

WOMEN BUILD SHE NAILED IT

2017 WOMEN BUILD CAMPAIGN OVERVIEW

Women Build is a nationwide initiative of Habitat for Humanity. This year, Habitat for Humanity of Washington, D.C. (DC Habitat) will raise funds, advocate, and raise awareness for low- and moderate-income women in need of housing by launching a major Women Build campaign in the nation's capital.

Women in the nation's capital, especially women who serve as the head of their family, often face obstacles that make escaping poverty seem impossible and offer little hope of achieving the dream you and I live every day. Low wages, immense demands from family who often live in substandard living spaces, the fear and uncertainty that comes with living hand-to-mouth in a neighborhood that is often unsafe describe the "short list" of compounding factors working against these women and their children. DC Habitat focuses on helping local families build strength, stability, and self-reliance through affordable homeownership opportunities. By working in partnership with families, we offer a hand up, not a handout. Families work alongside us toward the dream of homeownership that provides a path to the middle class and breaks the cycle of poverty. The work that DC Habitat does is transformative and allows families to stop getting by and begin to thrive.

DC Habitat's Women Build officially launched on International Women's Day on March 8. The campaign consists of:

- A series of team builds, featuring women leaders from all industries and backgrounds, volunteers, community leaders, and corporate sponsors
- A communications and advocacy effort that will shine a light on the challenges low- to moderate-income women in need of housing face when trying to provide a safe home for their family
- A \$500,000 fundraising campaign, which will continue through the upcoming months and culminate with an event and celebration at the National Museum of Women in the Arts on September 14

By supporting Women Build, you will not only provide capital for us to invest here in the nation's capital, you and/or your company will be serving as third party validators of safe and secure communities with healthy, thriving residents -- something in which everyone benefits. The added value of supporting your neighbors and communities through Women Build is the positive public relations and visibility you will receive as a leader in a policy area that is regarded as urgent and vital to our city's sustainable growth.

To become involved with Women Build, please contact Maria Mastorakos at maria.mastorakos@dchabitat.org.