Corporate Partnership + Affordable Housing = Win-Win-Win

“NetScout is invested in the Merrimack Valley, particularly in Lowell. ...What Habitat does is so directly relevant to the good of the community. After a build, you can walk away at the end of the day with a sense of making a difference. This experience has been empowering and extremely rewarding for the entire NetScout organization.”

  Michael Szabados, Chief Operating Officer, NetScout

For over 25 years, Habitat for Humanity has been partnering with local companies in Northern Middlesex County. Almost 200 companies have worked on site building a home, side by side, no matter what level or responsibility.  (http://lowellhabitat.org/sponsors-2/company-sponsorships). A win-win-win for all!

The COMPANY wins:

♦ The ability to bring together employees from all levels and sites!
  • Accomplish a goal together with tangible results
  • Build team competencies and comradery.
  • Shows employees you care by assisting in a project that provides a better future for others
  • Creates an environment of caring and cooperation
  • Less turnover when employees feel engaged

♦ Be bigger than themselves!
  • Shows the company is engaged and concerned about the community, not just profits.
  • Invite a client to come work on site with your team which can provide a deeper connection
  • Do something different – get out of your comfort zone & share an experience you can take back to the office

The EMPLOYEE wins:

♦ A chance to learn a new skill!
  • Habitat will teach you how to drywall, tile, paint, put in a floor, do trim work... you name it!
  • A chance to get out of the office – get out from behind the desk

♦ A chance to break down the hierarchy walls of traditional corporate structure
  • On site, there is no seniority – everyone works for Habitat and shares responsibilities
  • Meet new people
  • Networking opportunities within the company or with multiple companies.

HABITAT wins:

♦ Lots of volunteer labor necessary to build an affordable home!
♦ Public awareness of our mission company wide!
♦ Funding to buy materials

For a minimal investment, we can bring your team together for a truly motivating, engaging and inspirational experience! See what others have to say as we
Call us or email us at info@lowellhabitat.org to set up a meeting now!

Thank you,
Brenda Gould, Executive Director
Executive Director
execdir@lowellhabitat.org
THE COMPANY STORY

Discussion started back in 2010 to begin working with NetScout in Westford MA. The corporate culture was such that community involvement and giving back were clear priorities. Since then, it’s been a beautiful and impactful partnership.

NetScout has sponsored 4 houses since 2013 and has signed up to sponsor our 50th house next year. Teams have come out to 14 build sites, accounting for over 1700 hours with 139 employees participating, from the mail room to the COO!

NetScout’s commitment starts at the top with their “Heart of Giving” campaign providing homes for the Berrio family (Juniper Hill, Westford), the Hebert family (Rock St, Lowell), the Bullard family (Willie St, Lowell) and the Nzula family (Rock St, Lowell). Whether raising walls or painting them – NetScout is a WINNER!

There are many other companies, both large and small, that have chosen to partner with Habitat for Humanity. They come out for 1 day or 10 days! Bring 5 people or 25! We have plenty of work to do! Come and get involved.

OUR NEWEST PARTNERS

ANALOG DEVICES, WILMINGTON, MA

In 2018, Analog Devices began a multi-year partnership with Habitat for Humanity of Greater Lowell to build affordable houses in the Greater Lowell/Northern Middlesex community. The partnership includes a series of “build days” where teams of Analog Devices employees spend the day out of the office and on a home construction site.

“Analog Devices is committed to the communities in which we live and work, We recognize that finding affordable housing can be a challenge in Greater Boston and we are proud to be part of the great work that Habitat for Humanity of Greater Lowell is doing to help families fulfill their dream of owning a home.”

Marnie Seif, Chief People Officer at Analog Devices

SALESFORCE, BURLINGTON, MA

Salesforce volunteered for a day in 2016 and since that time their commitment and partnership has grown to 174 employees, volunteering over 2300 hours. Volunteering came in many forms from being on the build site swinging a hammer to creating a marketing campaign encouraging other companies to get involved.

“Salesforce is a community driven company. We’ve been on site probably 15 times alone just this year because what better way is there to give back than to roll up your sleeves and pound some nails with a co-worker and a future homeowner! While it feels great to see the final product after a day’s work, it feels even better to know that a deserving family now has a permanent roof over their heads and a place to share holidays, birthdays and good times together. Our employees love it!”

Kathie Johnson, Senior VP of Global Marketing, Salesforce.com
NEIGHBORHOOD REVITALIZATION—LOOK WHAT YOU CAN BUILD!

In 2010, Habitat made a promise to the City of Lowell to build 10 affordable homes, along with a small pocket park, in a 5 block area in the ACRE neighborhood of Lowell. In July 2019, the 10th home will be complete. By providing strength, stability and self-reliance through homeownership, 10 families now have a place to call home. **This could never have been possible without the commitment of 79 companies, 3,000 volunteers and almost 32,000 hours of labor!**

What used to be an overgrown, vacant lot with trash and an abandoned auto repair area, is now home to 10 families and 33 children. When they say “it takes a village...”, we know where to go to get the village - local companies right in our own backyard!!

The Acre Neighborhood: Before and After....

From our homeowners ...

“Owning our own home has made our life easier and less stressful. To have some place to go that is stable and in our control is awesome! Our life is more complete now that we have a home to build lasting memories in.

Nadine Jordan, Rock St Lowell

“Being a homeowner to me and my family means a lot. It is peace of mind, no more bedbugs, and no more moving from apartment to apartment. The children think having more space, a room to relax in, and a backyard will give them the chance to walk and play outdoors and do better in school as well.

Kabagambe Bamunoba, Willie St, Lowell
Why Giving back is Important

TOP 10 REASONS FOR GIVING BACK (www.lyceum.co.za)
1. It creates a feeling of gratitude
2. Giving encourages a culture of giving
3. Strengthens communities and nations
4. Alleviates poverty, struggling and suffering
5. It helps you to share resources
6. Creates a nation of emotionally aware people
7. Provides people with the building blocks for their future development
8. You will grow as a person
9. Enjoy the health benefits of Giving Back
10. It feels good to give

Whichever way you look at it, giving back to society has profound benefits for both the giver and the recipient. The potential for strengthening people through giving back to society is huge and something that we all need to consider looking into. Here’s hoping that you are inspired to give and contribute to society in whichever shape or form in your life. We’d like to encourage your “shape or form” to join us in providing affordable housing!

DO IT FOR HEALTH REASONS
Often the role of housing in the health of a person is overlooked. Everyone knows that eating well, getting exercise, immunizations and getting doctor checkups are important to influence our health. But our health is also greatly affected by social and economic opportunities. Inequalities in society and economics produce inequalities in health. The Centers for Disease Control and Prevention (CDC) and the World Health Organization (WHO) and many others refer to these as “Social Determinants of Health.” One of the key but understated social determinations is housing.

Common sense dictates that someone living in housing that is unsafe and badly in need of repair is likely to get hurt. Common sense also dictates that if people live in substandard housing filled with mold, filth, and vermin or polluted with toxic materials like lead or asbestos, their health will suffer greatly. Severe allergies, asthma and other respiratory issues, cancer, and lead poisoning are sadly real threats to those who cannot live in proper housing. Mental health is also effected by bad housing, in particular problems with depression. Much research and media surveys have backed up this common sense. (See E.g. – NPR article “People with Low Incomes Say They Pay A Price in Poor Health”, March 2, 2015 http://n.pr/1AJBFAv) (See E.g. – Fukuzawa and Karnas “Reconnecting Health and Housing: Philanthropy’s New Opportunity,” Environmental Justice, Vol.8, No.3 (2015): 86-94. Print) It’s not just a Third World problem – it’s in our backyards and neighborhoods.

DO IT FOR COST REASONS
Massachusetts ranks as the 6th most expensive state in the country for housing. Someone would have to earn $28.64/hour to have affordable housing! (Out of Reach – the High Cost of Housing – National Low Income Housing Coalition 2018)