



Welcome :



Schooley Mitchell &
**HABITAT FOR
HUMANITY**



SCHOOLEY
MITCHELL



Agenda:

1. Brianne and Braydon's Story
 2. Why?
 3. SM Franchisee Committee
 4. Head Office's Plan
 5. What's Next?
 6. Landing Page Walkthrough
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Why?

- Habitat is all about actually helping people
- They offer a hand up, not a handout
- Giving families the ability to breathe again with dignity



Our goal:

Have all SM franchisees participate in a Habitat for Humanity fundraising initiative, to be completed by September 2025 and celebrated at Annual Conference.



To help get us inspired I wanted to reintroduce our committee and let them tell you a little bit about what they are all doing...



Shannon Mischler



David Dow



Michelle Burlison



Lee Balaklaw



Shannon Mischler

“The Pittsburgh crew has created a dedicated landing page with our commitment to HFH that includes our information, links to donate, give now-in-kind donations, and a volunteer dashboard, which we will share via social media to our networks, along with information about the local HFH campaigns and events

We hope to **volunteer as a team** at the Restore, on the Build Site Program, Annual Youth Triathlon in July, and/or the Women Build in April/May.”



David Dow

"David is teaming up with Habitat for Humanity of McLean County for a *Swim-a-thon* "*Swim for Trim (and Lumber)*."

I have committed to swim 50 miles during the month of September and will be fundraising to friends, family, network, and corporate sponsors/donors. My initial goal is to raise \$5000 with the hopes of crushing that. He is working with his affiliate and marketing to create collateral and resources for this pledge."



Michelle Burlison

“The Dallas Crew is looking into a water/Gatorade drive as Habitat provides volunteers on all builds with water and Gatorade.

The folks on the other side of the metroplex may reach out to a HFH closer to them and see if they can support.

We have been added to their VIP event list so we can attend and support them as events. They also asked us to support via social media – share, like, and comment. ”



Lee Balaklaw

There are many ways for SM franchisees to give back to our communities.

SM has chosen HFH to be our corporate focused not for profit.

Contact your local affiliate HFH executive director Volunteer for the board, or their Restore, or offer to swing a hammer.

Direct donations are welcome, but so are events you sponsor.

Please attend a house dedication to see the effect on families.





**Volunteer and charitable
initiatives can also lead to new
business...**



Shawn Stratton's Story...

I recently signed a **service agreement** with **Habitat for Humanity Ottawa** to audit their **waste management and EPP** for their three **ReStore locations** in the city.

My first contact with them was at a **Board of Trade event**, where I met the **CEO**. After **3.5 months of touchpoints and follow-ups**, I was connected with the **ReStore general manager**, who signed the agreement after just **one meeting**.

It may have helped that when I returned from a **conference in Jamaica** and learned that **Habitat would be our charity of choice for 2025**, I made sure to share the news with the CEO and other contacts at Habitat. They were **thrilled** to hear this. While I don't believe this directly led to signing the agreement, it provided another **valuable touchpoint**, and I'm sure it didn't hurt!

Head Office Initiative

Monday September 8th, 2025

Golf Tournament at The Stratford Country Club



Onondaga Nation: A Collaborative Build with Six Nations of The Grand River



Each phase consists of five conjoined units, forming what we here at Habitat refer to as a 'fiveplex.' These units include two one-bedroom units, two two-bedroom units, and one three-bedroom unit. The one-bedroom units, designed in a bungalow style, can also be adapted into accessible housing



ENGAGE

JOIN

PARTICIPATE

UNITE

INVOLVE

What's next for you?

- Step 1. Find your local Habitat affiliate
- Step 2. Determine how you would like to be involved.
 - Volunteer
 - Host a fundraiser
 - Participate in an existing event
 - Collaborate with other franchisees
- Step 3. Once you have completed your initiative go to the landing page and record all the details to ensure everything is captured in the report.



<https://training.schooleymitchell.com/habitat-for-humanity/>

HABITAT FOR HUMANITY

A company-wide initiative to give back to our communities, as chosen and led by our franchisees.

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