



**Habitat**  
**for Heroes**

Habitat for Humanity® | La Crosse Area Veterans

## VETERAN BUILD SPONSORSHIP PACKET

Please join us in our efforts to make the dream of homeownership a reality for a deserving local Veteran and their family!

**THIS WILL BE A HOME  
FOR A VETERAN BUILT BY VETERANS**



The first Veterans Build for Habitat for Humanity La Crosse Area will be a new construction home at 957 Hood Street in La Crosse for a local veteran and their family. Construction will be complete in Spring of 2021.

## **ABOUT HABITAT FOR HUMANITY LA CROSSE AREA**

### **OUR VISION**

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

### **OUR MISSION**

- Seeking to put God's love into action, Habitat for Humanity-La Crosse Area brings people together to build homes, communities, and hope.
- We believe that decent, affordable housing should be a matter of conscience and action; we realize that there are people in our community who are living in inadequate conditions and that joining together we can provide a hand up – not a hand out.
- For many of us, it will be an eye-opening experience to see what homes and conditions are like for many of the poor. We believe that many stereotypes will be dispelled as people of different economic, ethnic, or religious backgrounds work together. We all share a common humanity, with similar frailties, strengths, and aspirations.

## **ABOUT HABITAT FOR HEROES**

"Habitat for Heroes" is a new initiative at Habitat for Humanity La Crosse Area. This program, aimed at helping local veterans, began with the formation of a committee which includes representation from area veterans, veteran's family members, local businesses, and local veteran organizations including the La Crosse Vet Center, Logistics Health, the UW-La Crosse Student Veterans Association, the La Crosse Area Veterans Mentor Program, the La Crosse County Veterans Services, and the local VFW.

### **OUR GOALS:**

- To encourage interaction, skill development, and support for veterans through volunteerism.
- To break ground on a home for a local veteran and their family by fall 2019.

Veterans Build will engage hundreds of affluent supporters of Habitat, including executives and professionals from the Coulee Region's active business community.

We invite you to join us as a corporate sponsor, and as a benefit, your business will receive outstanding recognition and visibility.

## **BRANDING**

- 2016 #1 Overall Nonprofit Brand in America\*
- 2016 #1 Most Loved Nonprofit Brand in America\*
- 2016 #1 Most Trusted Nonprofit Brand in America\*
- Awarded by 2016 Harris Poll Equitrend Study

## **CONTACT**

**Tori Kirkconnell**

Critical Home Repair AmeriCorps VISTA

608.615.0026

[tori@habitatlacrosse.org](mailto:tori@habitatlacrosse.org)

[www.habitatlacrosse.org/veterans-initiative.htm](http://www.habitatlacrosse.org/veterans-initiative.htm)

## **SOCIAL MEDIA**

**Facebook:**

[@hfhlacrossearea](#) (3,559 followers)

**Twitter:**

[@HabitatLaCrosse](#) (445 followers)

**Instagram:**

[@HabitatLaCrosseArea](#) (829 followers)

**VETERANS BUILD HOUSE SPONSORS ARE:**

- Corporations
- Small Businesses
- Faith-based Organizations
- Civic Groups
- Individuals
- Foundations

**THESE PARTNERSHIPS ARE CRITICAL TO ACCOMPLISH HABITAT FOR HUMANITY LA CROSSE AREA’S MISSION.**

- At- risk families benefit from the life-changing opportunity of homeownership.
- Neighborhoods and communities benefit from stability and prosperity that homeownership brings.
- Veterans benefit from learning new skills, growing their confidence, and making a positive difference.
- House Sponsors benefit from their collaboration with Habitat for Humanity La Crosse.

Becoming a La Crosse area Habitat for Humanity Veterans Build Sponsor is an excellent way to engage our organization in the La Crosse area and make a lasting difference in the lives of hardworking and deserving families. Habitat homeowners work alongside sponsors and volunteers building the home. Working together to build positive relationships, gaining understanding about the need for affordable housing, and the ability to transform lives and communities.

*Upon completion of the home, Habitat for Heroes will be celebrating our first ever Veteran Build home. During the home dedication (date to be determined), an American flag will be raised over a brick courtyard that will memorialize the home and the efforts of our sponsors and volunteers. Show your support for Veteran housing by being a part of this commemorative event and permanent tribute by sponsoring our Veteran Build home. Sponsors can have their name and logos placed on bricks that will make up the base of the flagpole.*

<b>SPONSORSHIP OPPORTUNITIES</b>							
<b>Yes,</b> we will help build a Habitat home in the La Crosse area by participating as a Veterans Build Sponsor at the following level:							
	□	□	□	□	□	□	□
Sponsor Benefit	Platinum \$25,000	Gold \$10,000	Silver \$5,000	Bronze \$1,000	Warrior \$500	Patriot \$100	In-Kind Donation
<b>Brick in Flag Stand</b>	12x12 Brick with Company Name / Logo	8x8 Brick with Company Name / Logo	4x8 Brick with Company Name / Logo	4x8 Brick with Company Name			Depends on level of gift
<b>Team Build Opportunity (If desired)</b>	Up to Three days	Up to Two days	One Day				Depends on level of gift
<b>Flag Raising Event Invite</b>	★	★	★	★	★	★	★
<b>Recognition in our Annual Report</b>	★	★	★	★	★	★	★
<b>Recognition in our Monthly eNewsletter</b>	★	★	★	★	★	★	★
<b>Recognition on our Website</b>	★	★	★	★	★	★	★
<b>Thank You Card from Board</b>	★	★	★	★	★	★	★
<b>Habitat for Heroes T-shirt</b>	★	★	★	★	★	★	★
<b>Home Dedication Invite</b>	★	★	★	★	★	★	★

*\*For additional sponsorship opportunities please contact Michaela Wagner.*

## SPONSORSHIP AGREEMENT

Sponsor's Name (as it should appear on Habitat Promotional items):

---

Contact Person/Title

---

Address

---

City

State

Zip

---

Phone

Email

---

Website

**Please email your logo (PNG Format) to our Veteran's Build task force at:**  
michaela@habitatlacrosse.org when completing this form.

**Please make checks out to:** Habitat for Humanity La Crosse Area.

Check Enclosed

Amount \$ \_\_\_\_\_

Credit Card

Visa

MasterCard

AMEX

Discover

Card Number:

Exp. Date:

Security Code:

Signature:

---

***Please scan and email forms back to Tori Kirkconnell at [tori@habitatlacrosse.org](mailto:tori@habitatlacrosse.org)***

I agree to sponsor construction of the La Crosse area Habitat for Humanity's First Veteran's Build home at the level I have indicated above. Please use a copy of this agreement form as your invoice.

**Please return:**

mail: Habitat for Humanity La Crosse, 3181 Berlin Drive, La Crosse, WI 54601

email: [tori@habitatlacrosse.org](mailto:tori@habitatlacrosse.org)

fax: (888) 823-9830

---

Authorized Signature

Date

