



Habitat for Humanity®

Greater Cincinnati

What is Rock the Block: Home is the Rock?

As a result of COVID-19, 300+ million people have been asked to stay at home through “safer at home” orders. Everyone has been forced to consider the fundamental importance of home — of having safe, decent and affordable shelter. But many of our homes have become so much more – offices, schools, restaurants, and playgrounds.

Home is Our Rock!

But families in homes that are not safe and secure are on shaky ground. Economic and health risks are many, to say nothing of creature comforts like high-speed internet and meal delivery. To support and advocate for more affordable and safe living for all our neighbors, we are adapting our popular Rock the Block event this fall to create:

Home is the Rock!

Home is the Rock is centered around **advocacy**, **clean-up**, and **community** in the communities we serve. Home is the Rock calls all neighbors, homeowners and renters, to stand up and fight for safe, decent and affordable housing. Home is the Rock serves as an extension of Habitat for Humanity’s neighborhood revitalization efforts. The emphasis of this program is to help neighborhoods where Habitat is active with community projects and advocacy.



**ROCK THE
BLOCK**
HOME IS THE ROCK

What’s different this time?

- **Community Projects:** Due to Covid-19, Rock the Block will look a little different this year. While there are some things we are not able to do, this year we are able to make an impact in a different way. This year our community projects will span the Greater Cincinnati service area instead of limited to one neighborhood. Projects will include clean up, brush, overgrowth & trash removal – pulling weeds and raking – mulching and landscaping, as well as exterior painting projects.
 - **Registration:** Individuals or groups will sign up for volunteer shifts through Community Connect by choosing their community and their shift time (morning or afternoon). Shifts are first come, first served.
 - Community projects will be limited, and registration will be required. We will not take walk-ins, due to safety and number restrictions on sites.
 - Rock the Block: Home is the Rock will feature half-day shifts. Due to Covid-19 we are not able to provide breakfast or lunch for volunteers.
- **Alternative Virtual Event:** Many individuals may not want to risk attending the event due to COVID-19, or they won’t be available on October 10th. As an alternative, we will offer a completely virtual event. Individuals will sign up for Rock the Block: Home is the Rock Virtual Event and “rock the block” of their choosing. They will have a no-contact packet pick-up at the Habitat for Humanity office. Work could include pulling weeds and raking, mulching and landscaping (may include planting new flowers & bushes).

Community Partners

Rock the Block Communities – Bond Hill/Roselawn, Fairfield Township, Lincoln Heights, Lockland, Lower Price Hill, Northern Kentucky, Walnut Hills and West College Hill.

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Habitat for Humanity of Greater Cincinnati is a 501(c)(3) non-profit organization
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Commitment Levels

Presenting Sponsor - \$10,000

- Company logo featured on t-shirts and all event marketing materials
- Priority scheduling for up to two full volunteer shifts (16 total volunteers)
- Logo on website, social media shout-outs, signage and recognition at virtual events, story in monthly e-newsletter
- Featured recognition in all digital advertisement and media about the event, including a virtual digital event
- Affordable housing lunch & learn for your employees at your convenience

Build/T-Shirt Sponsor - \$5,000

- Priority scheduling for one full volunteer shift (8 total volunteers) OR company logo on t-shirts and all event marketing materials
- Logo on website, social media shout-outs, signage and recognition at virtual events, story in monthly e-newsletter
- Featured recognition in all digital advertisement and media about the event, including a virtual digital event
- Affordable housing lunch & learn for your employees at your convenience

Community Event Sponsor - \$2,500

- Logo on website, social media shout-outs, signage and recognition at virtual events, story in monthly e-newsletter
- Featured recognition in all digital advertisement and media about the event, including a virtual digital event
- Affordable housing lunch & learn for your employees at your convenience

Supply/Event Sponsor – Levels vary

- Social media shout-outs and recognition in monthly e-newsletter and annual report
 - Lunch for event staff and community leaders - \$500
 - Bottled Water - \$250
 - Port-a-let for day of event - \$250 per each location (10 total)
 - PPE, individually packaged snacks, first aid kits, mulch, topsoil, grass seed, wheelbarrows, work gloves, paint supplies, trash/yard waste bags, yard tools - \$10 - \$50



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