



ReStore



Sacramento
Habitat
for Humanity®

GRAND OPENING OF A NEW LOCATION

A paid advertisement by Habitat for Humanity: ReStore

Everything and the kitchen sink

BY JAMES RAIA

The retail outlet stores operated by Habitat for Humanity are officially called ReStores. But when Ken Cross, the CEO of Sacramento Habitat for Humanity, discusses these warehouses that sell donated, reusable materials to the public, he calls them “win-win-win-win situations.”

“It’s really a win-win-win-win for everybody,” Cross said. “From the people who donate the products, to the people who shop here to the people who build Habitat for Humanity homes to the environment. It’s really kind of a no-brainer for making it all work for the community.”

Cross is exceptionally enthusiastic about the new and third location of the ReStore in Sacramento. Although the soft opening of the store has already occurred, the grand opening and ribbon-cutting ceremony will be held Saturday, April 21, at the new location at 819 N. 10th Street. Cross said there are a lot of folks who are going to benefit from the ReStore.

“We discount the products by 30, 40, 50 percent and sometimes by as much as 70 percent off the retail price.”

“Many people and organizations prosper from the Sacramento ReStore because of all of the sources we can generate income from,” Cross said. “The Sacramento store is our way of being able to leverage product. It’s not uncommon for us to get product from anyone you can think of—a manufacturer, corporation or some business that has the corner market on some product.”

While every ReStore outlet is slightly different, most focus on home improvement goods like furniture, home accessories, building materials and appliances. The outlets accept donated goods from manufacturers, wholesalers, retailers, contractors and from individuals.

Common donations include windows, doors, plumbing fixtures, hot tub basins, tile, grout, furniture. But unique items, like a grand piano to antiques to one-of-a-kind widgets, aren’t uncommon.

“It’s a little bit of everything,” Cross said. “It’s amazing what comes through. A lot of people when they first hear about it think it’s some sort of thrift store-type of place. It’s not. The products we get are really good quality. We don’t accept it otherwise because then we’d have to turnaround and get rid of it. It would cost us money to dump it.”

The Sacramento ReStore is open Tuesday through Friday from 9 a.m. to 6 p.m. and Saturday from 10 a.m. to 5 p.m. The ReStore is open to the public, but those

who benefit most from the price breaks are local, low-income families.

“We discount the products by 30, 40, 50 percent and sometimes by as much as 70 percent off the retail price,” Cross said. “Our goal is to cover 100 percent of our overhead and administrative costs with proceeds from the ReStore, so that when we build a home, all of our sponsorship money goes into that home.”

Also, ReStore resale outlets provide 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.

“Virtually all of the products we have would have gone to a landfill, because there just isn’t any other outlet in our community for those kinds of products,” Cross said. “So we will divert literally millions of pounds of landfill a year.”

The ReStore idea began more than 20 years ago in Canada when an affiliate for Habitat for Humanity had products donated that were too high-end for its home-building projects. After receiving permission to sell the donated goods, the ReStore idea was born. The first Habitat for Humanity ReStore in the United States opened a couple of years later in San Antonio, Texas.

Much has happened since. Among the estimated 1,500 Habitat for Humanity affiliates, there are more than 750 ReStores, with many affiliates operating multiple ReStore locations.

The new Sacramento location is the result of an extensive search of more than 120 potential locations. The new facility, Cross detailed, is about half of the size of a Home Depot, approximately 45,000 square feet.

“Until people walk in the door and look at what we have, they wouldn’t know,” said Cross. “But when they do, they’re amazed at how much we really have and how good the deals are. Most people hear about us and what we have through word of mouth. People come in because they hear about what a friend got and what they paid for it.”

In addition to great deals, the new ReStore in Sacramento is also seeking donations. Materials and products must be new or in like-new condition, working, clean and rust-free. Items containing multiple pieces must be packaged in clear plastic bags or boxed.

For more information about the new ReStore for the Sacramento affiliate for Habitat for Humanity, including donation requirements and ineligible merchandise, phone (916) 440-1215 or visit the website: www.shfh.org.

RESTORE HELPS BUILD HOPE

BY CORRIE PELC

A few months ago, Greg Antonucci was asked if he could help a wheelchair-bound senior living by herself in a single-wide mobile home. Her kitchen floor had almost completely rotted away, but she could not afford to have it fixed.

After surveying the situation, Antonucci—who is the owner of A.L.B.O.E. (A Little Bit of Everything) Handyman Services in Citrus Heights—went in and put an entire new linoleum floor in the woman’s kitchen free of charge.

What made this job possible, and numerous others like it, was Sacramento Habitat for Humanity’s ReStore—a resale outlet that sells reusable and surplus building materials to the public.

Antonucci says he currently spends about a quarter of his time each month helping homeowners in need at no charge, and the ReStore makes that possible.

“At the ReStore we can walk in and say ‘you know what, I can put out \$100-200 out of my pocket to do this \$4,000 job as long as we can donate our time,’” Antonucci says. “And, my guys, they’re willing to donate some time.”

At the ReStore, Antonucci has been able to find building parts such as windows and doors, plus furniture, tiles and carpeting, just to name a few. He says much of the inventory at the ReStore are donations—the ReStore staff examines everything that comes in and then puts usable items on the floor for sale.

Antonucci says he just started frequenting the ReStore about a year and a half ago and wishes he had found it sooner.

“I can’t tell you how much money I could have saved consumers that are just barely holding on to their properties or people who are just barely making it where we could have gotten them merchandise for one-third the price,” he explains. “And it’s great merchandise. Some of it’s used, some of it’s new, but overall there’s nothing in the store that somebody couldn’t take back home and use.”

And Antonucci loves the fact that while he’s helping someone, his purchases at the ReStore are further helping Habitat for Humanity do good in the community.

“The best part about all this is really everything you pay here goes right into helping Sacramento Habitat for Humanity build other homes and help other communities,” he says. “And that’s what we need to do. We need to stay in our own country, we need to work on putting houses up and helping all the people here that need help.”

Rebuilding the American Dream

BY KENDALL FIELDS

As Sofia Monteiro drew a bath for her four small children 10 years ago, she had no idea that a seemingly innocent candle in her living room would change her family's life forever. Sofia still remembers every detail of this January day; one second this stay-at-home mom was wrapping up her nightly routine, and the next she was watching her rental house—her family's world—burn to the ground. One-year-old Ricardo and his twin sister Rosalia were caught in the fire and suffered severe internal burns and smoke inhalation.

The family spent eight days at Shriners' Hospital where Sofia and her husband, Richard, were forced to face the reality that their son may not make it. Donations poured in from the community to help this family who literally lost everything but the clothes on their backs—clothes, food, toys. And miraculously, Ricardo recovered.

Now, the Monteiros could go home. But where was that? For the next year the Monteiros moved eight times, living in various rentals or with family members in cramped quarters.

"We didn't even have furniture," Sofia said. "No kitchen table, no couch. Just beds for the kids."

Eventually they settled in with Richard's mother at her two-bedroom house. The family lived in one of the bedrooms with only a queen bed and some bunk beds for the children. Sofia said she and Richard tried to make their children's life seem as normal as possible.

With so many people living in such close quarters, Sofia tried to keep the kids outside and pretend everything was normal. Sofia said she broke down a few times, but ultimately her faith kept her going.

"I just had to sit there and put on façade that everything is OK and everything is going to be OK," she said. "Something tragic that happened, you can't dwell on it. You just have look forward and hope to God that it gets better."

In October 2005, the Monteiros found their glimmer of hope when they attended an orientation for Sacramento Habitat for Humanity. Sofia explained after being interviewed extensively, the family qualified for the Habitat program and was able to build a new house.

"Every step was getting us closer to our new life," Sofia said.

The family and Habitat for Humanity built a two-story, four-bedroom, two-bathroom house just in time for the addition of baby Gabriel. Sofia recalled her children counting the number of steps, watching the walls get painted and standing in their own rooms.

"They were so excited. They knew this was their new home."

Now the Monteiros try to help other people who are in need get a home through Habitat.

"Don't wait for help," Sofia said to struggling families. "Go help yourself. There is a program out there for you that is always willing to help. Habitat was for us. We didn't know we qualified and look where we are now."

Sofia and her family are so proud of their house and so grateful for this new life.

"We are living the American dream. I don't have a white picket fence," she said, laughing. "It's an iron gate, but it's our family's dream."



"Don't wait for help, go help yourself. There is a program out there for you that is always willing to help. Habitat was for us. We didn't know we qualified and look where we are now."

a lot of ways to restore...



did you know...

- All products are discounted 30, 50, or 70 percent off suggested retail price.
- Most materials are brand new and are appropriate for both old and new décor.
- Name brands, like Ashley Furniture, Anderson windows, etc., are available.
- There's something for everyone. You never know what you'll find; even some things you didn't know you needed!
- The ReStore is more than 40,000 square feet, almost an acre, of retail shopping space under one roof.
- The ReStore is open to the public!
- The location is easy to find and travel to, located between I-5 and Highway 160.
- The ReStore has a "green" factor since millions of pounds of perfectly good materials are diverted from the landfill each year.





at the store:

- Doors
- Windows: new vinyl dual-pane Anderson windows
- Tile
- Paint: recycled at competitive prices
- Electrical: lighting fixtures and bulbs
- Carpet
- Plumbing products: bathtubs, toilets, etc.
- Wood products
- Cabinetry
- Furniture
- Appliances
- Much, much more...

and...

- Sales revenue supports Habitat for Humanity's mission of eradicating poverty housing one family, one home at a time.
- In Sacramento, 86 homes have been built for low-income families in Sacramento.
- The ReStore is managed by friendly, helpful staff.
- If you qualify, donations may be written off your taxes.
- Pick-up and delivery services are available. If you don't have a truck, ReStore Staff will pick up donations and deliver purchases for a small fee.
- Volunteers are welcome. Help make a difference in your community!
- Past volunteers – Easter Seals, at-risk youth with the Sacramento County Juvenile and Adult Work Projects and, Boy Scouts working on merit badges & Eagle Scout special projects & many others.



A second chance

BY JAMES RAIA

A few years ago, Paul Sousa was a homeless drug addict with a huge financial debt and a bleak future. But one night at dinner following a Narcotics Anonymous meeting, a friend suggested the opportunities available through Sacramento Habitat for Humanity.

With little to lose, Sousa applied to the organization but was denied because of his severe financial woes. A year later, however, after working with a financial assistance company, Sousa applied again. This time, he was accepted into the organization whose mission in part is to build homes for those in need. Sousa's life was forever changed.

Last June, Sousa, his wife Jennifer, their daughter, Alannah, and the couple's infant son, moved into their new North Sacramento home. The husband and wife each committed 500 hours of "sweat equity" (labor) into building the home during the five-month process.

"My story is nothing short of miraculous," said Sousa, 44, now a student at American River College and a public health counselor at a midtown Sacramento clinic. "I went from being homeless to being a homeowner. We put a lot of time in our house. But I've helped build a lot of other houses, too. My wife primarily worked on our house. But I did a little bit more roving than my wife did."

The Sousas, who share the responsibility of raising their infant son, is expecting their

third child. Paul works until mid afternoon. When he returns home, Jennifer, a culinary expert, goes to work at an upscale Sacramento restaurant.

Life in Sacramento wasn't good to Paul Sousa from a young age. Drugs were everywhere. He attended nine different elementary schools. He became an addict, attempted suicide and was repeatedly incarcerated.

"When I had no more options, I turned to 12-step programs and that saved my life," Sousa said.

Ken Cross, CEO of Sacramento Habitat for Humanity, believes Sousa's story serves as an ideal testimonial.

"Everybody deserves at least a second chance in life, and maybe a third and fourth chance," Cross said. "Paul is an example of somebody who took advantage of that second chance in life. Multiple organizations helped him when he was in need. He reached out, and he's an example of someone who has turned his life around."

Sousa, who often serves as public speaker at Habitat for Humanity functions, doesn't take his good fortune for granted.

"What Habitat for Humanity has given me is place to have a family. A safe place to raise a family," he said. "It's something I never had and something I never thought I would have. I have it now, and I am so incredibly grateful."

AEROJET'S PRINTERS FIND NEW HABITAT

Two years ago, Aerojet had a problem. An internal study found that its computers, printers and other related peripherals were using too much energy. Printers posed the largest problem, according to Tim Murphy, the director of corporate responsibility at Aerojet.

"In the industry, the standard is to have one printer for every 11 to 12 employees," Murphy said. "We had one printer for every two employees."

These printers were on all day long, and a lot of them wouldn't be turned off at night, so they'd be constantly using energy. And in addition to the energy usage, replacing ink and toner cartridges was another cost.

Murphy said that as part of Aerojet's sustainability philosophy, he didn't want to just throw away these extra printers, some of which were almost brand new. So, he and a colleague began reaching out to the nonprofit community and invited those interested to take as many as they'd like.

Unfortunately, due to Aerojet's status as a department of defense facility, security requirements for the nonprofits to get on their site for pick-up were cumbersome, and the logistics of having people take their printers became difficult.

Luckily, Taud Bagwill, the director of business development at the Habitat for Humanity, had a solution for Murphy's logistic problem.

Bagwill took Murphy on a tour of the Habitat's Restore where Bagwill showed Murphy a large, empty space that would be perfect for storing printers. Utilizing this space for printer storage, Murphy could begin processing other items to donate. And after giving first right of refusal to other nonprofits, Bagwill could sell any printers that other nonprofits didn't want.

As Murphy and Bagwill's process hit its stride, Murphy had a realization.

"Well, we didn't just have printers," Murphy said. "We had office furniture, desks, file cabinets, couches and chairs all in great condition."

Habitat was happy to take the other surplus office equipment. Some of it they repurposed internally and the rest they sold, the financial benefits of which go on to help the families within Habitat's mission.

"So, it's not just a win-win," Murphy said. "It's win-win-win."

Murphy did some research and discovered that there were Habitat Restores within 30 miles of Aerojet's other nine facilities across the country. His model could be applied to those facilities and make that much more of a difference.

Meanwhile, Bagwill said the Restore is ready for more partners like Aerojet, even if room became an issue.

"I would find more space," Bagwill said. "I would get a second warehouse. We are always looking for opportunities, and there are so many different businesses with so many different products that a little bit from everybody would fill the store."



Home is where the heart is

BY CORRIE PELC

As a single mother with five children—including one already in college—Sacramento resident Ayanna Fabio was unable to purchase her own home. A family advocate for River Oak Center for Children, Fabio works every day helping to support families in need.

While researching different programs for clients, she came upon Sacramento Habitat for Humanity's program that builds affordable homes for Sacramento County low-income families, and decided to apply for the program herself.

"They had me sit down with a consultant, they ran a credit report, and they told me what things I needed to do in order to prepare to buy a home," she recalls.

Fabio was accepted into the program, and she and her family are now working on the 500 "sweat equity" hours they need to complete in order to receive their home. These are required volunteer hours they are putting into building both their own home and other homes in the community.

"We do anything from painting to hammering," Fabio explains. "We get up on the scaffolds, put roofing on, things like that. [We're] learning a lot about how to maintain a home and how a home is built, as well as interacting with volunteers and other homeowners that are completing their hours."

Once her hours are complete, Fabio will receive her home with a no down payment, zero interest mortgage where Sacramento Habitat is both the builder and the bank. As such, her monthly

mortgage plus property tax and insurance payments do not exceed 30% of the family income, making it affordable and giving her an energy-efficient home large enough to accommodate her family.

Fabio says the Habitat for Humanity program has given her the opportunity to give her family a home while still having money to live.

"It just gives that stability for the kids to be able to come back later to a home they lived in and not moving around all over the place like they had been doing before," she says.

By going through the Habitat for Humanity program, she can now tell the families she helps support through her job about her experience and show them if she can do it, they can do it as well.

And Fabio feels her journey through Habitat for Humanity has allowed her and her children to connect more with their community and learn about volunteering and why people volunteer.

"We get to learn all the reasons why people came out, meet really interesting people, and just help that cohesiveness of being part of a community," she says.

"[We're] learning a lot about how to maintain a home and how a home is built, as well as interacting with volunteers and other homeowners that are completing their hours."

ASHLEY FURNITURE RESTORES WITH HABITAT FOR HUMANITY

BY SUKHI BRAR

Three years ago, Ashley Furniture was looking for an opportunity to donate to a worthy charity when one employee suggested a partnership with Habitat for Humanity. After looking into the organization, Ashley Furniture President Edward Corn, Jr. found that Habitat's ReStore program was a perfect fit.

"In our business, we are about helping people make their homes the ideal place they come home to at night," Corn said. "We want our customers to enjoy life, and Habitat for Humanity ReStore helps bring that same experience to those who do not have a home."

Habitat for Humanity's ReStore is a program that collects donated goods and sells them to the public at locations called ReStores. The ReStores offer high-quality products at a fraction of regular retail prices. Most ReStore locations focus on home improvement goods like furniture, home accessories, building materials and appliances. The proceeds from the ReStores are used to fund Habitat for Humanity's home building projects in the community.

Giving to the Habitat for Humanity ReStore actually benefits Ashley Furniture's business because it allows the furniture company to clear out discontinued or slightly damaged furniture pieces that can no longer be sold but are still nice quality products that people can enjoy.

"It makes more sense for us to clear the warehouse to make room for new items versus leaving them in a warehouse and taking up valuable space," Corn said. "Habitat for Humanity ReStores have staff that can touch up damaged items and bring them back to brand new condition before they are placed on sale."

Giving to the Habitat for Humanity ReStore program is not only a smart business decision for Ashley Furniture in terms of clearing up warehouse space, but Corn explained it is also very rewarding for Ashley Furniture as business to be able to give back to the community.

"Unfortunately, in today's business environment—especially big businesses like ours—people see us as a corporate, greedy entity and not as individuals who care about the community," Corn said. "We understand that shelter is a basic need we all share and Ashley Furniture is a company composed of a group of individuals who care about helping people in the community."

Corn feels great about helping improve people's lives and sincerely appreciates the importance of Habitat for Humanity's cause.

"Habitat for Humanity doesn't receive enough credit for all that they do to help those that are in need of the safety of having their own home," Corn said. "The ReStore program makes a world of difference to families and allows them to have a normal life and to push forward toward bettering their lives and achieving the American dream."



VOLUNTEER EFFORTS

While many retail stores are operated by dozens of paid employees, the Sacramento Habitat for Humanity's ReStore doesn't have that luxury.

"Volunteers are the backbone of the ReStore," the Director of Business Development Taud Bagwill said. "They make up 60 to 70 percent of the total hours worked at the ReStore."

Volunteers are needed for duties that include stocking, pricing, clean up and the like. But, according to Bagwill, the most important service they provide is their interaction with the customers.

"Most of our customers are return customers, and without the interaction with our volunteers, they might not come back."

If you are interested in volunteering in the ReStore, please contact Taud Bagwill at (916) 440-1215 ext. 1107 or Christine A. Roybal at (916) 440-1215 ext. 1115.

ACCEPTABLE DONATIONS

We are always looking for new and gently used materials to add to our inventory. However, since these items will be going toward the building and furnishing of people's homes, we do have some guidelines for what makes an acceptable donation.

We ask that all donations be new or in like-new condition. All donations must be in working condition, clean and free of rust. Please place any items containing multiple pieces in a clear plastic bag or box in order to keep all components safely together.

To ensure quality, all donations are subject to visual inspection and approval by a ReStore staff member. Donation pick-up fees start at \$25 and vary based on donation size and location. *Pick-up scheduling could take up to two weeks depending on request volume—last minute pick-up requests may not be served.*

- Mirrors
- Interior and exterior doors
- Carpet
- Tile
- Vinyl dual-pane windows
- Hardwood flooring
- Vinyl / linoleum flooring
- Toilets
- Plumbing hardware
- Electrical components
- Cabinetry: all doors / drawers in tact
- Lighting: Please remove light bulbs and package separately; no 1970s / 80s glass fixtures.
- Hardware
- Tools
- Lumber: clean, straight, without nails and more than 3 feet long
- Insulation (R-13 and up)
- Miscellaneous household items: sofas, chairs, dressers, tables, patio furniture, books, dishes, blinds, etc.
- Appliances: clean, a maximum of 5-7 years old, although we will make exceptions for vintage / antique items in good condition

GRAND OPENING!

Earth Day 2012
Help a family, help the planet.

April 21, 9:30am
Ribbon Cutting Ceremony
819 North 10th St, Sacramento CA 95811

DONATE. SHOP. VOLUNTEER.

BBQ
RAFFLE TICKETS
PRIZES & MORE!

Store Hours and Contact

Tues - Fri 9am-6pm
Sat 10am - 5pm
Closed Sun & Mon
(916) 440-1215 ext. 1116
819 North 10th St, Sacramento CA 95811