



**Habitat**  
**for Humanity®**  
Orange County, NC

FISCAL YEAR 2022

# Annual Report



# Letter from the CEO

This past year was a **season of renewal** for Habitat for Humanity of Orange County. With the worst of the COVID pandemic behind us, our Board enjoyed meeting together in person again. Our staff, having faced adversity throughout the past year, pivoted, learned, adapted, and returned to work refreshed and motivated. Construction volunteers returned to the job sites with fresh energy and passion to help build homes for their neighbors.

We also experienced a different kind of renewal. In **Carrboro**, an old dilapidated house was torn down in order to make room for four beautiful new Habitat homes. In **Hillsborough**, what was once a street marked by derelict mobile homes, debris, and crime activity is now a thriving community with 24 new families. Through the Home Preservation program, dozens of aging homes in **Orange County** were renovated and restored, leaving the residents with renewed hope and safety as they age in place.

Our spirits were renewed through our partnership with biwa|Emergent Equity, a racial equity and organizational development company. We committed ourselves to naming and addressing the root causes of inequity within our cultural norms and practices. Our board and staff developed a new understanding of the systems that have kept so many of the people we serve at the bottom of the economic spectrum. They have started thinking more critically about how the history of race relates to our work, programs, and homeowners. This multi-year process is helping to embed equitable methods within our organizational relationships and our culture.

Orange Habitat’s programs have rebounded strongly after the challenges of the COVID-19 pandemic, and we are grateful for the support of our community during this time. Surprise and elation overcame us when we learned that our affiliate was selected to receive a truly transformational gift from American author and philanthropist MacKenzie Scott. We regarded it as a recognition of the ingenuity and resilience of our staff and Board, who have enabled more people in Orange County to know the stability and security of home. Of course, we know the housing affordability crisis continues to deepen locally and across the country. While we celebrate the progress we have made together, we are also exploring ways to serve even more people until everyone has a decent place to live. Thanks for sticking by us through recent challenges and joining us on this journey of renewal.



**Jennifer Player**  
President & CEO  
Habitat for Humanity of Orange County



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# IMPACT AT A GLANCE



**14**  
new homes

**80**  
hours of financial education

**21**  
home repairs



**2,025**  
hours of sweat equity



**1,641**  
volunteers  
**19,533**  
volunteer hours



**\$76,050**  
global tithe given

**17**  
international homes funded



**907**  
families impacted  
since 1984

**\$807,744**  
mortgages paid



**\$479,698**  
property taxes paid





# Race and Housing

Habitat envisions an Orange County where everyone has a decent place to live. This vision is only attainable if we address the centuries of racial discrimination in housing policies and practices that have led to the unequal wealth and housing opportunities that exist today.

Over the past few years, Habitat for Humanity of Orange County has looked closely at current and past racial disparities and potential policy solutions that promote Black homeownership. On March 4, 2022, **Habitat's racial equity report, *Promoting Black Homeownership***, was presented to community leaders at the Community Breakfast on Racial Equity in Housing hosted at The Carolina Inn. This report details how Habitat's programs have impacted the wealth of Black homeowners in Orange County over the last 38 years.

To learn more about how to view our organization through an equity lens, Habitat partnered with **biwa|Emergent Equity, Inc.** An internal team, comprised of a diverse group of staff and board members, developed equity skillsets and

applied those in their roles and relationships. By **identifying, naming, and shifting behaviors**, this group led the organization to positive and more equitable culture changes. This ripple effect produces a culture of equity that is felt throughout the organization, both internally and externally.

The equity team process was designed with the knowledge that practicing equity is a lifestyle and journey, **not a short-term project** that can be checked off a list. We look forward to continuing to address root causes of inequity in our work. Visit [www.orangehabitat.org/raceandhousing](http://www.orangehabitat.org/raceandhousing) to learn more and join us in this effort.



Panelists at Habitat's Community Breakfast on Racial Equity in Housing from left to right: Congressman David Price, Jim Parrott, Kim Cameron, and moderator Deborah Holt Noel

334

Black families impacted through  
Habitat's programs

\$14,095,000

total home equity held by Black  
Habitat homeowners

23

Black homeowners have  
paid off their mortgage

\$136,849

average home equity held by Black  
homeowners

\$582,460

invested into Black-owned homes through  
the Home Preservation Program

90%

of Home Preservation recipients identified  
as Black or African American

These numbers are reflected in the  
*Promoting Black Homeownership* report and  
are as of November/December 2021.







# Meet a Homebuyer

The Northside neighborhood is a flourishing and diverse community in a prime location in the heart of Chapel Hill-Carrboro. In 2021, Habitat partnered with the Town of Carrboro, the Compass Group, and the Northside Neighborhood Initiative (comprised of the Marian Cheek Jackson Center, Self Help, the Town of Chapel Hill, and UNC) to **build four units of affordable housing in Carrboro.**

Construction on the two duplexes began in April 2021 when Town of Carrboro Council Members and staff raised the first walls. **The Carrboro Town Council granted \$100,000 from its Affordable Housing Special Revenue Fund** to support the construction efforts.

One of these new homeowners in Carrboro is Adriana. Adriana was born and raised in Colombia and came to the United States as an au pair to improve her English. **When she decided she wanted to make a more permanent move and plant some roots, she found that affordable options were limited.** She rented a one-bedroom apartment, which is all that would fit into her budget. She spent her days working as a Spanish teacher's aide at Frank Porter Graham Elementary School in Chapel Hill. But as the sole provider for her family of two, she spent her nights sharing a room with her young son, Logan.

When Adriana was accepted into Habitat's homeownership program, the American dream she envisioned when she moved to the United States finally started to feel attainable. **In their Habitat home, they will live in a community they love.** With an affordable mortgage, Adriana will be able to save enough money to go back to school and become a certified teacher. She will have a safe, comfortable home in which to raise her son, including quiet space for each of them to study in bedrooms of their own. Her home, along with her three neighbors' homes, was dedicated in June 2022.

**“Thanks to Orange County Habitat, Logan will live in the heart of Carrboro.”**

“This means that we will be able to sleep in a little later, and have more time in the mornings together as a family. This means that we can spend some afternoons at Weaver Street Market sharing a snack and laying in the grass. This means that we can go to Open Eye Café to get cookies and coffee, then go to the farmers' market to buy fresh flowers and strawberries,” said Adriana.



# Meet a Volunteer

Since early 2020, Habitat's primary construction site in Orange County has been on **Odie Street in Hillsborough**, just north of US 70 and downtown Hillsborough. When complete in 2023, this neighborhood will have **24 diverse families** whose children will grow up in the community together.

While our site hosts hundreds of volunteers each week, the core group of those building this community is our Regular Crew. This dedicated group is made up of **individuals of all ages and levels of construction experience** who spend time as often as they can, many weekly, building on our job site. One of those volunteers is Meredith.

Meredith's construction experience and interest stemmed from her undergraduate classes while pursuing her Bachelor's degree in Interior Design at Appalachian State University. While in college, she worked on a solar decathlon team and really enjoyed building a solar car. She decided she wanted to pursue construction. “I thought to myself, ‘I would love to do that, I could totally see myself doing that in my career and instead of being stuck behind a computer, **I could be out in the field and swinging a hammer**,’” said Meredith.

Meredith then went on to earn her Master's degree in Architecture at North Carolina State University with a

career goal of working for herself in the field. In order to be certified, there are various requirements including tests and completing 2,600 learning hours through the American Institute of Architects. While historically these hours had to be earned through paid work, Meredith was excited to discover that in recent years, volunteer hours also met this requirement. She found that **Habitat was the perfect fit for her to complete her hours while supporting a meaningful cause in an environment tailored for on-the-job training.** Having done design builds before, she had some prior knowledge and understanding of tools. However, she was able to learn so much more on-site while giving back to her hometown.

**“Habitat is a great place for entry-level learners; everyone is so welcoming and there is not a gender divide. We're helping build a house for others, but I'm also getting a great opportunity for myself to learn construction I would never get in school,” said Meredith.**







# Home Preservation

Bettye, a mother, grandmother, woman of faith, and florist, has lived her whole life in Chapel Hill. As a child, her home was her grandfather's farm off of Jo Mac Road, an area where many of the first Orange Habitat homes were built, stretching across over 100 acres with pigs, cows, tobacco, cotton, and most importantly, flowers. **Granddaughter to one of the original Franklin Street flower ladies**, young Bettye could often be found carrying a basket of blossoms and selling them to locals.

“They were so conscious to do it right and always so kind.”

Later in life, Bettye branched out of the flower business and farm living, working as a CNA at Carolina Meadows and a secretary for UNC's School of Public Health. However, **no matter the job she worked, Bettye kept her roots in Orange County.** She moved to her current residence, near Habitat's Phoenix Place neighborhood off of Rogers Road, in 1996.

**Bettye has always lived independently, but that was at risk** after she broke her ankle in 2015 and suffered a stroke in 2019. She was no longer able to safely navigate the stairs to get in and out of her home.

**In order for her to age in place, her home needed urgent repairs.** She had seen other Home Preservation projects in her neighborhood and reached out to Habitat to determine if she would qualify. Soon after, **Habitat built a new back porch on her house, which included an accessibility ramp**, allowing her to safely enter and exit her home.

“[The staff] worked so faithfully. They were so conscious to do it right and always so kind,” said Bettye when describing her time working with Habitat. This ramp has enabled Bettye to have a stable future. Now that **Bettye can stay in her home forever, she won't miss any of life's joys.** Her son and twin grandchildren can walk over from next door and spend quality time with her, including hanging out on the new back porch.

Roots are important to Bettye, and **with Habitat's help, she has the opportunity to continue living her life in a safe home right here in Orange County.** For the past 40 years, she has also honored her family roots by running her own business, Bettye's Flower Designs, out of her home. When asked about her favorite flower, Bettye said, “I am a wildflower person. They are resilient.”

# Green Building

For more than 20 years, Habitat for Humanity of Orange County has built **SystemVision-certified energy-efficient homes.** This program sets standards for energy efficiency, comfort, and indoor air quality while saving homeowners money. By meeting these standards, Habitat houses are much greener and healthier than the average new house built today. Since 2019, Habitat homes have met the **Silver Level for National Green Building Standard (NGBS) Certification.** As a result, homeowners pay less than \$30/month for heating and cooling on average throughout the year.

In 2020, Habitat participated in a pilot program with the East Chapel Hill Rotary Club and Southern Energy Management to install solar panels on a Habitat home on Odie Street. With grants from the Orange County Climate Action Fund and Rotary, installations by Southern Energy Management, and additional solar panel donations from Strata Clean Energy, this initiative has continued. Habitat has installed solar panels on eight homes so far.



Habitat is always striving to build the greenest affordable homes possible, and **these efforts will continue in our newest homes in Weavers Grove, starting in 2023.** Weavers Grove residents will have easy access to public transportation and an enhanced pedestrian and bike



experience with a greenway connection and walking trails in the community. All turfgrass will be warm-season grasses to minimize irrigation needs. The site includes three retention ponds, a walking trail, multiple pocket parks, and 5.7 acres of Resource Conservation District supporting the stream that runs through a portion of the property.

The picnic pavilion will be built with **lumber saved and milled from trees on the property.** The spray pad is designed with a recirculating system to maximize water efficiency. Habitat is also working with Duke Energy to provide electric vehicle charging stations to ensure Weavers Grove is EV-friendly. Solar panels will be installed on Habitat homes with sufficient sun exposure and on the community center which can be used as a resilience center in emergencies.

“The community center at Weavers Grove will be a safe haven for families during power outages. Powered by solar panels and using battery storage, the community center will not lose power. It will be a climate-controlled resilience center where families can gather, plug in their phones, and refrigerate essential medications,” **said Liz Henke, East Chapel Hill Rotary Club.**





# Weavers Grove

Over Habitat's 38-year history, we've seen that stable housing in a thriving community creates promise and possibility for families. However, for many, affordable homeownership remains out of reach. **Weavers Grove is our bold answer to increase this opportunity for more families in Chapel Hill in the years to come.**

Weavers Grove is Habitat's most audacious project and this year we've made amazing strides to bring this development to life. When complete, Weavers Grove will be **one of the first large-scale, mixed-income Habitat neighborhoods in the country** offering both affordable and market-rate homes. Of the 237 residences, 101 will be Habitat homes owned by people who live or work in Orange County. The remaining market-rate homes, built by Garman Homes and White Oak Properties, will offer new "missing middle" opportunities for Chapel Hill homebuyers, at price ranges lower than today's median home prices. This will set a new precedent for mixed-income living in Orange County, and **will serve as a model that can be replicated across the nation.**

Since the historic groundbreaking on October 17, 2021, Habitat has been managing site development, including

tree clearing, wood preservation for future amenities, mass grading, and water and sewer line installation. Roads are taking shape on the ground and grass is growing, making it even clearer where the homes and community amenities, including a community center, outdoor pavilion, playground, fix-it shop, and more, will be located. **Volunteers are expected to start raising walls and swinging hammers as early as Spring 2023.**

As of June 30, 2022, **capital campaign fundraising for Weavers Grove totaled just over \$5.75 million from 149 donors.** In addition to individual donors, foundations have been an important source of campaign dollars, with donations reaching historic levels: \$1 million from Oak Foundation, \$500,000 from The F.M. Kirby Foundation, and a match challenge of \$450,000 from The Kenan Charitable Trust. Outside of the capital campaign, the Town of Chapel Hill awarded a historic \$1.85 million of Town bond and America Rescue Plan Act (ARPA) funds.

**Weavers Grove will strengthen the fabric of our whole community.** You can help us turn this vision into a reality. Visit [www.weaversgrove.org](http://www.weaversgrove.org) to learn how you can get involved or sign up to receive email updates.

**Sept. 1, 2021**  
Market Rate  
Builders  
announced



**Oct. 17, 2021**  
Groundbreaking  
at the future site



**Oct. 18, 2021**  
Site clearing  
began



**Oct. 16, 2022**  
Announcement of  
\$1 million Oak  
Foundation gift



**May 20, 2023**  
Community  
Celebration at site



**Summer 2023**  
Construction on  
homes begins



**2028**  
237 total homes  
completed in  
Weavers Grove



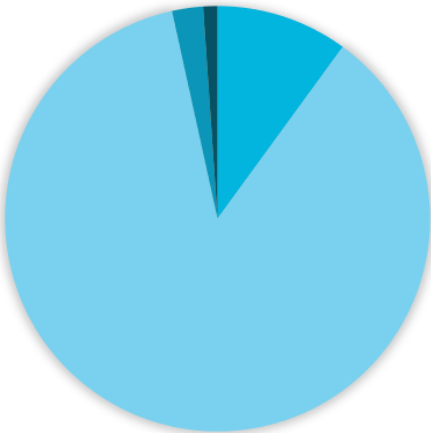


# Financials

## Revenue

- 10% \$1,190,139 Houses fold and financed
- 87% \$10,264,937\* Contributions and Grants
- 2% \$279,209 ReStore Income
- 1% \$128,783 Other Income

\$11,863,068  
Total Revenue



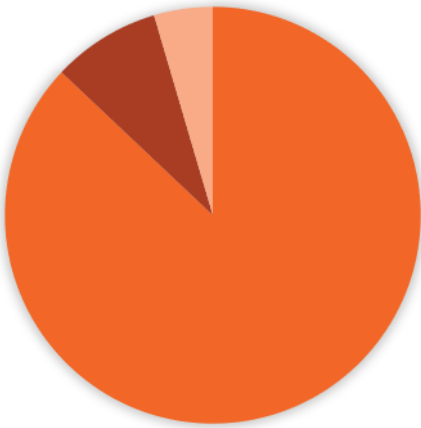
\*\$5,000,000 of this number is from the one time MacKenzie Scott gift.

These numbers are preliminary. Full audited financials will be posted at [www.orangehabitat.org](http://www.orangehabitat.org) once available.

## Expenses

- 87% \$6,164,413 Program Services
- 8% \$595,406 Fundraising/Communications
- 5% \$323,323 Management

\$7,083,142  
Total Expenses



# MacKenzie Scott Gift

On March 22, 2022, Orange Habitat announced a **transformational gift from American author and philanthropist MacKenzie Scott**. Our affiliate was one of only 84 U.S. Habitat for Humanity organizations, along with Habitat for Humanity International, to receive a total of \$436 million in unrestricted giving. The **\$5 million donation** will enable Orange Habitat to address the local housing crisis at scale and advocate for systemic change needed to increase equitable access to affordable housing.

“The pandemic has exacerbated the housing crisis in Orange County. This incredible donation will allow Orange Habitat to sustainably scale our impact and look ahead to future building opportunities,”

said Jennifer Player, Orange Habitat President and CEO. “It is my hope that this gift will be a major accelerator, allowing us to serve even more families and ensure our organization’s future for years to come with more innovative communities like Crescent Magnolia and Weavers Grove.”

Staff and the Board of Directors have participated in many conversations to **create a shared vision of how to use this gift to serve more local families**. Orange Habitat is considering various options to allocate the funds with the care and consideration it deserves.

“Habitat works to break down barriers and bring people together – to tear down obstacles and build a world where everyone, no matter who we are or where we come from, has a decent place to live,” said Habitat for Humanity International CEO Jonathan Reckford. **“This incredible gift helps make that work possible.”**





# Thank you to our supporters

This listing recognizes donors who made contributions to our annual fund of \$1,000 or more between July 1, 2021 and June 30, 2022.

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