Women Build
MAY 6-30, 2020
Why Women Build?

Women Build is an annual event hosted by the New Orleans Area Habitat for Humanity that brings together women from various backgrounds, skill levels, and industries to build a home alongside a hardworking local woman. This event, which began in 2017, has been a significant part of the New Orleans community, focusing on empowering women and challenging the stereotype that construction is a men's work.

Over the last three years, Women Build has raised over $300,000 to cover construction costs of the homes built, including those for Monica Grandpre, Brittani Frank, Kina Henry, and Michelle White, a licensed massage therapist and rugby player in her spare time.

Participating women have the opportunity to be part of an empowering experience not only for the homebuyers but also for themselves, as they break down stereotypes and set an example for others. The event also encourages male involvement through the Pink Tutu Krewe, which assists with parking, hospitality, and event setup.

The Women Build program aims to build stability, safety, and strong relationships with the homebuyer, in this case, Shelita Gordon, who will work 350 Sweat Equity hours as her down payment on her new house. She will purchase the home through Habitat's program with a zero percent interest mortgage that will not exceed thirty percent of her income, ensuring that this home is affordable.

The event takes place from 8:00 am to 4:00 pm, with various activities planned throughout the day, including coffee and check-in, a workday, networking, a surprise and delight环节, and the end of the work day. The program emphasizes the importance of women supporting women and making a positive impact on the community.

---

Why Women Build?

“I’m really impressed by the different groups of women who came out, I’m meeting women with similar stories. We all have the same struggle, it doesn’t matter where we come from.”

Michelle White, 2019 Homebuyer

“Girl power all the way! I’m all about women supporting women, I think that women are the key to making the world a better place.”

Zoe Thibeault-Stone, Team Leader

“You can sense the feeling of accomplishment radiating off these homeowners. Until you experience it, you can’t explain it in words.”

Elizabeth Selasky, Team Leader

---

A Day at Women Build

8:00 am - Coffee and check in
8:30 am - Workday begins
11:30 am - Lunch and networking
12:00 pm - Surprise and Delight!
12:30 pm - Return to work
4:00 pm - End of work Day

---

70 percent of our homes have a female head of household
64 percent of renters in New Orleans are spending more than a third of their paycheck on housing
56 percent of single mothers fall below the poverty line in New Orleans

---

Work Like a Woman

400 Women. 12 Days. One brand new home.
Since 2017 New Orleans Area Habitat for Humanity has hosted our annual Women Build, bringing together hardworking women from across the city to build a home alongside a hardworking local woman. Women Build takes place at Habitat affiliates across the nation, but we like to think that we do it best here in New Orleans. Over the month of May, a new home will be raised by teams of ladies from all backgrounds, skill levels and industries decked out in bedazzled pink hard hats. Over the last three years of Women Build we’ve raised over $300,000 to cover construction costs of the homes we’ve built for Monica Grandpre, cousins and neighbors Brittani Frank and Kina Henry and licensed massage therapist and moonlighting rugby player Michelle White.

To be a part of Women Build is to be a part of empowering women—not only our homebuyers, but the volunteers themselves who bust concrete, and the stereotype that construction is “men’s work.” Not that our fellas can’t get involved too! Our gentlemen’s auxiliary support group the Pink Tutu Krewe is there in the morning and afternoon to assist with parking, hospitality and event setup.

Together, we will build stability, safety and strong relationships with our homebuyer Shelita Gordon, who will work 350 Sweat Equity hours as her down payment on her new house. She will purchase the home through Habitat’s program with a zero percent interest mortgage that will not exceed thirty percent of her income, ensuring that this home is affordable.
Partnership Opportunities:

Presenting Sponsor $15,000
- Logo on the front of t-shirts
- Logo on site banner
- Featured in media opportunities
- Featured in Habitat’s social media
- Team build slot included

Team Build $5,000
- Teams of 10-20 volunteers
- Custom team t-shirt
- Coffee during registration
- Lunch provided for build day
- Surprise and Delight
- Hard hat bedazzling parties
- Volunteer kit
- Access to peer-to-peer fundraising software with technical support from Habitat staff
- $500 deposit to lock in your volunteer day

Lunch Sponsor
- Contribute lunch for 30-40 volunteers on a build day
- Be on site at approximately 11am
- Logo on all t-shirts
- Logo on lunch sponsor banner
- 1-5 employee volunteers
- Recognition on Habitat social media

Surprise & Delight Sponsor
- Provide a surprise and delight for 30-40 volunteers on a build day
- Be on site at approximately 12pm
- Logo on all t-shirts
- Logo on sponsor banner
- 1-5 employee volunteers
- Recognition on Habitat social media

All contributions should be made payable to New Orleans Area Habitat for Humanity and are tax deductible to the fullest extent of the law. For tax purposes, our federal identification number (EIN) is 72-0973161

2020 Build Dates
My name is Shelita Gordon, and I was born and raised in New Orleans. I have one beautiful three-year-old daughter named Madison Rose, and I could only hope to provide her with a home filled with love and security. My primary goal has been to give her a loving home where she could grow, explore, and learn. It was paramount to caring for my daughter and creating a wholesome, healthy environment for her to thrive in. That was also a great first step in helping me to accomplish my ultimate goal: home ownership.

By the grace of God, and Habitat for Humanity has helped me to achieve that goal. It’s not just about home ownership. I’ve learned many valuable lessons during this journey. I’ve learned that hard work and determination can help to evoke a sense of pride and accomplishment unmatched by anything else. I have learned that opening my heart and my mind can lead to a world of love, joy, hope and endless possibilities. There are endless possibilities I eagerly anticipate as I look to and plan for a positive future. I see hope in human kindness that I’ve encountered during this journey. I’ve learned that there is joy with each small victory along the way. I will carry these lessons and many more as I continue through my life journey, with the hope that I will teach my daughter to look for and embrace these same lessons.

For more information:
SassySweatyStrong.org
Sassy@habitat-nola.org
504.861.2077