



**Habitat
for Humanity®**
La Crosse Area

Help Build It!



Vision

A world in which everyone has a decent place to live.

Mission

Seeking to put God's love into action, Habitat for Humanity - La Crosse Area brings people together to build homes, communities, and faith.

Contact Us

Habitat for Humanity -
La Crosse Area

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La Crosse, WI 54602-2123
(Offices at the Habitat ReStore)
608-785-2373
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info@habitatlacrosse.org

Habitat ReStore

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restore@habitatlacrosse.org

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2011 House of Hope

You can build a house and help to eliminate poverty housing in our community – without picking up a hammer! Consider making a contribution to the House of Hope, or if you have a business (or influence with someone who does) become a Board or Icon Host. It's easy to do; we'll provide you with a 2x4 board and/or Icons and a collection box and ask you to place it in a visible, high-traffic location in your office and encourage employees, customers, visitors, and passers-by to sign the board or Icon, and drop a dollar into the collection box. That's it!

HOW IT WORKS:

The event begins with your commitment to host a House of Hope board or paper icons; if you want to take your commitment to the next level there are also sponsorship opportunities available at a variety of levels (see page 7).

Board Hosting: Beginning now, 2x4 boards will be displayed at Board Host locations throughout the community. Each board comes with a collection box, signage, and colored markers. Members, customers, and employees of the Board Hosts can support Habitat

for Humanity by signing their name on the board, and making a donation of \$1 or more.

Paper Icon Hosting (NEW!): Customers and visitors donate a dollar to House of Hope, and in return you post a House of Hope paper icon on which the customer's name can be written. This type of fundraising may be more convenient for you as a Host if you have limited space for displaying a 2x4 board. This can be done instead of or along with Board Hosting.

At the end of this event, all the money raised and all the signed 2x4's will be used to build the home we designate the House of Hope. The paper icons will be displayed and used to decorate the Habitat home's interior when we hold the Dedication Celebration.



Major Sponsors:



The La Crosse Radio Group:



Homebuilder Sponsors:



Gold Sponsors:

Colgan Air Services

Toolbelt Sponsors:





Board

- Mike Poellinger - President
- Jeff Wrobel - VP/Treasurer
- Tom Clafin - Secretary
- Ken Kryzenske - Past President
- Sarah Arendt-Beyer
- Jennifer Burns
- Gina Gerrard
- Tom Kieffer
- Brad Quarberg
- Myrna Schmidt
- Lori Turner
- Eric Skinner
- Tom Uphaus

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Construction Manager

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Jenny Sanders
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Warehouse Coordinator

Mike Pelch
mike@habitatlacrosse.org

Fund Development Coordinator

Kara Furr (VISTA)
dc@habitatlacrosse.org

Volunteer Coordinator

Kati Fanning (VISTA)
volunteer@habitatlacrosse.org

Comings and Goings

Welcome to new members of our Board of Directors! Four people were recently elected to three-year terms: Sara Arendt-Beyer, Marketing Manager at AVS; Jennifer Burns, CPA at McGladrey; Lori Turner, Accounting at Western Technical College; and Pastor Tom Uphaus (retired). We look forward to working with them!

We wish to express a heartfelt thanks to Kurt Schuldes, Pastor Chris Crye, and Tom Knothe for their years of service on Habitat's Board of Directors! Kurt has been involved with Habitat for Humanity for years; he started on our Family Selection Committee, then in 2006 he joined the Board of Directors, eventually serving as the Vice President and President. He has worked with us at the Chili Cook-off, helped with House of Hope, volunteered on construction sites, and attended every Raise the Roof event (he's the bass player in The Remainders). Chris has served on the board since 2005; he served as the chair of our Family Support Committee for several years, and he approached his work with Habitat for Humanity as a continuation of his ministry with Neighborhood City Church of La Crosse. Tom Knothe served on the board since 2007 and often acted as our liaison with Viterbo University, where he is employed.

We appreciate the time and talent that Kurt, Chris, and Tom brought to their work with us, and send them our very best wishes.



At the end of July we said goodbye to AmeriCorps VISTAs Sara Halberg, who completed two years of service with Habitat for Humanity as a Fund Development Coordinator, and Kelsey Schwarz, who

finished one year as a Volunteer Coordinator.

We thank them for their service and are grateful for all the good works they accomplished during their terms. Sara is staying in La Crosse permanently and Kelsey has moved to Los Angeles. We wish them the very best!

Immediately on the heels of their departure, we welcomed two new AmeriCorps VISTA's, who will both serve with Habitat for Humanity for one year; Kara Furr is the Fund Development Coordinator, and Kati Fanning is the Volunteer Coordinator.



My name is Kara Furr and I am going to be serving as the Fund Development Coordinator VISTA for the next year. I am a La Crosse girl, born and raised. After I graduated from Central High School, I moved away to complete a B.A. in English Studies at Trinity College, Dublin, and I am happy to be back and working in this area again.

Straight out of college, I spent a summer with the Habitat for Humanity Winona-Fillmore Counties affiliate as an assistant to the construction manager. The experience that I had there was a major influence in my decision to take the Fund Development Coordinator position at this affiliate. I learned there that I want to contribute to something that I find meaningful, and that I enjoy working with people who feel the same way. I took this position in part to gain more experience working for nonprofits, but also because I believe in Habitat for Humanity's mission, and because I want to help make my hometown a better place to live for people of all backgrounds.

I hope to be able to take a step in this direction this year as I attempt

to raise cash and in-kind donations and increase the community's awareness of Habitat for Humanity La Crosse Area. I will be working on a number of projects over the coming year, including finding funding for the home repair program that we are launching, writing grants to fulfill our worksite safety needs, and working with Kati to strengthen our relationship with area churches.

I look forward to a productive and challenging year, and I am excited to meet everyone.



My name is Kati Fanning, and I will be serving as the Volunteer Coordinator VISTA for the next year. I grew up in

Sparta, Wisconsin, and attended and graduated from the University of Wisconsin-La Crosse with my Bachelor of Arts degree in Political Science, with a concentration in Pre-Law and a minor in German Studies. I decided to join AmeriCorps after graduation in order to gain some real life experience before applying to law schools. I also have an application pending with the Peace Corps, and am really hoping to take on that experience after my time here is finished.

Over the next year, I will be working in conjunction with my fellow VISTA Kara to develop our Faith Relations Committee. As a Christian-based ministry, we feel it is important for our affiliate to strengthen and expand our relationships with area religious groups of all faiths and denominations. We are also working on developing our Critical Home Repairs program in partnership with Couleecap's Weatherization program. We are very excited to see where this program takes us over the next year.

I look forward to meeting everyone and getting to know you over the next year.

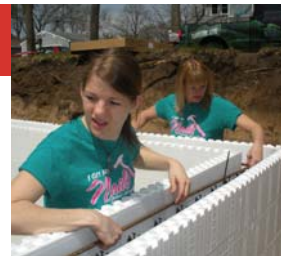


Construction News

Looking back over the summer, we have much to be thankful. We would like to express our thanks and gratitude to the hundreds of volunteers who gave their time and talent working on two homes: 922 Hope Court, Holmen in partnership with Seng Xiong and Ger Yang and their six children, and 1733 Kane Street, La Crosse in partnership with Hang Yang and Ka Ying

Xiong and their five children. We held a Dedication Ceremony for the Hope Court house on October 1, but the Kane Street home has a way to go before we are ready to sell it to the Yang-Xiongs. If you would like to sign up for a shift to work on the home, please contact Volunteer Coordinator Kati Fanning at volunteer@habitatlacrosse.org.

In the next several months, we will be working on home repairs in partnership with Couleecap; the housing stock in our community is aging and Habitat for Humanity can help low-income homeowners with critical repair issues. Then, in early 2012 we will be starting construction on two homes on Willow Street in Viroqua.



(Left)
922 Hope Court
(Right)
1733 Kane Street
Partner family
Hang Yang &
Ka Ying Xiong



Longfellow/SOTA II Runnin' For a Reason 5k

On Wednesday, June 1 the students, teachers, and staff ran for a reason. The students pick a recipient of their fundraising and for the second annual 5k they chose Habitat for Humanity - La Crosse Area. The students raised \$1000.00 from donations and t-shirt sales. Thank you Longfellow and SOTA II in doing your part in helping eliminate poverty housing.



State Bank 20th Annual Chili Cookoff

Celebrating 20 year of heartburn and caring!

Saturday, October 8, 2011

11:30 a.m. to 2:30 p.m.

State Bank Financial Parking Lot

401 Main Street Downtown La Crosse



Buttons are on sale at State Bank in Downtown La Crosse!

Buttons \$20 (good for 4 admissions and enters you in a prize drawing)

Proceeds benefit:

Sponsored by:



Upcoming Events

Monday, October 3

World Habitat Day

Saturday, October 8

Chili Cook Off at the State Bank Parking Lot, downtown La Crosse, from 11:30 am to 2:30 pm

Saturday, October 8

eWaste Event at Holmen Fire Hall from 9 am to 1 pm

Saturday, October 15

Living Green Expo at WTC from 11 am to 4 pm

Saturday, October 22

Women's Expo at the Omni Center from 11 am to 2 pm

Thursday, November 24

ReStore Closed

Friday, November 25

ReStore Closed

Saturday, December 24

ReStore Closed

Saturday, December 31

ReStore Closed



2011 Women Build Teams

- Chicks With Sticks
- Coulee Region Volunteers Coordinators
- County Government Women
- French Creek Lutheran Church
- Gundersen Lutheran Health Plan
- Gundersen Lutheran ICU
- Gundersen Lutheran PICU
- Holmen Stud Finders
- JCPenny
- Ladies on Ladders
- LexisNexis
- Logistics Health
- Metropolitan Salon and Day Spa
- ReStore Women
- Saw Sisters
- TCI
- The Schwarz Crew
- UW-La Crosse Habitat Chapter
- Walgreens
- YWCA
- Groups of Individual Women



2011 Women Build

On Saturday, April 30th we broke ground at 1733 Kane Street in La Crosse with a group of about 20 women volunteers, who were the captains representing the teams that had signed up to participate in our 3rd Women Build project!

Women Build is a program created by Habitat for Humanity International, to encourage women to come together and join with Habitat for Humanity to work to eliminate poverty housing. It kicks off each year on Mother's Day weekend. Locally, we held our first Women Build in 2009 with a group of about 12 women who enthusiastically came to a work site for one day. Because we had such a strong positive response, in 2010 we expanded Women Build to last a week. This year, due to popular demand, Women Build was held from April 30th to August



31st and we welcomed over 200 women to our work site.

Each Women Build team was asked to raise a minimum of \$1000. Each team rose to the occasion and found some very creative ways to raise money – making and selling egg rolls, root beer float sales, bake sales, house parties, and asking their friends to sponsor them with a pledge.

August 31st marked the official end of Women Build 2011, and what a successful journey it was! We are very, very excited to announce that not only did we meet our initial fund raising goal of \$20,000, but we more than doubled it! With a very generous matching grant from the La Crosse Community Foundation, this year's Women Build was able to raise a grand total of \$53,683.54! Congratulations, everyone! Habitat for



Humanity-La Crosse Area is extremely lucky to be a part of such a dedicated, hard-working community. We truly appreciate all the support from those who were a part of Women Build 2011, whether you were a committee member, a member of a construction team, or a donor or a sponsor. We could not have done it without you!

We're already begun initial plans for Women Build 2012. As always, we'll be kicking it off on Mother's Day weekend, and we the Women Build home will be build on Willow Street In Viroqua.



We have blown the roof of our goal of \$20,000 for Habitat for Humanity!!

Through the Eyes of a Volunteer

What a summer! One we'll never forget.

In order to meet the fundraising goal that the Habitat for Humanity set for us, we spent the summer collecting spare change at church, going door to door in our community, and we hosted a food booth at a local event. And with the generosity of our friends, family and neighbors we were able to exceed our goal. We are very blessed to be surrounded by such giving and caring people. We built the last week in August, which was the final week of the Women's Build. We built on Kane Street on Thursday and Friday. And Saturday, we worked at Hope Court. We were able to meet and work with the families that we were building for. This was indeed a pleasure.

When we left Kane Street on Friday, all the exterior walls of the house were put up on the main floor. As I walked away, I turned and looked at the progress that had been made. What an outstanding feeling! To think, all of that work that had been completed. Not just by our French Creek team, but by ALL of the Women's Build teams since April 30th (the day this project started). All of these women, many without any construction experience, aside from the fact that they could put a nail in the wall to hang a picture. All of these women, who were relying on guidance and instruction from the one man on site.

I would like to thank you, Jai, for all that you have done. I have no

doubts about the abilities of women what-so-ever. But to take many different groups of women, each with different backgrounds and personalities, people you've never met, and to lead them into "unknown territory" and make them successful. It is truly a gift, and I believe that you are in the right place.

We thank the Habitat for Humanity for providing this amazing opportunity. Thank you to our friends and family for helping our team to achieve our goals.

Sincerely,
French Creek Women's Build team
Jen Nelsestuen
Team Lead

ReStore Review

Steve Baker, ReStore Manager

It's been a busy summer at the ReStore. We've had record sales, lots of great donations, changes on staff. After two years, Jim Noel moved on to work at Kitchen Solvers and now Mike Pelch has taken his place. Recently, we have also added several new volunteers. I won't name them all here, but I would like to welcome them to our team.

As most of you already know most of our team consists of volunteers from the community just like you who come to our store once a week (or sometimes more!) for a few hours. They run the cash register, receive donations, and are the heart of what we do.

They are the reason our store can exist. People volunteer for any number of reasons – a chance to meet new friends – a way to see and learn about building materials – a belief in keeping useable and sellable items out of the landfill – and of course, a basic belief in the mission of our organization. We'd also love for you to join us, whatever your reason may be.

Most of our volunteers come in once a week for 3-4 hours, some more, some less. They operate the cash register, process donations, help with pick ups, and provide customer service on the sales floor. Some make displays, and other still help in the office. If you

think you might be interested in volunteering, you can contact us three ways – stop in the store and ask the cashier for assistance, call us and ask for Kati Fanning at 608-799-4192, or visit our website www.habitatlacrosse.org. We look forward to hearing from you.

Also, I want to mention the free eWaste collection event being held October 8 at the Holmen Fire Hall. Bring any old broken or obsolete computer, televisions, microwaves or other electronics (big or small). As mentioned, the event is free although cash donations are welcome. Thanks go out to Judy and the Holmen Rotary for staffing the event!



Habitat ReStore

434 Third Street S
 (between King and Cass Street)
 La Crosse, WI 54601
 (608)785-2375
www.restorelacrosse.org

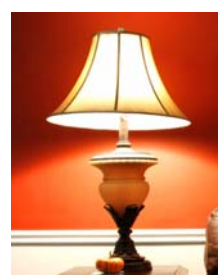
ReStore Hours

Wednesday 10 am - 6 pm
 Thursday 10 am - 6 pm
 Friday 10 am - 6pm

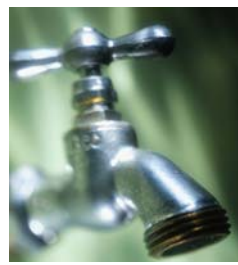
Mission

- ... To raise money for the building of Habitat houses.
- ... To sell usable merchandise at reasonable prices.
- ... To recycle building materials, keeping them out of our landfills and in circulation where they can benefit the La Crosse area.
- ... To promote awareness of Habitat for Humanity - La Crosse Area and it's goal of eliminating poverty housing in our community.

Upcoming ReStore Sales



50% Off
Lighting
October 1 - 15



50% Off
Plumbing
October 19 - 29

RECYCLE EWASTE AT THE RESTORE

**Need to dispose of electronic equipment?
 Don't throw it away, bring it to us!**

The Habitat for Humanity-La Crosse Area ReStore is now your electronics recycling center! Recycled electronics can be repurposed even if the entire unit is out of date or not functional. If thrown in a landfill, some electronic components can even be harmful to the environment. This is why the Habitat ReStore has partnered with Vintage Tech Recyclers to help people safely and responsibly recycle their electronics.

We make it easy and convenient for you or your business. Simply bring your items to the Habitat ReStore during store hours or call for a pick-up. We require a cash donation for all e-waste products which will help keep usable materials out of landfills and help fund Habitat for Humanity's mission of building affordable homes for low-income families. Pick-ups are available to businesses who donate in bulk. Contact restore@habitatlacrosse.org or 608-785-2375 for business pickups.

Accepted Materials

TVs	VCRs	Telephones
Computers	DVD Players	Fax Machines
Monitors	Scanners	Cameras
Printers	Copy Machines	Camcorders
Microwaves	Gaming Systems	Cell Phones

Vintage Tech Recyclers ensures items are recycled responsibly. They promise... on-site data security, zero landfill policy, and environmentally sound – 98% of materials can either be reused or recycled to their original state.

Free eWaste Event
Saturday, October 8, 2011
9 am - 1pm
Holmen Fire Hall
(710 South Main Street, Holmen)

What We Do

The Habitat ReStore is a unique building materials retail outlet that enables you to buy supplies you need for home or office renovation, remodeling, and decorating projects at a fraction of the cost.

We collect new and used building materials and sell them at a fraction of retail prices. All profits go directly to Habitat for Humanity - La Crosse Area for building more houses and remove families in need from poverty housing.



Volunteering

Most people think of hammers and nails when they think about volunteering for Habitat for Humanity. And that's what a lot of our volunteers do - they help us build homes in partnership with families in need.

However, we have a constant need for volunteers in many other areas. Due to the tremendous amount of planning, management, fundraising, etc. required to build just one home, we rely on volunteers to help us in many areas of our day-to-day operations. The unparalleled expertise and dedication of volunteers helps Habitat - La Crosse Area grow and enables us to keep home prices low for our future homeowner families.

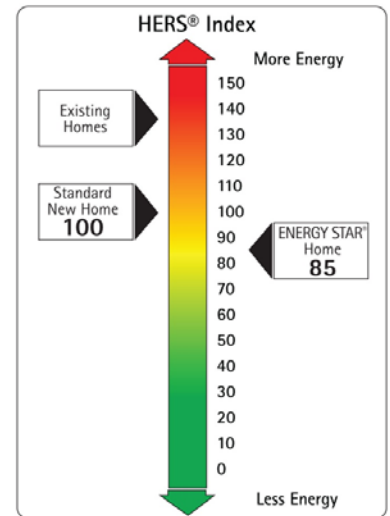
We're currently looking for people to help in our ReStore, in our office, and on our work sites. You don't need to be an expert in any of these fields to help out. There are many tasks that require only a willingness to learn and work with others.

Contact Kati Fanning at volunteer@habitatlacrosse.org for more information.

Striving for Energy Efficiency

We have made a great accomplishment in energy efficiency with our last home on Hope Court. Skinner Construction, Inc. (a partner with Focus on Energy) recently completed an energy audit on 922 Hope Court, and the results were outstanding. The home has a HERS Index rating of 45. The HERS Index is a scoring system in which a home built to the specifications of the HERS Reference Home scores a HERS Index of 100, while a net zero energy home scores a HERS Index of 0. The lower a home's HERS Index, the more energy efficient it is in comparison to the HERS Reference Home. Each 1-point decrease in the HERS Index corresponds to a 1% reduction in

energy consumption compared to the HERS Reference Home. This means that this home is 55% more efficient than their reference home, and 85% more efficient than most existing homes. Additionally, according to their reports, the house will cost \$223.00 to heat for the year, and the total annual energy costs will be \$1700.00, which averages a monthly energy bill of \$142.00. This house exemplifies Habitat for Humanity's commitment to building homes that are energy-efficient, healthy to live in and affordable for the families to maintain over the long term. Continuing to build homes like these will help our families save on energy bills and lessen the impact on the environment.



World Habitat Day 2011

A day of grassroots action to unite our efforts to eradicate poverty housing.

The United Nations has designated the first Monday in October as annual World Habitat Day.

World Habitat Day 2011:

This year, Habitat for Humanity is engaging in a series of special activities over six weeks to highlight the need for safe, decent and affordable shelter.

Locally, we observed it on Saturday, October 1st with the dedication of our 34th Habitat home located at 922 Hope Court in Holmen in partnership with Seng Xiong and Ger Yang and their six children.

World Habitat Day is Monday, October 3, and activities will continue into November with the 28th annual Jimmy & Rosalynn Carter Work Project in Haiti. The primary three activities are:

... **World Habitat Day:** Habitat organizations in every U.S.

state and in more than 40 other countries around the world will organize local World Habitat Day events throughout October.

... **Build Hope, An Evening Honoring Humanitarian Leadership:** An evening event with dinner, entertainment and remarks from special guests will be held on Thursday, October 6th in Washington, D.C. Build Hope will focus attention on World Habitat Day and will emphasize Habitat's post disaster recovery work in Haiti. The event will also launch Habitat's flagship annual event, the Jimmy & Rosalynn Carter Work Project.

... **Habitat's 28th Annual Jimmy & Rosalynn Carter Work Project:** This event will be held in Haiti, Nov. 5-12, as the culmination of Habitat's observance of World Habitat Day. Carter Work Project volunteers will build 100 earthquake-resistant homes in the city of

Léogâne — considered to be the epicenter of the January 2010 earthquake. Learn more about the Carter Work Project by visiting www.habitat.org.

The purpose of World Habitat Day:

- ... To call attention to the current global state of the human habitat.
- ... To push toward adequate housing for all.
- ... To dismantle and alter the systems that reinforce and entrench poverty housing.
- ... To make an affordable, decent place to live a reality for all.





Every donation helps change someone's world.

Imagine your contribution combined with those of other individuals, businesses and organizations from around our area. Imagine what you could mean to a family in need of a safe and decent house.

Please give today.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

I would like my gift to be anonymous in publications.

___ My business, church, or organization will be a 2011 House of Hope Sponsor!

- | | |
|----------------------------------|-------------------------|
| ___ \$ 2500 Event Sponsor | ___ \$ 250 Gold Sponsor |
| ___ \$ 1000 Home Builder Sponsor | ___ Board Host |
| ___ \$ 500 Toolbelt Sponsor | ___ Paper Icon Host |

___ I would like to give a donation!

- ___ \$ 480+ Arcitect's Club
- ___ \$ 240 Homebuilder's Club
- ___ \$ 120 Carpenter's Club
- ___ Other: \$ _____

___ Check enclosed made out to Habitat for Humanity-La Crosse Area

___ Please Bill Me: ___ Monthly ___ Quarterly

___ Charge my: ___ Visa ___ MasterCard

Name as it appears on card: _____

Card No. _____ Exp. Date: _____

Planned Giving

Charitable gifts included as part of your long range estate and financial planning can offer a wonderful way to provide lasting support for organizations like Habitat for Humanity-La Crosse Area that will survive well into the future. It can be possible to make a "gift of a lifetime" while minimizing taxes and settlement costs and conserving more of your estate for loved ones. Like a university, church, or hospital, Habitat for Humanity-La Crosse Area needs a stable source of long term funding.

Planned gifts provide an opportunity both to realize your personal financial goals and to strengthen Habitat For Humanity-La Crosse Area for the future. Through a planned gift, you may be able to increase your current income, or provide additional retirement income, while reducing income and estate taxes.

Types of Planned Gifts:

- Bequests
- Gifts of Appreciated Stock
- Life Insurance
- Retirement Plan Gifts
- Memorial Gifts

Contact Cori Skolaski at cori@habitatlacrosse.org for more information.



PO Box 2123
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www.habitatlacrosse.org

Building houses, building hope

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**Help
Build It!**

Donate a Car to Help Build Homes

Here is your chance to make a difference in a unique way! Donate your vehicle to build Habitat for Humanity homes in the La Crosse Area through Habitat International's Cars for Homes™ program! Simply call 877-277-4344 or visit the www.carsforhomes.org to donate cars, trucks, boats, RVs, motorcycles, airplanes or other motorized vehicles – running or not!

Accepted vehicles are sold through wholesale auctions, salvage yards and automotive recyclers. Donors are sent acknowledgment from Habitat for Humanity International and the forms required by the IRS regulations. Net proceeds are disbursed to affiliates, based on zip code of the donor, as unrestricted funds to help build more homes.