

Media Resource Guide

October 1-6, 2023



Hosted by Garth Brooks and Trisha Yearwood

Charlotte, North Carolina | 2023

CWP Week Schedule

Sunday, October 1, 2023

- 6:00-7:00 p.m. Opening ceremony
 - Ovens Auditorium: 2700 E Independence Blvd. Charlotte, NC 28205

Monday, October 2, 2023

- 6:00 a.m.-4:00 p.m. Media registration tent open
- 11:00-11:45 a.m. Press conference: Jonathan Reckford, HFHI / Laura Belcher, President & CEO, HFHCR / Lapri Holmes, future homeowner / Garth Brooks and Trisha Yearwood
 - Medical tent
- 4:00 p.m. Build site closes

Tuesday, October 3, 2023

- 6:00 a.m.-4:00 p.m. Media registration tent open
- 4:00 p.m. Build site closes

Wednesday, October 4, 2023

- 6:00 a.m.-4:00 p.m. Media registration tent open
- 4:00 p.m. Build site closes

Thursday, October 5, 2023

- 6:00 a.m.-4:00 p.m. Media registration tent open
- 2:30 p.m. Build Site closed to Media (for private family photo session)
- 4:00 p.m. Build site closes

Friday, October 6, 2023

- 6:00 a.m.-4:00 p.m. Media registration tent open
- 4:00-5:00 p.m. Closing ceremony



About The Jimmy & Rosalynn Carter Work Project

Habitat for Humanity of the Charlotte Region (HCR) is pleased to host the 2023 Jimmy & Rosalynn Carter Work Project. The Carter Work Project is an annual event hosted by Habitat for Humanity International in partnership with a local Habitat Affiliate. The 2023 event is the first Carter Work Project since the Pandemic and the second time the event has been held in Charlotte—the first one having taken place in 1987.

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 worldwide. 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.

This year, approximately 900 volunteers will work on two sites each day to construct 27 homes in West Charlotte at The Meadows at Plato Price and on New Pineola Road. More than 3,000 people will participate in the week's events.



Frequently Asked Questions

When and where will the Carter Work Project take place?

The Carter Work Project will occur October 1 through 6, 2023, at two locations. The largest site is The Meadows at Plato Price, a \$10.6 million development by Habitat for Humanity of the Charlotte Region, on land that was once home to Plato Price School, which served Black students in the Charlotte community from 1915 until 1966. The land will soon be home to 39 families seeking affordable homeownership—23 of those homes will be constructed during the 2023 Jimmy & Rosalynn Carter Work Project. New Pineola Road, just over a mile away, will be home to four more families thanks to the generosity of our sponsors and volunteers. Both locations are a testament to the resilience of historic West Charlotte neighborhoods.

What's the significance of the Meadows at Plato Price location?

The historic Plato Price School, once situated on the site where Habitat for Humanity plans to build 39 affordable homes in Charlotte, North Carolina, holds deep significance within the local Black community. It served as a crucial educational institution for Black students during a time of segregation, providing a foundation for learning and community engagement. The school was vital in fostering academic growth and cultural identity, serving as a beacon of hope and progress. Its legacy continues to resonate, symbolizing resilience, empowerment, and the enduring struggle for equality in education and society. The decision to build affordable homes on this historic site reflects a balance between preserving the school's memory and addressing the pressing need for affordable housing in the present day.

How much money is Habitat Charlotte Region raising for this event?

This year, we are not only hosting the Carter Work Project, but we are also celebrating our 40th Anniversary of affordable housing in the greater Charlotte area. We are working to raise \$40 million this year to fund not only the Carter Work Project but also our ongoing mission to build homes, communities, and hope in the communities we serve. As a result of the Carter Work Project, Habitat Charlotte Region has raised more than \$6 million to fund projects throughout the region.

Who are the main sponsors?

We have three Diamond Sponsors, each contributing \$1 million toward the project: Bank of America, Lowe's, and Wells Fargo. We are doubly blessed that these committed organizations also have a significant presence in our hometown. Over 35 additional organizations have donated resources, materials, and funding to the Carter Work Project.



How many volunteers will work on the Project? Are there still opportunities to volunteer?

We expect more than 900 staff and volunteers daily to work on homes across the two build sites. All construction slots have been filled, and we are currently finalizing hospitality roles to roll out the welcome mat for volunteers spending their week in Charlotte.

Is there a way for long-time Habitat for Humanity volunteers to attend the Carter Work Project?

We are so grateful to our dedicated volunteers, who work tirelessly on construction sites, in ReStores, and in our offices to support Habitat for Humanity programs. Because of a limited number of volunteer spots, we could not accommodate everyone who wanted to work on the Project.

Are other Habitat for Humanity affiliates involved?

We will have representatives from more than a dozen Habitat for Humanity affiliates from across the U.S. working side-by-side with other Carter Work Project volunteers. We are excited to name volunteers from York County, Orange County, and Catawba Valley affiliates among our skilled volunteers.

Have all the families been selected for the 27 homes?

All the lots have been sold for homes being constructed during the Carter Work Project. Those families are currently taking financial education classes and earning their volunteer hours for the opportunity to purchase a home with a mortgage they can afford. Many of them will be working October 1-6 with other Habitat volunteers.

Will celebrity hosts Garth Brooks and Trisha Yearwood be carrying on the Carter legacy? Will they be building every day?

This is the 13th Carter Work Project in which Garth and Trisha have been involved. If history is any indication, we expect to see these superstars building—hands-on -- every day—alongside their fellow Habitat for Humanity volunteers. We do not expect our hosts to perform while they're with us. Their main job is to carry forward the Habitat for Humanity mission and honor the incredible legacy of President and Mrs. Carter.

If you have additional questions, please visit: www.habitatcltregion.org/cwp-press-page



Key Facts

- The 37th Jimmy & Rosalynn Carter Work Project will be hosted by Habitat for Humanity of the Charlotte Region from October 1-6, 2023, where volunteers will build 27 homes in one week in the Meadows at Plato Price neighborhood and on nearby New Pineola Road.
- Former President Jimmy Carter and First Lady Rosalynn have worked with over 104,000 volunteers in 14 countries to build, renovate, and repair 4,390 homes.
- Habitat Ambassadors and country music superstars Garth Brooks and Trisha Yearwood will host the 2023 Jimmy & Rosalynn Carter Work Project this year.
- The Meadows at Plato Price, a \$10.6 million development, is located on land that was once home to Plato Price School, serving Black students from 1915 to 1966, and will provide affordable homeownership to 39 families.
- The need for affordable housing is significant, with one in seven U.S. families paying more than half their income on housing, and a growing homeownership gap among races.
- In Charlotte, the Carter Work Project will have 900 volunteers per day, working on 27 homes, and will expedite completion of 43 homes by one year, benefiting the local economy..
- Habitat for Humanity of the Charlotte Region has served 4,000 families with affordable housing since 1983 and will celebrate its 40th anniversary by hosting the Carter Work Project for the second time.



Official Spokespeople



Jonathan Reckford CEO, Habitat for Humanity International

Jonathan T.M. Reckford is chief executive officer of Habitat for Humanity International, a global Christian housing organization that has helped more than 46 million people construct, rehabilitate or preserve their homes.

Since 2005, when he took the top leadership position, local Habitat organizations in all 50 states and in more than 70 countries have grown from serving 125,000 individuals each year to helping more than 7.1 million people last year build strength, stability and self-reliance through shelter.

After graduating from the University of North Carolina Chapel Hill where he was a Morehead Scholar, Jonathan worked as a financial analyst at Goldman Sachs. He was also the recipient of a Henry Luce Scholarship, which enabled him to do marketing work for the Seoul Olympic Organizing Committee and coach the Korean rowing team in preparation for the 1988 Olympics.

He earned his Master of Business Administration degree from the Stanford University Graduate School of Business before spending the first part of his career in the for-profit sector, including executive and managerial positions at Marriott, The Walt Disney Co., and Best Buy. While serving as executive pastor at Christ Presbyterian Church near Minneapolis, Minnesota, he was recruited for the CEO position at Habitat.

Jonathan is the chair of Leadership 18, a member of the Council on Foreign Relations and the Global Future Council on the Future of Cities for the World Economic Forum, and a board member of Data Axle and the Barron Collier Companies.

Named the most influential nonprofit leader in America in 2017 by The NonProfit Times, Jonathan is the author of <u>Our Better Angels: Seven Simple Virtues That Will Change Your Life and the World.</u>

He and his wife, Ashley, have three children and live in Atlanta.



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Laura Belcher President and CEO, Habitat for Humanity of the Charlotte Region

Laura Belcher joined Habitat for Humanity of Charlotte in 2014, excited by the possibility of removing barriers to homeownership for working families in the community. She oversees the implementation of strategic plan tactics that establish aggressive goals for the affiliate. Since 2014, the organization has seen a 300% increase in families served through

growth in new home production, increases in existing home preservation efforts, providing more diverse housing solutions and the expansion of financial literacy programs, demonstrating a commitment to innovate and reach an even broader audience.

In February 2020, Laura managed the merger between Habitat Charlotte and Our Towns Habitat, creating Habitat for Humanity of the Charlotte Region, combining strengths and eliminating duplicative processes and technologies. The combined affiliate has served over 4,000 families since inception, operates one of the largest Habitat Construction operations in the US, runs a network of 6 ReStores, and supports 3 international partners.

Laura has served on numerous committees of Habitat for Humanity International (HFHI); she is currently serving a second 3-year term on the HFHI US Council where she holds the office of Vice Chair. She spent the first 20 years of her career in corporate roles with Arthur Andersen, Wachovia Securities and Transamerica. Laura was a CPA, graduated from the College of William and Mary, and spent 9 years in nonprofit work as CFO/COO of the Arts & Science Council prior to joining Habitat. She attributes her passion for Habitat to her church where she started volunteering and building houses over 20 years ago.



Shannon (Hinson) Green, MBA, CFRE SVP, Organizational Advancement & Development

Shannon (Hinson) Green has more than 25 years of experience in management, marketing, business, and fund development. Shannon joined Habitat Charlotte Region in August 2016 and oversees fund development, marketing & communications, volunteer engagement and advocacy. She previously served as Chief Development Officer for Thompson Child & Family Focus, a Charlotte-based nonprofit for 13

years. Prior to joining the non-profit community, Shannon was in technology software sales and marketing. Shannon loves sharing stories, connecting donors with transformative change, and serving as an enthusiastic cheerleader for all things philanthropy. She is an active member of Association of Fundraising Professionals Charlotte since 2003, serving in many roles including



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Board Chair, NC Philanthropy Day Conference Chair, and currently as the Major Gifts and Planned Giving Affinity Groups co-leader. Shannon is a board member the Institute for Philanthropic Leadership and obtained her Certified Fundraising Executive (CFRE) designation in 2013.

Shannon received her MBA from UNC-Chapel Hill Kenan-Flagler Business School, and a BA in History from UNC-Greensboro. She enjoys spending time with her family, reading and travel.



Bob Glusenkamp SVP of Construction Operations

Bob is responsible for the development and oversight of strategies and processes related to all Construction Operations. Prior to his joining the Senior Staff of Habitat, Bob had an impressive career with Rodgers Builders, Inc. where he served as Executive Vice President and Management Committee Member. His work has focused on projects in the public higher education realm including projects at CPCC, Queens, Appalachian State, and many other projects throughout the Carolinas.

Bob's passion for the community really shines in the way he has invested his discretionary time serving on many boards including those of Thompson Child and Family Focus (past board chair), The Echo Foundation (past board chair) and Associated Builders & Contractors-Carolina Chapter (past board chair). Additionally, Bob has traveled to India with his church to serve vulnerable populations. Bob started his career in architecture with degrees in Architecture and Environmental Design from Ball State University in Indiana and an MBA from Queen's University.



Faith Triggs Senior Advocacy Specialist

Faith works with elected officials, government entities, community organizations, Habitat volunteers, and other local and national groups to collaborate and advocate for affordable housing and homeownership.

Upon first moving to Charlotte in 2008, she participated in a local Habitat build through a friend whose company (Gerdau) was volunteering at a new construction home site. Several years later, she would join the

Habitat Charlotte Family Selection Committee after a professional colleague convinced her that she could make a difference as a volunteer. Faith served nearly a decade as a volunteer before joining the staff in 2021. Her professional career has included working for and/or consulting with several non-profits in governmental relations, non-profit development, fundraising, grant writing, strategic planning, and community outreach. A highlight of her earlier career was working with the U.S. Olympic Committee and traveling to Sydney, Australia to support the 2000 Olympic Games.



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A graduate of Northwestern University, Faith earned her bachelor's degree in communications. She is a past vice-president and member of the local chapter of the National Association of Real Estate Brokers, and active with the Alpha Kappa Alpha Sorority, Incorporated, along with several other professional and community groups.



Mel Ressler
Sr. Director of New Construction

Mel is responsible for the development and oversight of the New Construction field staff, Procurement, and General Contracting Program. Mel has served in multiple positions within Habitat over the course of 18 years. Positions at Habitat Charlotte Region include Procurement Manager, Site Supervisor, and AmeriCorps Member. She also spent 4 years in Honolulu as the Construction Manager at the

HFHH affiliate. Although Mel graduated from Miami University with a Business Management degree, she truly found her passion when she joined Habitat Charlotte Region as an AmeriCorps member. Throughout her career with Habitat, Mel has developed a great appreciation for Architecture and Energy Efficient Building Techniques. In Fact, she oversaw the construction of the first Integrated Concrete Form ("ICF") Habitat Home Built in Charlotte in 2022.



Adam Hunter

New Construction Field ManagerAdam is responsible for managing the team of New Construction Field Supervisors, as well as directly supervising several new construction projects of his own. Before his role as Field Manager, Adam was a Site Supervisor with Habitat for Humanity of the Charlotte Region for six years and worked for three years in the AmeriCorps program before that. While his undergrad study was Music Education, he no longer pursued music as a career. But he does

continue to enjoy it as a hobby.

Adam brings a unique perspective to our mission. In 1993, his family closed on their own Habitat for Humanity home in the Florida Panhandle. 30 years later, his family still calls that house home. While he has moved away, he's never forgotten the many lessons and gifts that home gave him and his family, and he remains keenly aware of the power of stability and security that comes from owning a home. He takes that mindset to work every morning and finds joy in giving others the same opportunities."



Media Contacts and Resources

General Media Inquiries:

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- cwpmedia@habitatcltmedia.org
- newsroom@habitat.org

Local Media:

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- Anna Stallmann, ASC Comms, anna@annacomms.com, 708-476-1258
- Mae Young, ASC Comms, mae@annacomms.com, 864-915-5386

National Media:

- Erika Bowditch, HFHI Senior Director, Public Engagement, <u>Ebowditch@habitat.org</u>, 205-291-3790
- Tom Mahon, HFHI Director, Media Relations, TMahon@habitat.org, 267-481-0411

Daily Update Email: Distributed w/Media Updates at 3:30 pm ET

Photos, Video and More Information:

Habitat Charlotte Region

- https://www.habitatcltregion.org/cwp-press-page/

Habitat for Humanity International

- www.habitat.ngo/cwpphotos
- newsroom@habitat.org



Homeowners to Know

Homeowners and Homeowners In Process:

- May Rivera's perseverance shines as she defied setbacks to secure a home through Habitat Charlotte Region's Homeownership Program. After being denied twice, May's determination and completion of Habitat's Money Matters financial literacy program paid off when she was accepted in 2022. Her upcoming home in the Meadows at Plato Price neighborhood holds immense value for her family, offering safety and stability that contrasts with their current neighborhood. With heartfelt gratitude, May anticipates the completion of her home in early 2024, eager to create lasting memories and enjoy a brighter future for her children.
- Brianna Sanford, despite being legally blind due to macular dystrophy, remains determined to overcome obstacles. With the rising cost of housing, she found hope in Habitat Charlotte Region's homeownership program. Now building her own home through the Carter Work Project in Meadows at Plato Price, Brianna looks forward to providing a safe haven for her children and dog. She credits the program for equipping her with valuable skills and dreams of starting a nonprofit to support children with mental illnesses and disabilities. Guided by the examples of her parents, Brianna is excited to achieve her dream of becoming a homeowner.
- Davina Humphrey, a proud participant in Habitat Charlotte Region's Homeownership Program, expresses her excitement about owning a home in the Meadows at Plato Price neighborhood, where she plans to contribute to the community through the HOA. The historic significance of the area resonates with her, and she credits Habitat's Money Matters program for enhancing her financial independence. Davina's commitment to giving back extends beyond homeownership, as she volunteers with Loaves & Fishes to support the elderly and disabled, exemplifying her passion for helping others.
- Katie Ousseini, a dedicated educator with 24 years of service, is embarking on a Habitat for Humanity journey to build her new home in the Meadows at Plato Price neighborhood. Overcoming initial reservations, she's gained valuable construction skills and empowerment through the program, embracing the opportunity to create a generational legacy for her children while cherishing the significance of her new home's historical context.
- <u>Khadija Bannour</u>, an immigrant from Morocco and an exceptional children's assistant for Charlotte Mecklenburg Schools, faced challenges due to lead paint in her rental home.



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Accepted into Habitat Charlotte Region's Homeownership Program, she embraced the opportunity with gratitude and relief. Her Muslim faith prohibits traditional mortgage loans, and her upcoming Habitat home offers her family a chance to save, secure a car, and provide for their children's education while imagining a less stressful and cherished "home sweet home."

- Lapri Holmes embarked on her homeownership journey with Habitat for Humanity by meticulously planning her path to success, starting with an index card and budget. After completing Habitat Charlotte Region's financial literacy program and contributing HIP hours, she broke ground on her new home in the Meadows at Plato Price neighborhood. Through hard work and dedication, Lapri is not only building her house but also a legacy for her daughter, Baylie, embracing the opportunity for generational wealth and patiently awaiting the completion of her peaceful abode.
- Being accepted into the Habitat Charlotte Region homeownership program was a transformative experience for <u>Patrice Henderson</u>, who had faced numerous obstacles while seeking a home for her family. The stability, self-sufficiency, and independence that affordable housing brings are profound for her. Through the program, Patrice is not only realizing her dream of providing each of her children with their own space but also gaining new construction skills. The Habitat Money Matters financial program has been instrumental in teaching her about credit, savings, and generational wealth. With gratitude and determination, Patrice envisions a happy and legacy-filled future for her family in their new Meadows at Plato Price home.

Legacy Habitat Homeowners:

- <u>Boris Henderson's</u> inspiring journey from a challenging childhood to success and community impact epitomizes the magic of Habitat for Humanity. Overcoming adversity, Boris found safety and support in a Habitat home, setting him on a path of academic achievement and service. His pivotal encounter with former President Jimmy Carter and First Lady Rosalynn reflects the profound influence Habitat has on the next generation, emphasizing the transformative power of giving back.
- Frank DuPont, a longtime Habitat Charlotte Region volunteer, reflects on his memorable interactions with former first lady Rosalynn Carter during the construction of his home in Optimist Park. Mrs. Carter visited his home years later, showing a special interest in his family. Frank's dedication to Habitat continued as he became a siding crew supervisor and eventually started his own siding business. Now semi-retired, he resides in a new



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Charlotte home with his wife, Diane, and dogs, relishing the legacy he's built through Habitat's impactful work.

- Harold Miller, a lifelong Charlotte resident, found his dream home in Optimist Park through the Habitat for Humanity program. Despite facing challenges such as his wife's illness and his own degenerative eye disease, Harold built his home with Habitat's help and advice. He treasures the sense of community in Optimist Park, where family members live nearby, and encourages others to seize the opportunity of homeownership through Habitat.
- Rachel Little's life has come full circle as she returns to the Habitat for Humanity Charlotte Region's Optimist Park Neighborhood, where she grew up in a Habitat home alongside a close-knit community. Fond memories of playing with neighborhood kids and enjoying the safe environment built by Habitat have stayed with her. After years of various careers and experiences, she has moved back home to assist her ailing mother, finding warmth and gratitude in the Habitat program. Now an ambassador for Habitat Charlotte Region, Rachel aspires to continue building on the legacy by eventually purchasing her own Habitat home.



Volunteers to Know

- Dave Vickers-Koch, a dedicated volunteer for Habitat Charlotte Region since 1991, brings a strong work ethic and construction expertise to his role. His commitment has grown over the years, and he now contributes about 60 to 80 hours per month, focusing on continuous improvement and sharing his knowledge with fellow volunteers. As a co-House Leader during the Carter Work Project, he will oversee the construction of a new home, aiming to ensure a positive experience for volunteers and adherence to safety standards. Dave's gratitude extends to former President Jimmy Carter and Mrs. Carter for their selfless leadership in advancing Habitat's mission.
- <u>Lake Norman Weekday Crew</u>: Charlie Blubaugh, John Dezervos, Steve Hoye and Tom Kusek

Doing good can feel better than you imagined. That's the word from four dedicated Habitat Charlotte Region volunteers who regularly show up – rain or shine – to construct houses in north Charlotte and the Lake Norman area. Though they come from different backgrounds, these weekday volunteers have built more than homes over the past several years—they've built enduring friendships. John Dezervos, Steve Hoye, Tom Kusek, and Charlie Blubaugh meet up two to three days a week from 7:30 a.m. to 1 p.m., do whatever is asked of them and share a little fellowship. As crew leaders during the Carter Work Project, they work together to frame, hang drywall, and install kitchen cabinets – everything but the specialized tasks left to licensed tradesmen.



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Habitat Speak 101

AMI

Area median income

CHR

 Critical home Repair program. In addition to building new homes, Habitat for Humanity repairs existing homes that have fallen into disrepair to make them safe, secure and weatherproof – ensuring homeowners can remain in homes they own.

CWP

 Carter Work Project or Jimmy & Rosalynn Carter Work Project. This is the 37th year of this signature construction event.

GIK

- Gifts in Kind. Donations of products or materials needed to construct homes or otherwise carry on the mission of Habitat for Humanity.

GSA

- Geographical Service Area that Habitat for Humanity affiliates cover. Habitat Charlotte Region serves families from Pineville to Statesville in Mecklenburg and Iredell counties.

HCR/HFHCR

Habitat for Humanity of the Charlotte Region

HFHI

- Habitat for Humanity International, based in Atlanta, GA, operates in 50 U.S. states and 70 countries, working toward a vision is of a world where everyone has a decent place to live.

HIP

Homeowners in Process are participants in the Habitat for Humanity homeownership program. They complete financial education courses and contribute approximately 300 (confirm) volunteer hours on construction sites or in ReStores to earn the opportunity to purchase a home with a mortgage they can afford.

Full Construction House

 19 homes that are being constructed from the foundation up during the Carter Work Project. We expect these homes to be completed to dried-in stage by the end of the week.

Punch House

- 8 homes that began before the Carter Work Project. Volunteers will finish the homes and punch-list items, like painting, hanging doors, etc. as part of the Carter Work Project.

Sweat Equity

- The term formerly used to describe a homeowner in process's volunteer contribution in advance of purchasing their home.



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Key Partners

Over 100 businesses partner annually with Habitat Charlotte Region, creating customized employee engagement opportunities aligned with social responsibility goals. Habitat Charlotte Region also collaborates with local houses of worship to build hope through affordable homeownership and community action. And, schools, civic organizations, and community groups can support various programs and projects, finding suitable opportunities to make a difference.

Bank of America Diamond Lowe's Diamond Wells Fargo Diamond City of Charlotte Platinum Mecklenburg County Government Platinum MasterBrand Platinum U.S. Bank Platinum Carrier Gold J. M. Huber Corporation Gold **HMTX Industries** Gold Gold Renewal by Andersen

Accenture Dream Maker Albemarle Foundation Dream Maker Ally Dream Maker Carolina Foods Dream Maker Covenant Presbyterian Church Dream Maker The Crosland Foundation; & Crosland, LLC Dream Maker **Duke Energy - Piedmont Natural Gas** Dream Maker GAF Dream Maker JELD-WEN Dream Maker Myers Park Presbyterian Church Dream Maker Myers Park United Methodist Church Dream Maker National Gypsum Company Dream Maker Nissan Group of the Americas Dream Maker **Owens Corning** Dream Maker **Publix Super Market Charities** Dream Maker Resideo Dream Maker SEE® Dream Maker Shelco, LLC Dream Maker



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The Trexler Foundation Dream Maker True Value Company Dream Maker Truist Dream Maker Wesco Dream Maker Rafters & Walls Dream Maker Atrium Health **Roof Raiser** Coca-Cola Consolidated **Roof Raiser** Doka USA **Roof Raiser Equitable Foundation** Roof Raiser Fifth Third Bank **Roof Raiser** LEVOLOR® **Roof Raiser** Milwaukee Electric Tool **Roof Raiser** Pillar4 Media **Roof Raiser** Renewal by Andersen of the Carolinas **Roof Raiser** Schneider Electric **Roof Raiser** Simpson Strong-Tie Roof Raiser SouthState Bank **Roof Raiser** Westlake Royal Building Products™ **Roof Raiser** Whirlpool Corporation **Roof Raiser**



Homeowner Profiles- New Homeowners

Home Sweet Home Khadija Bannour

Khadija Bannour and her family currently live in a house with lead paint. "I like the neighborhood and I'm paying \$975 a month for rent. But the lead affects my health and my kids' health, yet I cannot move due to affordability," she says. But that changed when she was accepted into Habitat Charlotte Region's Homeownership Program. In January 2022, a coworker encouraged Khadija to apply to the program. "Every day, she would ask me, 'Did you apply?'" Khadija applied in April and was accepted in October 2022. "She really helped me, and I have thanked her so many times for this." Since being accepted into the program, she has enjoyed painting other people's Habitat Charlotte Region homes and working at the ReStore.

Khadija immigrated from Morocco to New York in 2005. After a move to Pennsylvania, she and her husband, Mohamed, relocated to Charlotte in 2013. This Sudoku enthusiast works as an exceptional children's assistant for Charlotte Mecklenburg Schools (CMS) and could not consider applying for a home mortgage via the traditional route. Her religion prohibits the practice of lending and borrowing money at interest. "As a Muslim, having interest in your loan is forbidden. If I don't have cash, I cannot buy it. You take advantage of people when charging interest." She and her husband were both so excited when they learned of her acceptance. "I am grateful that I have people around me to direct me to the right path," Khadija says. "Being an immigrant is not easy, especially when you don't have family around."

The cost of food, healthcare and transportation has been weighing heavily on the Bannours. Moving into their Habitat Charlotte Region home in early 2024 will help them save beyond essential expenses. Now they believe they will be able to buy a car for Khadija and begin setting aside funds for their children's college educations. "I imagine life being less stressful when we have our forever home," she says. A place they can truly call "home sweet home."



Envisions Life Being HappyPatrice Henderson

After trying to secure a home for her family and hitting roadblocks, being part of the Habitat Charlotte Region homeownership program is life changing for Patrice Henderson. "When I learned I was accepted into the program, I was overjoyed. I had heard so many 'nos,' I almost wanted to cry. I was at work when I got the email, and I called my mom."

To Patrice, who works in elder care and as a transportation dispatcher, "Having affordable housing means stability, self-sufficiency and independence." She learned about the homeownership program from a former coworker. That friend is now also building a Habitat Charlotte Region house a few blocks from Patrice in the Meadows at Plato Price. "The Lord answered all my prayers," she says. "I was really grateful to have a lot at Plato Price and it's a bonus to be near my friend. I came full circle, and this is like going home. The neighborhood is in the backyard of where I grew up."

As the dream of her children each having their own room and a yard for a dog materializes, this self-proclaimed "homebody" loves popping by to see the progress of building in her neighborhood. She has enjoyed learning new construction skills, including painting, caulking and putting in windows. "I can put in the hard work and step back and see what I've done," she says. The Habitat Money Matters financial program has been invaluable. "It's awesome," she says. "I have learned so much about building credit, saving money and generational wealth. If you don't know the right people, you won't learn these things. It should really be a curriculum in schools."

After an annual summer beach trip with her family, she looks forward to moving into her new home this fall – and hosting Christmas for her extended family. Patrice says she is thankful to "the good Lord" and all the Habitat Charlotte Region employees and volunteers for this opportunity. "I envision life being happy, not being fearful of the unknown, knowing I will leave this legacy for my children and their children."



My Home is My Peace Lapri Holmes

"This is a big dream, and it all started with an index card," says Lapri Holmes. "I began by writing everything down. This includes my budget." Lapri's journey with Habitat for Humanity of the Charlotte Region began in September 2019, when she took the initiative to see if she might be a candidate for the homeownership program. She attended Habitat Charlotte Region's Money Matters financial literacy program and created an action plan to improve her financial situation. After completing the paperwork and fulfilling the required HIP (Homeowner in Process) hours to begin building, on January 20, 2023, she officially broke ground on her home.

"I had the first house they started building at Plato Price!" Lapri says. She and her 15-year-old daughter, Baylie, will live in the new Meadows at Plato Price neighborhood. Plato Price was a model school that served the Black community from 1915 until 1966, when it closed as part of Charlotte's desegregation plan. This site's rich history provides a strong foundation for new Habitat homeowners, like Lapri. As she says, "I will be able to carry on the legacy of this land and that will feel really rewarding. Owning a home or land is the path to generational wealth, and it will leave a footprint behind for Baylie. I am grateful for this opportunity."

Helping with the construction of her home, Lapri has become proficient with hammers, nails and the jigsaw. "Working out there with Habitat, you're going to learn how to use the tools properly." When she is not helping to build her house or working at her job processing hospital claims and billings, this self-proclaimed TV junkie, foodie and Carolinas Panther super-fan loves to spend time with her mom, sister, niece and Baylie. "They're all helping and cheering me on!" Baylie is looking forward to having her own bedroom. They're both excited about what lies ahead, and Lapri's faith provides the patience to wait while her home is constructed. "My home is my peace. It's all in God's hands. He has me."



I Have Been Blessed Davina Humphrey

Davina Humphrey describes how she felt when she learned she was accepted into Habitat Charlotte Region's Homeownership Program in 2021. "I immediately began to cry and tell my kids we would soon be homeowners! I'm excited about this new chapter in our lives. Maybe by owning a home now, my kids will see they can attain this sooner."

Davina's new home will be in the Meadows at Plato Price neighborhood. Plato Price was a model school that served the Black community from 1915 until 1966, when it closed as part of Charlotte's desegregation plan. This site's rich history provides a strong foundation for new Habitat homeowners, like Davina. "It touched my heart to build in this historic place, and I was ecstatic to get in." She plans to "help keep our community beautiful and safe" by getting involved with the HOA (Homeowners Association).

She has received a lot of support from her tight-knit extended family, including grandfather, Thomas. He has inspired her and other loved ones to achieve more than what they started with. Along with encouragement from her family, Habitat's Money Matters financial literacy program has been a cornerstone to her financial independence. "Even though I'm 44 years old, there's a lot I didn't learn in school or life about money management. My daughter sat in three of the sessions and learned a lot too."

When she is not working as a financial representative, Davina and her crew enjoy bowling, drive-in movies and family road trips. They look forward to their own bedrooms and having a fenced yard for their dog, Leo, to play in. "I'm so proud to be a part of the Habitat Homeownership Program. I know I'll continue to help others with their houses after I'm finished with mine." Davina also volunteers with Loaves & Fishes and delivers food to the elderly and disabled. "Because of Habitat for Humanity of the Charlotte Region, I've learned that I love to give back and help others. I have been blessed to have what I have."



Where the Flowers Bloom Katie Ousseini

Katie Ousseini can picture the everblooming hedge roses, limelight hydrangeas and star lilies she'll be planting in her new yard. "The rare star lilies I'll be putting in can take 10 to 20 years to bloom," she says. Katie just celebrated her 24-year work anniversary with Charlotte Mecklenburg Schools, and her Habitat for Humanity journey took root in May 2021. She applied to Habitat's Homeownership Program after seeing a flyer. "I think more people need to know about this program," she says. "You might not be a candidate now but that doesn't mean you couldn't qualify later."

Katie's new home will be built in the Meadows at Plato Price neighborhood. Plato Price was a model school that served the Black community from 1915 until 1966 when it closed as part of Charlotte's desegregation plan. "I researched this, and I think it's exciting to be building here. I'm glad the city did something instead of building expensive apartments on this land." Her home will also be the neighborhood's "Women Build" home, which means an all-female crew will help construct it. "I think that's great!" she says. Initially apprehensive about hands-on construction, Katie has learned how to install drywall and insulation. "It's a quick education while you're out there. They have very good teachers. Habitat is empowering and gives you the boost to do things you didn't think you were capable of."

Katie says she grew up without much money in West Virginia, and she learned a lot through Habitat Charlotte Region's Money Matters financial literacy program. "It was very eye opening." Once her home is built, this avid reader and arts-and-crafter will live just over a mile from her sister, Stacey. Having her own home "will mean independence, privacy, and generational wealth building. My kids will always have a home to return to or visit." A home where the flowers are blooming.



Try, Try Again May Rivera

If at first you don't succeed, try, try again. Just ask May Rivera. After researching and discovering Habitat Charlotte Region's Homeownership Program in 2015, she applied and was denied. She reapplied in 2017 and was again denied. Not one to give up, she picked herself up, and after completing Habitat's Money Matters financial literacy program, she reapplied in 2022. May says Money Matters provided her with valuable insights, including how to budget. And this time, her persistence paid off. "The third time was the charm," she says. After receiving the call on February 22, 2022, that she was accepted into the Homeownership program, she cried and immediately called her mom, who was also ecstatic about the news. "I'll be the first person in my family to own a home," she says.

Originally from the Brooklyn borough of New York, she and her four siblings now live in the Charlotte area. When she is not working at her job for a bank's financial brokerage branch, she enjoys hanging out with her kids, watching movies and helping Habitat Charlotte Region. May says her "whole experience with Habitat has been amazing." She and her daughter, Ta'shonna, have already logged some work hours helping to construct other Habitat Charlotte Region homes and working in a Habitat Charlotte Region ReStore.

May's home is scheduled for completion in early 2024. Family and friends often gather at her place now, and she looks forward to grilling with them in her future backyard. She considers her mom and her second brother, who passed away in 2020, to be her heroes. "He is now my guardian angel, and he encouraged me to keep trying for this program," she says.

May says the neighborhood they currently live in is not safe and it makes her nervous for her kids. So, moving into her own Habitat Charlotte Region home means the world to them all. "I'm super excited about this move, and I know I'll never have to move again," she says.



The Sky's the Limit Brianna Sanford

Although Brianna Sanford has macular dystrophy and is legally blind, she doesn't let obstacles get in her way. But with the rising cost of housing, she was getting discouraged about being able to buy a home for her family. While renting a house in west Charlotte, living paycheck to paycheck and working on her credit, a cousin told her about the Habitat Charlotte Region homeownership program. Brianna applied and was preapproved. "This was a major accomplishment for me," she says. "Now the sky's the limit!"

Since then, she has spent many hours hammering and framing in the new Carter Work Project home she will share with her two children, Jordan and Joi, and dog, Mini. "It's always good to have something that's your own. Eventually, I can pass it along to my kids." Their house in Meadows at Plato Price is in a cul-de-sac. "It feels safer being in a cul-de-sac, and I can fence in the yard for the kids and Mini."

As the construction process continues, Brianna has enjoyed working with the Habitat Charlotte Region employees and volunteers. She says the program is preparing her to become a better homeowner. "Recently, they had members of the fire and police departments talking with us, and I'm learning so much, even small things that you wouldn't think about. I am very thankful that this program accepted me."

This substitute teacher also has dreams of one day starting a nonprofit for kids with mental illnesses and disabilities. "We are living in tough times and society can bring you down," she says. "You need perseverance to conquer anything in life. I want to help uplift because you never know what people are going through."

Her parents, especially her mom, have been hero role models. "My mom was strict, stable and a great example. She taught me the ropes of life, and they both made me understand there are consequences for what you do. "Her parents have always been homeowners, and Brianna is excited to continue down this path to her own address, living in a home she can call her own.



1987 Carter Work Project & Optimist Park Homeowners

The Visit from Mrs. Carter Frank DuPont

When Frank DuPont was constructing his Habitat Charlotte Region home in 1987, former first lady Rosalynn Carter was helping him with the framing. Many years later, Mrs. Carter would return to his home in Optimist Park for a visit. "I was outside working in the yard," he says. "I remember a big black car stopping in front. A guy in a suit got out and opened the car door and Mrs. Carter stepped out. It took a few minutes to register. She asked, 'Are you Frank DuPont?' I was speechless. She said she was in the neighborhood and wanted to stop by. She asked me about my family and the house. It was probably about 7 minutes but felt like an hour. I walked her to her car, and she reached out and we shook hands. Something was going on in the city that brought her here, but she said she had to come by because I was on her mind. I don't know why, but she took a special interest in our family."

Along with those noteworthy interactions with Mrs. Carter, Frank said it was also a great honor to have a Habitat Charlotte Region house plan named for him. Some homeowners would build "the DuPont."

Frank recalls doing a lot of digging while building his Carter Work Project home. He did everything from laying foundation bricks to framing the walls. "When we got to the siding, I was kind of extra good at that and they ended up hiring me to help." He was so good, in fact, he was a Habitat Charlotte Region siding crew supervisor for 13 years before starting his own siding business. He ran that business for nearly a decade. Now semi-retired, he continues to work as a maintenance person. "I enjoy working with my hands and fixing things," he says. "But I only do it part time. My mind says 'work,' but my body says 'no, you're not."

Frank sold his Optimist Park home at the end of 2022. He now lives about 15 minutes away in a new Charlotte home he paid cash for. He's there with his wife, Diane, adult son, Ticobe, and four dogs – three Huskies and one Chihuahua – who always have their eyes on him.



The Magic of Habitat Boris Henderson

There once was a child who lived in a house with no plumbing. Later, his family moved to a different house that was in a violence-ridden section of the city. But in August 1989, his life would take a turn when he opened the door to his family's new Habitat Home in Charlotte's Optimist Park. That child was Boris Henderson.

For the first time in his 11 years, young Boris felt safe. He had his own space and was part of a community. He could run and play football and shoot hoops in the neighborhood park. Optimist Park adults Mark Davis, Reverend Dawn Hand and Georgio Hiatt were positive influences and had a profound effect on his upbringing. Connecting him with the Chapel of Christ the King's Teen Club helped Boris and others overcome challenges that some would say were impossible. "I tear up every time I think about it," he says. "It's hard to overcome those challenges as a kid. I know it's only because of and thanks to the people who poured themselves into my life."

Boris excelled at school. He went on to earn a bachelor's degree in biology at Davidson College and then obtain his MBA from Wake Forest University. While at Davidson, retired First Union CEO Ed Crutchfield became a mentor. Boris eventually worked for Wells Fargo for 13 years before founding a consulting company. He is now Chief Strategy Officer for Aldersgate Life Plan Services, where he is primarily responsible for real estate development, operations and growth initiatives.

"Some of my best friends are in their 90s, and they've impacted me in a big way," he says. "To whom much is given, much is required. When God opens doors for you and allows certain people to be a part of your life in a special way, it's our spiritual burden to do something with that. That means giving back, and fighting for folks who may need somebody to speak up for them. Who you become is one of the most important things we will ever realize. How you live, show up, share your resources and help those impacted by injustices matters." In May 2024, he will complete his



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doctorate in theology at the Hood Theological Seminary, with a concentration in community advocacy and social justice – so he can continue his work "more intentionally and purposefully."

Yet, flashback to what feels like yesterday: Boris' mom – who always worked two jobs – and family sweating to construct their home. Boris installing insulation as the sun beat down, walking and scratching and itching his way back to their old house until their new home was finished, thanks to the Carter Work Project. "The Carter Work Project has brought so many resources and attention to the Habitat affiliate, which allowed it to build more houses," he says. "Because of the Carter Work Project, the families living in Optimist Park, like ours, became part of the growing Habitat community."

This husband and father, whose own kids have the sky's-the-limit aspirations, remembers that door he walked through that changed everything. It was his door to another world. A world that began with Habitat. "That's the magic of Habitat; so many Habitat kids have similar stories. It's more than building a house. The impact it has on the next generation is apparent and intentional."



Gift That Keeps Giving Rachel Little

Life has come full circle for Rachel Little. When she was nearly 2 years old, in the summer of 1987, her family moved into their newly constructed home. It was in Habitat for Humanity Charlotte Region's Optimist Park Neighborhood in Charlotte. Growing up there, she recalls playing basketball, jumping rope Double-Dutch and climbing trees – with her three siblings and a big herd of kids in this close-knit neighborhood.

"All the kids in the neighborhood grew up together," she says. "And our parents helped build each other's houses. We went to school together and played together in the cool park that Habitat built. They wanted to make sure there was a safe place for us. Our house's back gate was the entrance to the park. There were a lot of amenities that came along with growing up in the Habitat environment." Rachel remembers everyone congregating at one or two of the nearby churches. "There was a teen club at one of them, where we would enjoy fellowship and supervised activities." And in the summers, police would pop the fire hydrants so they could run through the "sprinkler" while Mr. Softie ice-cream trucks parked nearby.

After years of living in different places and working at many careers from schoolteacher to long-haul truck driver, Rachel has moved back home. She runs a catering business that has kept her afloat through life's transitions. Now 36, she is also helping her mom who struggles with stage 4 COPD and an enlarged heart. Her dad passed away in their home in 2014. For Rachel, this return to the roost has sparked many warm memories and a gratefulness for the Habitat Charlotte Region program.

"Growing up here was great; we were one big family," she says. "What brought me back was my father's passing. This home is like a gift that keeps on giving. The memories have stayed with me, and we continue to build more. I am proud of our Habitat home. I'm glad my parents took the leap. I grew up in an urban area but didn't have some of the hard knocks of apartment living." And someday this ambassador for Habitat Charlotte Region, who believes with all her heart in what the organization is doing, hopes to purchase her own Habitat home.



Field of Dreams

Harold Miller

Born and raised in Charlotte, Harold Miller recalls growing up playing baseball with his four brothers in the field that would someday become Carter Work Project's Optimist Park neighborhood. In 1987, he would break ground on his future home there, with help from Habitat for Humanity of the Charlotte Region. "Without this program, I wouldn't have been able to have a house," he says. "My wife was sick when we got the home. She had kidney problems and passed away, but she got to see the house before she died."

Without wife, Hattie, the location was ideal for Harold because his 11 siblings lived nearby and could help with his 6-year-old son, Jonathan. "My sisters and brothers are my heroes. They helped me out a lot after my wife passed away."

He remembers digging the foundation for his home and putting the cement down and smoothing it. He learned well from his granddaddy who was a brick mason. He also helped construct new neighbor's houses, putting in insulation and holding up drywall so others could install it. As a new homeowner, he appreciated the tips from Habitat. "They gave me tips on fixing the plumbing, the commode and adjusting the level of water pressure."

He was 31 when he moved into his home and had it paid off by 51. Now 65, he struggles with RP (Retinitis Pigmentosa), a degenerative eye disease he's known about since childhood. Because of this, he is slowly going blind, and can't drive. Jonathan lives with him and helps him out. "It's also convenient to the bus and train. They put me in the right spot. I love living in Optimist Park!" He's happy to still have family living nearby. "My sister lives down the street and my momma, 93, lives within walking distance."

Harold has some advice for new homeowners and others who might consider applying to the Habitat Charlotte Region homeowner's program. "I tell some people to go through Habitat. And once you get the house, keep it! You're not going to get another opportunity like this.



Critical Home Repairs

Thankful for Home Repairs Julia Abernathy

In 1966 when Julia Abernathy and her family moved into her home near Johnson C. Smith University, the neighborhood was full of young families and children. Now 84 and widowed, the house Julia and her husband raised their kids in was falling into disrepair. Distraught about where to turn for help after her husband died suddenly, she heard about home repairs through Habitat for Humanity Charlotte Region.

Based on income, need and willingness to help, Habitat Charlotte Region's Critical Home Repair program offers home repair services to homeowners, like Julia, so they can continue to live in safe, decent homes for years to come. Habitat Charlotte Region utilizes volunteer services and donated materials to keep costs low. The homeowner receives an affordable loan and payments are placed in a revolving fund to help serve others in need.

For Julia, this program "is a blessing. I thank God for Habitat. They put a little railing at the back steps. They put flooring in the kitchen and new sinks and faucets. "Everything is so nice," she says. In March 2019, Julia contacted Habitat Charlotte Region and they began the repair work in October. "I couldn't believe it; it was done by Thanksgiving! They had everything finished." She says once Habitat Charlotte Region started, the process went smoothly.

Coincidentally, Julia is also a 1957 graduate of Plato Price, where Habitat Charlotte Region is hosting the Carter Work Project build this October. Plato Price was a model school that served the Black community from 1915 until 1966, when it closed as part of Charlotte's desegregation plan. This site's rich history provides a strong foundation for 39 new Habitat Charlotte Region homeowners.

"That was my alma mater, and it was beautiful," she says. "It went from first through 12th grade. We used to walk through the woods, across the railroad tracks and up the back to Plato Price.



There were some fine teachers there, and they looked after us like we were their children." Plato Price has many notable alumni, including thoracic surgeon Dr. Eddie L. Hoover and Mel Watt, former U.S. representative for North Carolina and director of the Federal Housing Finance Agency. Another alumnus and Julia's classmate, Phillip O. Berry, was the first African American to be elected to the Charlotte-Mecklenburg Board of Education in 1972.



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

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The Meadows at Plato Price





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New Pineola Road

