

# every one

deserves an affordable place to live

#### **building stability**

## **Banker Build**

For the first time, Cincinnati area financial institutions and related partners will come together in 2024 to sponsor the Habitat Banker House. Come alongside Habitat for Humanity to support a family's dream of owning their first home. Join us and create strength, stability, and self-reliance through shelter in Greater Cincinnati.

# Building financial stability for generations.

As a financial industry professional, you know the impacts that homeownership can have on a family for generations. When families are able to purchase a safe and stable home that they can afford, they are able to invest in other areas of their lives like education or retirement.

Home equity is the primary wealth-building vehicle for middle-class Americans, but is often out of reach for low to middle-income families. At Habitat for Humanity of Greater Cincinnati, we remove barriers to homeownership for first-time homebuyers to help end cycles of poverty.

#### How does it work?

By teaming up with other financial industry professionals, Banker Build raises funds, walls, and awareness to increase the financial wellness of a family through affordable homeownership.

With the support of their institutions and networks, teams of financial industry professionals will work alongside a Habitat homebuyer to construct a Habitat home. When the home is complete, the homebuyer will purchase the home with a 0% interest mortgage giving them a strong foundation for their future.





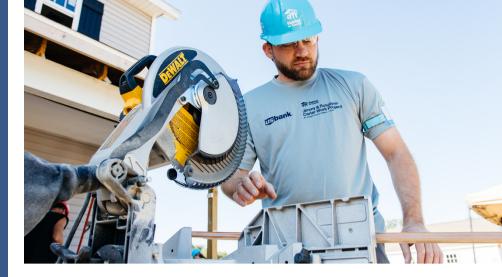
# Give the gift of financial wellness.

Cincinnati is a thriving banking community with a strong history of community support. By teaming up with other financial industry professionals, Banker Build has the power to raise funds, walls, and awareness to increase the financial wellness of a family through affordable homeownership.

## Why Homes?

Affordable housing solutions help local families in need provide a stable, sustainable environment to build a better future.

- Children of homeowners are 25% more likely to graduate from high school, 116% more likely to graduate from college, and will earn 24% higher incomes.
- Homeowners are 28% more likely to vote in local elections and engage in civic, school, and community groups.
- Homeowners are 34% more likely to have a retirement account.
- Affordable housing (less than 30% of income) frees up family resources for other important expenses like nutritious food, job training, and healthcare.



Proposed Timing: April 2024 Kickoff and Home Dedication TBD Total Funding Goal: \$50,000

#### **Equity Partner \$15,000 (1)**

- · First choice of (4) team build days,
- Logo onsite and website,
- Photo to commemorate build,
- Social media posts
- Spokesperson at kickoff and dedication,
- Listing in dedication program, annual report and quarterly newsletters.

#### **Gold Partner \$10,000 (2)**

- · Three team build days,
- · Logo onsite and website,
- Social media posts
- Spokesperson at dedication,
- Listing in dedication program and annual report.

#### **Silver Partner \$5,000 (2)**

- Two team build days,
- · Listing onsite and website,
- Social media posts,
- Listing in dedication program and annual report.

#### **Contributing Partner \$2,500 (2)**

- One team build day,
- · Listing onsite and website,
- · Social media posts,
- Listing in annual report

## Join the Banker Build

#### **Contact Allison Gerrety**