligible to purchase a home.

May Media Opportunities

- 1. More than Homes.** The Meadows at Plato Price is being built on historically important land, originally donated in 1915 by members of neighboring Moore’s Sanctuary AME Zion Church for Plato Price School. Habitat Charlotte Region has awarded a \$3,000 grant to the church to restore the historic cemetery adjacent to the Habitat development. Charlie Sifford, the first African American golfer to play on the PGA tour, is buried there.
- 2. Three more homes** will begin in May at The Meadows at Plato Price. The homes are part of the 39-home development and among the 23 homes to be completed as part of the Carter Work Project. Every home tells a story of a homeowner-in-process working to achieve their dream of affordable homeownership, and the volunteers helping to bring those dreams to life.
- 3. Gifts—Lots of them!** It takes a lot of materials to build 23 homes in a week, and many Charlotte-area companies are providing gifts-in-kind to help. This month, materials such as windows and sheathing will begin arriving at Habitat Charlotte Region’s new warehouse where they’ll be staged for the big week. See what’s coming from companies you know and learn how the team at Habitat is managing the influx and putting these quality products to good use.

Notable Events on the Horizon

Women Build Day: Friday, May 12. Habitat Charlotte Region will celebrate Women Build—the global initiative that began in Charlotte in 1991 at The Meadows at Plato Price. A female volunteer crew from Renewal by Andersen will be working on the home of a single mother of three who is looking forward to the “independence, privacy, and generational wealth” she is building for her kids. Media interviews will be available between 8:30am - 12:00 pm.

To set up an interview or for more story ideas, contact cwpmedia@habitatcltregion.org



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Jimmy & Rosalynn Carter Work Project

Hosted by Garth Brooks and Trisha Yearwood

The Build Up

Building Hope & Momentum
with News and Updates

Charlotte, North Carolina

June 2023



With school days drawing to a close and summer vacations on the horizon, June is often a time to wind down and begin to enjoy the lazier days of summer. Not so at Habitat Charlotte Region! Habitat staff is working full speed ahead to prepare for the 2023 Jimmy & Rosalynn Carter Work Project. In fact, as of **June 23**, there are just **100 days to go** until the opening ceremony for this 37th annual week-long build.

So, how is the Carter Work Project different than a regular Habitat for Humanity build? From 1984 to 2019, Habitat's most famous volunteers, **President Jimmy and First Lady Rosalynn Carter**, have donated one week of their time each year to build safe and affordable homes around the world. Together, the Carters have worked alongside more than 104,000 volunteers in 14 countries to build, renovate, and repair 4,390 homes. While the Carters have retired from public life, celebrity ambassadors **Garth Brooks** and **Trisha Yearwood** will be leading this year's corps of global volunteers in this concentrated construction project. This is their 13th Carter Work Project.

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This year, Habitat Charlotte Region plans to set a Carter Work Project record--building 23 homes the week of October 1-6 in The Meadows at Plato Price development, more homes than any Carter Work Project to date.

Right Now...

Infrastructure continues to take shape. The asphalt streets are in, and the site plan shows homes in process and those planned between now and October 1.

Two additional homes are now under construction, for a total of 10 homes underway. Volunteers are working each week to make progress on these first few homes to pave the way for the 23-home construction focus in October.

Lucky 13--The number of Homeowners-in-Process who have selected lots for homes in Meadows at Plato Price out of the 23 total homes volunteers will work on October 1-6.



Drone footage of homes underway in Meadows at Plato Price

June Media Opportunities

1. **100 Days.** So much to do and so little time! What is Habitat Charlotte Region staff working on right now to prepare to host more than 800 volunteers a day for the Carter Work Project? See

[Subscribe](#) to our email list.

2. **Rolling out the Welcome Mat.** On June 30, summer Interns from **Wells Fargo**, a \$1 million Carter Work Project sponsor, will be working in Uptown Charlotte to build planter boxes, birdhouses, butterfly houses, doormats and wreaths for Habitat homeowners. These 'welcome home kits' will be shared with Carter Work Project homeowners as well as other families across the Charlotte region, and some will be for sale at [Habitat Charlotte Region ReStores](#), with proceeds helping to fund the affordable housing mission.
3. **Putting Muscles where their Money is.** Charlotte-area companies are sponsoring affordable housing with vital funding and volunteers. This month, see these good corporate citizens in action as they work on everything from framing to final touches on homes in the Meadows at Plato Price development: Teams from **Bank of America, Carrier, Coca Cola Consolidated, and Equitable Foundation will participate in Build Days**. Call or email for specific build dates.
4. **Meet the Family.** A house has more than four walls and a roof. It's a future home for a local family with hopes and dreams. Several Habitat Charlotte Region Homeowners-in-Process want to share their stories of struggle, perseverance, and hard work on their journey toward homeownership and to help drive greater awareness of the need for affordable housing. Call or email to schedule an interview on-site or in your studio.

To set up an interview or for more story ideas, contact cwpmmedia@habitatcltregion.org



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**Jimmy & Rosalynn
Carter Work Project**
Hosted by Garth Brooks and Trisha Yearwood

The Build Up

Building Hope & Momentum
with News and Updates

Charlotte, North Carolina

July 2023

Just as the North Carolina summer is heating up, so is work on the [Meadows at Plato Price](#) neighborhood, which will be home to the 2023 [Jimmy & Rosalynn Carter Work Project](#) October 1-6.


It will take a lot of nails, shingles and other materials to build 23 homes, and this is just a start!




Jimmy & Rosalynn Carter Work Project

Hosted by Garth Brooks and Trisha Yearwood
Charlotte, North Carolina | 2023

MATERIALS TO BE USED IN CARTER WORK PROJECT

 **28,156**
Shingles

112,640
Roofing
Nails 

180,000
Drywall
Screws 

8,929
2 x 4's 

800 
Hammers

 **Ladders**
360

While the U.S. celebrated Independence Day last week, Habitat for Humanity of the Charlotte Region homeowners and homeowners-in-process are celebrating freedom from escalating rent, which in the Charlotte area averages nearly \$1,800 per month for a two-bedroom apartment. Habitat Charlotte Region builds quality, affordable homes, and homeowners pay mortgages that are no more than 30 percent of their monthly income. The monthly mortgage payment varies, but often means savings that can be used for nutritious food, medicine, children's education, and other family expenses. A Habitat home means more than shelter--it means financial stability, hope and independence

for Charlotte area families.

Right now...

- 16 homeowners in process have selected lots in Meadows at Plato Price out of the 23 homes to be constructed during the Carter Work Project. They include 1 senior citizen, 22 additional adults, and 27 kids under the age of 18. The average income is 52% of the area median income, and our homeowners are working jobs that range from the Healthcare industry, Charlotte Mecklenburg Schools, customer service, and manufacturing.
- By end of July, Habitat Charlotte Region expects to complete foundations on 10 homes that will begin during the Carter Work Project; underground power lines are expected to be installed in the whole neighborhood; and grass is coming in well on all of the common areas and vacant lots.
- Street signs are up. Thanks to community input, Meadows at Plato Price streets are named for personnel from the historic Plato Price School, a model school that served the Black community from 1915 until 1966, when it closed as part of Charlotte's desegregation plan. McKeithen Drive honors principal George Edward McKiethen; Estelle Smith Court is named for teacher Estelle Coles Smith; and Taylor Smith Lane recognizes Taylor Smith a long time member of the school's janitorial staff.

July Media Opportunities

- **Raise the Roof Right.** More than 40 volunteer crew leaders will be on site July 26 with Carter Work Project sponsor G.A.F., learning to install roofing shingles properly and efficiently. Habitat Charlotte Region plans to complete 23 homes through the roofing stage of construction October 1-6, so this session will ensure crew leaders are ready to roll as they lead volunteers from across the country during Carter Project week.
- **Independence that Lasts.** Did you know that Habitat Charlotte Region also hosted the Carter Work Project in 1987? Many homeowners from

that project are still in their homes today. This month, meet a homeowner who was part of the 1987 build, and find out how owning an affordable home has impacted their family.

- The first **Welcome Home Celebration** is planned for August 1 for homeowners-in-process on Plato Circle. Meet homeowner Lapri Holmes and hear about her homeownership journey as she prepares to move into her new, two-story home.

To set up an interview or for more story ideas, contact
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Jimmy & Rosalynn Carter Work Project

Hosted by Garth Brooks and Trisha Yearwood

The Build Up

Building Hope & Momentum
with News and Updates

Charlotte, North Carolina

August 2023



We are just **54 days away** from the 2023 Habitat for Humanity [Jimmy & Rosalynn Carter Work Project](#), which will take place October 1-6 here in Charlotte. That means it is time for journalists to register for media credentials.

CREDENTIALS WILL BE REQUIRED FOR ALL NEWS MEDIA

What to know:

- News media must register in advance. Please register every reporter and photographer you expect to have on site during the week.
- Given the high volume of volunteers and staff required on site, we ask that you only send necessary staff for your reporting needs. You will be required to check in daily at the media registration tent located at the entrance to the Meadows at Plato Price build site.
- Be prepared to provide a government-issued photo ID and proof of media affiliation at check-in.
- At check-in, you will receive a hard hat and a badge. An onsite escort will help coordinate requests for interviews with homeowners, volunteers and Habitat leaders.
- Members of the media must submit a credentialing form by September 22, 2023. If you have not registered or are unable to provide verification of media

affiliation at check-in you will not be allowed onsite.

[Click here to register for credentials.](#)

In case you missed it...

- The **Carter Work Project is growing**. Habitat Charlotte Region announced it is adding four more homes to the project. This means Habitat Charlotte Region and volunteers from around the world will work on 27 homes in two locations: the [Meadows at Plato Price](#) and New Pineola Road, just over a mile away. That's nearly twice the number of homes constructed during the 1987 Carter Work Project in Charlotte's Optimist Park.
- The first **Welcome Home Celebration** took place August 1 on Plato Circle for the first seven homes completed in the [Meadows at Plato Price](#). Cornerstone partners Ally Financial, City of Charlotte, the Merancas Foundation, and Myers Park United Methodist Church were there to present the house keys. Homeowners are expected to move into their homes in the next two months.



“Stay focused, go after your dreams and keep moving toward your goals.”

--LL Cool J

Right now

- 22 homeowners-in-process have selected lots in the Meadows at Plato Price and New Pineola Road locations out of the 27 homes to be constructed during the Carter Work Project.
- Fencing is up around the Meadows at Plato Price site while summer construction continues. Volunteers are making sure Habitat Charlotte Region has a good head start on the 27 homes planned for October. Some homes will be partially completed when the project begins, while others will be built from the ground up that week.

August Media Opportunities

- **Seeing PURPLE.** Nearly 25 associates from Charlotte-based **National Gypsum Company**, a Carter Work Project sponsor, will be on site on August 17th from 7:30 a.m. to 2:00 p.m. to perfect their installation techniques before the October event. In fact, some members from the **National Gypsum** team will come from the nearby Gold Bond Building Products, LLC Mt. Holly plant where they produce the PURPLE drywall donated for the build.
- **Stocking up.** Donated products are now arriving at the new Habitat Charlotte Region Warehouse. With everything from doors to drywall to windows on the way, new racking is being installed to accommodate all the materials needed for Carter Work Project week.
- **The beat goes on.** While the Habitat Charlotte Region team is preparing for the Carter Work Project, homeowners-in-process across the Charlotte region are preparing to buy their new homes with mortgages they can afford. Work continues on 26 affordable single-family homes and 5 townhouses in communities stretching from Pineville to Statesville and everywhere in between. Plus, work is being done on 23 existing homes to make critical repairs to make homes safe, secure and weatherproof. Visit a home build in your community this month. Volunteers and staff are working rain or shine to make affordable housing a reality.

Don't forget: Register for your media credentials as soon as possible. If you have questions about credentials, to set up an interview or for more story ideas, contact cwpmmedia@habitatcltregion.org



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