



## Media & Press Kit

This information packet is useful in understanding the Camden County Habitat for Humanity Affiliate and our work in the community. For further information please visit our website:

[www.habitatcamden.org](http://www.habitatcamden.org)

or contact Don McManamy or Eugene Brooks @ 856.938.4542

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*"Working together works for everyone."*

## **Background**

**Camden County Habitat for Humanity** engages in construction projects to foster economic empowerment and sustainable community revitalization in Camden County, NJ. We undertake projects in collaboration with volunteers, municipal governments, organizations and partner families to create home ownership opportunities for low to moderate income families. These projects address two significant issues inhibiting sustainable community revitalization- diminished economic empowerment and tax base erosion.

### **Our Partner Families**

Every Habitat for Humanity build requires a partner family for success. These are low to moderate income families who find traditional interest bearing home loans out of reach. Through our interest free loans to families meeting our income, home ownership education and sweat equity requirements, partner families become homeowners. They pay full price for their house and demonstrate Habitat's "Hand up, not a Handout" philosophy. These homeowners contribute to their community as both taxpayers and responsible citizens. This arrangement provides true ownership and economic empowerment through asset development, planting the seeds for a thriving and sustainable community revitalization.

### **History**

Since 1986 Camden County Habitat for Humanity has helped over 50 families gain economic empowerment. In 1994 our board initiated the 16 home Clinton Avenue project. This signified our migration from single home development in Camden City to tract development. To further support our community and affiliate, the ReStore was opened in 2008. This 18,000 square foot home improvement retail outlet offers deeply discounted new and used home improvement products, supplies, furniture and appliances to the general public.

Earlier in 2011 a restructuring occurred to position the Camden affiliate for the future. This resulted in a two year transitional business plan focused on service expansion and mission sustainability positioning the affiliate to pursue a tract housing development model in Camden City and a scatter project expansion into the entirety of Camden County. Currently we are partnered with the Cooper Foundation and the NRTC in building an additional 16 homes.

To date our projects empower more than 45 families, provide over 80,000 dollars annually to Camden's tax base and have produced over 1 million dollars in new property tax revenue to the city.

***Mail:*** PO Box 3311 Camden NJ 08101 ***Office:*** 650 Clinton Street Camden NJ 08103  
***Phone:*** 856.963.8018 ***Fax:*** 856.963.9005  
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## Fact Sheet

### Description

**Camden County Habitat for Humanity (CCHFH)**, formerly Metro Camden Habitat for Humanity, is an independent self-sustained 501c (3) non-profit affiliate of Habitat for Humanity International. CCHFH currently engages in multi-home, or tract, construction projects for low to moderate income families providing economic empowerment to partner families and sustainable community revitalization for municipalities and neighborhoods in which we operate.

### Mission

**Camden County Habitat for Humanity** partners with people, communities and organizations to foster economic empowerment and sustainable community revitalization by providing home ownership opportunities for those in need through housing construction and rehabilitation, discount home improvement retail outlets, financial education, job training and volunteer organization.

### Process

**Camden County Habitat for Humanity** fulfills its mission in cooperation with local Governments, Businesses, Community Groups, Foundations and Volunteers organizing Donations, Contributions and Volunteer Labor to produce opportunities for asset development. Each Partner family receiving such opportunity provides partnership in the one and only way to truly eradicate poverty housing while strengthening the social and fiscal fiber of communities.

### Locations

**Camden County Habitat for Humanity** is currently Headquartered in Camden, NJ and operates the ReStore—a discount home improvement store in Pennsauken, NJ. All operations and construction take place within and benefit Camden County, NJ

### Contact Information

Camden County Habitat for Humanity  
Main Office  
650 Clinton Street  
Camden, NJ 08103  
Phone: 856.963.8018 Fax: 856.963.9005

Camden County Habitat for Humanity  
ReStore  
6955 Central Highway  
Pennsauken, NJ 08109  
Phone: 856.486.0040

[www.habitatcamden.org](http://www.habitatcamden.org)

[info@habitatcamden.org](mailto:info@habitatcamden.org)

### Leadership and Management

Camden County Habitat for Humanity is managed by a paid professional staff and led by a volunteer Board of Directors.

Executive Director: Eugene F. Brooks

Board President: Bernadette Davis

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## Noteworthy

- In 2011 a restructuring occurred resulting in staff changes and a two year transitional business plan, our most aggressive plan to date. As part of the plan the affiliate changed monikers from Metro Camden Habitat for Humanity to Camden County Habitat for Humanity (CCHFH) to more accurately reflect our expanded mission. This new direction calls for service to the entirety of Camden County, NJ as well as expansion of the ReStore from the current 15 thousand sq/ft footprint to 25 thousand. This will make the ReStore largest in the Philadelphia Metropolitan area and provide greater operational funds. Preparations for the fulfillment of this expansion are underway.
- This holiday season CCHFH launched the 2011-2012 Capacity Campaign in support of our mission expansion. This includes a large grant writing, donor stewardship, construction fund solicitation and volunteer drive. Simultaneously a communications campaign began, which thus far has launched a new website, still at [www.habitatcamden.org](http://www.habitatcamden.org), and produced collateral material reflective of a new era in our history.
- This year the CCHFH affiliate plans on dedicating 6 houses to Partner Families. Immediately upon completing the move in process for Cooper Plaza Phase 1A, the affiliate will begin preparations for Cooper Plaza Phase 1B construction, while preparing plans for Cooper Plaza Phase 2
- To date, the Camden County affiliate's impact is:

### Construction:

- 49 homes built
- 2 multi-home projects completed
- 2 multi-home projects underway
- \$1.1 million in municipal revenue
- \$80,000+ in property taxes annually
- 98% mortgage success rate.

### ReStore:

- 18,000 sq/ft retail space and growing
- 1,000,000 lbs+ in repurposed materials to date
- 41,800 lbs saved from landfills monthly
- 15,000 Customers served annually



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## Recent Press Releases

### **Camden County Habitat for Humanity FOR IMMEDIATE RELEASE**

Contact: Eugene Brooks, Executive Director  
Phone: 856-963-8018 ext. 101  
E-mail: Eugene.Brooks@habitatcamden.org  
Website: www.habitatcamden.org

#### **Eugene Brooks Appointed New Executive Director of Camden County Habitat for Humanity**

*August, 2011, Camden, NJ* – Bernadette Davis, President of the Board of Directors for Camden County Habitat for Humanity, has announced the appointment of Eugene Brooks as the new Executive Director.

Brooks, a former manager for a Habitat for Humanity affiliate, brings 20 years of organizational and project management expertise to this dynamic organization. During his tenures as residential and commercial construction managers for multimillion dollar projects, Brooks implemented countless cost saving, quality and process improvements that surpassed both customer expectations and organizational goals.

"Eugene's abilities and insight make him a natural choice to lead Camden County Habitat for Humanity through the organizations largest service expansion in recent history...and into the future," says Davis.

A devoted husband and father, Brooks understands service to community first-hand. He has served as an Emergency Medical Service Board member, School Board Safety Advisor and Liaison Officer for the Marine Corps Toys for Tots program. An Iraqi war veteran and Naval Services Fleet Marine Force Corpsman Leading Enlisted Officer, Brooks manages hundreds of service members in international medical missions and readiness training operations.

"We are not satisfied just placing families into pretty houses," says Brooks. "Camden County Habitat for Humanity promotes community in the neighborhoods in which it works and provides education and support to help new homeowners succeed."

Camden County Habitat for Humanity is a non-profit housing organization that partners with people, communities and organizations to foster economic empowerment and sustainable community revitalization by providing home ownership opportunities for those in need through housing construction and rehabilitation, discount home improvement retail outlets, financial education, job training and volunteer organization.

For more information about how you or your organization can get involved, visit online at [www.habitatcamden.org](http://www.habitatcamden.org) or contact Camden County Habitat for Humanity at (856) 963-8018 or [info@habitatcamden.org](mailto:info@habitatcamden.org).

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### **Camden County Habitat for Humanity FOR IMMEDIATE RELEASE**

Contact: Eugene Brooks, Executive Director  
Phone: 856-963-8018 ext. 101  
E-mail: Eugene.Brooks@habitatcamden.org  
Website: www.habitatcamden.org

#### **Camden County Habitat for Humanity Launches New Website**

*December, 14 2011, Camden, NJ* -Camden County Habitat for Humanity (CCHFH) launched a new website today. Newly appointed Executive Director Eugene Brooks stated, "We wanted our new site to be less complicated and support our communication. We want to give information to our supporters, volunteers and the community – the partners in our mission of providing economic empowerment and sustainable community revitalization." CCHFH's website launches with their 2011-2012 Capacity Appeal, which will provide funds for mission expansion. The Camden affiliate reached out to a southern NJ business for help with the website.

#### **Asbury Mobile Chosen for the Work**

The web project was produced by Asbury Mobile ([www.asburymobile.com](http://www.asburymobile.com)), chosen for reputation and previous work. Asbury Mobile's Jamie Moran enjoyed the project saying "...it was for a good cause, and they were very clear about their needs- simplicity of design, flexibility, ease of navigation, no more than 3 clicks to get information, they were easy to work with and had a clear vision."

#### **Working Towards a Bigger Impact**

CCHFH is coming back strong from a restructuring early in the year. Already they've doubled construction output and are scheduled to finish the Cooper Plaza Phase 1a project this spring with new projects beginning directly after. Brooks said of this schedule "... we have a few things in the pipeline, namely Cooper Plaza 1B, Rehabs throughout Cooper Lanning and Cooper Plaza Phase 2 on the Horizon. We want the website to broadcast this information and gain mission support to have a greater impact in Camden City, and in the County. It's important to us and the communities we work with, what we do is needed now more than ever." Camden County Habitat for Humanity is a non-profit housing organization that partners with people, communities and organizations to foster economic empowerment and sustainable community revitalization by providing home ownership opportunities for those in need through housing construction and rehabilitation, discount home improvement retail outlets, financial education, job training and volunteer organization. For more information about how you or your organization can get involved, visit online at [www.habitatcamden.org](http://www.habitatcamden.org) or contact Camden County Habitat for Humanity at (856) 963-8018 or [info@habitatcamden.org](mailto:info@habitatcamden.org).

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## Programs

### **Construction**

We build to reduce waste, lessen carbon footprint and create a low cost/maintenance long lasting home to ensure partner family success. Our Homes are constructed according to Energy Star Version 3.0 guidelines and enveloped with spray foam ensuring high R values. We use high efficiency heating/cooling systems- circulated by ceiling fans in all bedrooms. Interiors have low VOC paints/carpets and long lasting durable engineered hardwood floors.

Cement product exteriors eliminate maintenance expenses and row homes receive a truss roof to lower maintenance and heating costs. Our houses are built with a mix of efficient volunteer and professional labor, all projects are managed by the Camden County Habitat for Humanity Construction team. Our construction team trains all volunteers in construction and site safety and provides an atmosphere that promotes learning for every individual and a team building exercise for groups.

### **ReStore**

The CCHFH ReStore New Used and Donated home improvement goods like furniture, home accessories, building materials and appliances. The ReStore accepts donated goods which are sold to the general public at a fraction of the retail price. The proceeds help local Habitat affiliates fund the construction of Habitat homes within their communities. Our ReStore provides an environmentally and socially responsible way to keep good, reusable materials out of the waste stream while providing funding for Habitat's community improvement work.

### **Family Partnership**

Every Habitat for Humanity build requires a partner family for success. These are low to moderate income families who find traditional interest bearing home loans out of reach. Families meeting our income, home ownership education and sweat equity requirements, partner families become homeowners. They pay full price for their house and demonstrate Habitat's "Hand up, not a Handout" philosophy. These homeowners contribute to their community as both taxpayers and responsible citizens. This arrangement provides true ownership and economic empowerment through asset development, planting the seeds for a thriving community.

### **Mortgage**

Camden County Habitat for Humanity services our own loan program. We maintain our mortgages as any loaning entity would, with one difference, we offer the Habitat for Humanity 0% loan. All loan payments are used to aid the affiliate's construction of new homes for more partner families. By maintaining our partnership approach, we ensure the success of our partner families and the communities we serve.

### **Cars for Homes**

If you have an older car, truck, van, trailer, RV or boat taking up valuable space in your yard donating it to Camden County Habitat for Humanity is the easiest way to make room. Car donations to Camden County Habitat for Humanity go directly to our local mission of eliminating poverty housing. It also saves you the time and energy of finding a buyer.

By donating a car to our vehicle donation program, you can help Camden County, NJ residents build houses in partnership with families in need of a hand up, not a hand out.

It is quick and easy to donate a vehicle whether it runs or not! Plus, you may be eligible for a tax deduction (consult your tax advisor or the IRS for details).

### **Internship**

Camden County Habitat for Humanity Internships offer students valuable skills while making a difference with an affiliate of a top ten non-profit home building organization. We offer experiences in the following areas of study: Management, Marketing, Public Relations Finance, Accounting, Retail and other academic courses of study depending on affiliate needs and student availability. Our current intern is a Masters Candidate from the Rutgers Walter Rand School of Social Work. The focus of this internship is the development of the CCHFH Community Garden program focusing on the integration of fresh vegetable garden into our current and future Camden homes, nutrition education and a self sustaining component of vegetable start resale through our ReStore and vegetable sales through a community garden stand at the future garden location. The garden itself is thematic of the partner family process on and will become part of our sweat equity program, promoting total family involvement.

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## Contact Sheet

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