

The Story of the
HOME BUILDERS CARE
VICTIMS'
RELIEF
FUND



June 2002

THE NATIONAL ASSOCIATION OF HOME BUILDERS (NAHB) and its philanthropic arm, the National Housing Endowment, wish to extend their sincere appreciation to the thousands of members of the housing industry who contributed to the Home Builders Care Victims' Relief Fund.

A total of more than \$9.8 million was donated to the fund, and we believe that it is important for contributors to know how the monies were used. Following is a report on the creation of the Home Builders Care Victims' Relief Fund and the distribution of the money that was donated. It is also important to note that the Home Builders Care Victims' Relief Fund stands alone among charitable groups in how quickly the fund was established and monies were collected and distributed.

Please review the following report and share it with other NAHB members and friends of the industry. Through this effort, we have once again proven that the nation's home builders truly care about their communities, their country and their fellow Americans.

God Bless America.

Sincerely,

Robert L. Mitchell

Chairman, Home Builders Care Victims' Relief Fund
Committee

2000 President, National Association of Home Builders

J. Roger Glunt

Chairman, National Housing Endowment

1993 President, National Association of Home Builders

National Association of Home Builders

1201 15th Street, NW
Washington, DC 20005
(202) 266-8200 (800) 368-5242



NAHB



NATIONAL HOUSING ENDOWMENT
SECURING THE AMERICAN DREAM FOR FUTURE GENERATIONS

Background

The Home Builders Care Victims' Relief Fund was established in response to the building community's desire to help the victims of the September 11, 2001 attacks on the United States.

The NAHB senior officers met immediately after the attacks and made preliminary arrangements for what would be known as the Home Builders Care Victims' Relief Fund. In those initial meetings they set what they believed was an optimistic goal of raising \$5 million.

2001 NAHB President Bruce Smith and 2000 NAHB President Robert Mitchell, in cooperation with National Housing Endowment Chairman J. Roger Glunt, NAHB's 1993 president, led the effort to implement the fund.

To provide seed money for the fund, NAHB pledged \$250,000, its employees donated \$60,000 that had been set aside for staff incentives, and the National Housing Endowment contributed \$125,000.

The association also created memos, letters and press releases and sent them to state and local builder association Executive Officers (EOs), along with advertisements, fliers and sample president's letters so that the EOs could promote the fund among their members. Articles also ran in Nation's Building News and in local association publications across the country. Additionally, a message about the program and its goal was placed on the front page of the NAHB public Web site, on the Home Builders Care Web site, and on a special Home Builders Care Victims' Relief Fund section on NAHB.net, the association's members-only Web site.

In response, donations started flowing in immediately, and a number of the nation's high production home builders each pledged to contribute \$1 million to the fund. Several others contributed \$100,000 or more.

To manage the fund, Bruce Smith created the Home Builders Care Victims' Relief Fund Committee and asked Robert Mitchell to chair the effort. He also asked representatives from NAHB's High Production Builders Council; association executive officers from the New York, Washington, D.C. and Pennsylvania areas; the chairman of the National Representatives Council; members of the National Housing Endowment Board of Trustees; and NAHB's executive vice president/CEO to serve on the committee.

Two important conditions were set when the fund was created: the money had to go directly to victims to provide financial assistance, and no money that was contributed was to be spent on administrative costs. These conditions extend even to the production of this report. Design services were donated by Bono/Tom Studio, Inc. of Arlington, Va.

The Housing Industry Responds

In the five months immediately following the tragic events of September 11, more than 5,000 members of the home building industry contributed a total of \$9.8 million to the Home Builders Care Victims' Relief Fund.

Many local and state associations throughout the country participated in the fund-raising efforts. Some local associations, upon learning about the creation of the fund, convened special board meetings and voted to contribute money from their general funds to the Victims' Relief effort. Other associations donated the proceeds from previously scheduled events such as golf tournaments and home tours or held special events to raise money.

"You should be proud of what you've done. And you've done it in a way that all the funds get to the victims. Nothing is deducted for overhead or administration. I appreciate that very much."

Rudolph Giuliani
Former Mayor of New York City
Keynote Remarks, NAHB's International Builders' show
February 8, 2002

How the Money Was Distributed

The Home Builders Care Victims' Relief Fund committee devised a distribution strategy that directly involved builder associations in the affected areas. It also set parameters specifying how funds that were not restricted to certain charities and purposes by the donors would be allocated. The committee decided to distribute the monies not restricted by donors as follows:

Global New York (Metropolitan New York area including N.Y., Conn., N.J.)	85%
Washington, D.C. metropolitan area	10%
Somerset County, Pa.	1%
Temporary reserve	4%

Based on these allocation guidelines, 85 percent of the unrestricted funds would be distributed directly to victims residing in and near the New York metropolitan area (Global New York). Under the auspices of the New York State Builders Association's Research and Education Foundation (NYSBA REF), local builder associations would actively reach out to victims to provide grants to pay mortgage, rent or other housing-related expenses.

Ten percent of the unrestricted funds would go to the Survivors' Fund of the Community Foundation for the National Capital Region. This fund was established to help support long-term educational, health and rehabilitation, grief counseling and other needs of those individuals and families affected by the attack on the Pentagon.

Contributions of \$1 million or more were made by:

- ▶ Beazer Homes
- ▶ Centex Corporation
- ▶ The Lennar Foundation
- ▶ Pulte Homes

Contributions of \$100,000 or more were made by:

- ▶ AMPAM and its employees
- ▶ Brookfield Homes
- ▶ J.F. Shea Company Foundation
- ▶ K. Hovnanian Enterprises, Inc.
- ▶ Kimball Hill Homes
- ▶ M.D.C. Holdings, Inc./Richmond American Homes
- ▶ The National Association of Home Builders and its employees
- ▶ The National Housing Endowment
- ▶ Standard Pacific Corp.
- ▶ Toll Brothers, Inc. and its employees
- ▶ William Lyon Homes, Inc.

One percent, (\$80,000) was allocated to eight volunteer fire and rescue departments that responded to the crash of United Airlines Flight 93 in Shanksville, Pa., and four percent was held back in a temporary reserve for unanticipated needs.

Assistance to Victims in the New York Metropolitan Area

Through May 8, 2002, more than \$6 million had been given from the Home Builders Care Victims' Relief Fund directly to the New York State Builders Association Research and Education Foundation (NYSBA REF), which granted, on average, three months' mortgage or rent payments for New York-area victims and families of victims. The NYSBA REF is run by the New York State Builders Association, whose executive officer, Philip LaRocque, played a significant leadership role in organizing the review of the applications and supervising the distribution of the funds to 2000 families needing assistance.

The NYSBA REF received and reviewed applications for funds through its local associations: the Long Island Builders Institute, the Rockland County Builders & Remodelers Association, the Builders Association of

“... I want to thank your association for allowing me to stay longer. You have no idea how touched I am that you are struggling to hold on. You have truly made me count the same for others. To sum this all up, I want you to be taken lightly, and that you have contributed to one person. Thank you, thank you, from the bottom of my heart.”

the Hudson Valley, the Queens County Builders and Contractors Association, the Home Builders and Remodelers Association of Fairfield County (Conn.), the Associated Builders and Owners in Manhattan, and the Building Industry Association of New York City, which is located on Staten Island, and also served the needs of all victims living in New Jersey.

Additionally, the NYSBA REF is working directly with employers Cantor Fitzgerald and Marsh USA, which together lost a total of almost 1000 employees, as well as with other organizations.

Assistance to Victims in the Washington, D.C. Metropolitan Area

Through May 8, 2002, the Home Builders Care Victims' Relief Fund had donated \$612,448.38 to the Survivors' Fund of the Community Foundation for the National Capital Region. Susan Matlick, executive officer of the Maryland-National Capital Building Industry Association, took a leadership role in identifying and researching this fund, and has supervised its progress in distributing monies to the victims.

Types of expenses supported by the fund have included uninsured and non-reimbursed medical needs; therapy and home health services; mental health and emotional support services not funded by other sources; educational assistance; employment training for those unable to continue in their previous positions due to injury or mental health concerns; and general support for normal living expenses for those whose primary and/or secondary income was substantially reduced because of death or injury resulting from the attack.

Assistance in Somerset County, Pa.

Eight fire departments in Somerset County, Pa., responded to the crash of United Airlines Flight 93 in Shanksville, Pa., and the time and labor required by the recovery effort put extreme pressure on these small vol-

unteer organizations. The Home Builders Care Victims' Relief Fund contributed \$10,000 to each of the following volunteer fire departments:

- ▶ Berlin Volunteer Fire Department
- ▶ Central City Volunteer Fire Department
- ▶ Friedens Volunteer Fire Department
- ▶ Hooversville Volunteer Fire Department
- ▶ Listie Volunteer Fire Department
- ▶ Shanksville Volunteer Fire Department
- ▶ Somerset Volunteer Fire Department
- ▶ Stoystown Volunteer Fire Department

“A great people has been moved to defend a great nation. Terrorist attacks can shake the foundations of our biggest buildings, but they cannot touch the foundation of America. These acts shattered steel, but they cannot dent the steel of American resolve.”

President George W. Bush
September 11, 2001

*...ne to hold on and hope for at least a little while
...nizations exist like yours to extend a hand to those
...my blessings, and I hope someday to be able to do
...know that this gesture of generosity has not been
...erson's faith in the goodness of others. Thank you,*

Name withheld
Excerpts from a letter to the Global New York fund
administrators from a fund recipient

Dave Sheppard, former executive officer of the Pennsylvania Builders Association, was instrumental in the effort to distribute funds to the volunteer fire departments and in coordinating and implementing the over-all Victims' Relief Fund effort.

Restricted Grants

Some donors to the Home Builders Care Victims' Relief Fund requested that the money they contributed be distributed to specific charities. These requests resulted in major donations to: the Alliance of Neighbors



- ▶ Jerry Howard, National Association of Home Builders (NAHB and the National Housing Endowment)
- ▶ Nicholas LaPorte, Associated Builders & Owners of Greater New York (Executive Officer)
- ▶ Philip LaRocque, New York State Builders Association (Executive Officer)
- ▶ Susan Matlick, Maryland-National Capital Building Industry Association (Executive Officer)
- ▶ Stuart Miller/Marshall Ames, Lennar Corporation (High Production Home Builders Council)
- ▶ Elton Parsons, Builders Development, Inc. (National Representatives Council)
- ▶ Dave Sheppard, Pennsylvania Home Builders Association (Executive Officer)
- ▶ Dale Stuard, Stuard Industries, Inc. (National Housing Endowment)

“Some members, whether they were tough-talking construction executives, landlords or industry lobbyists, found themselves weeping as they read applications that testified to tattered lives.”

A Lesson in Hands-On Charity: Giving Away Cash Isn't Easy
New York Times
February 19, 2002

of Monmouth County (N.J.), the American Red Cross, the America's Children of September 2001 Fund, the Gift of New York, the New York Police & Fire Widows' & Children's Benefit Fund, the New York State World Trade Center Relief Fund, United Way's September 11 Fund, and the Twin Towers Fund.

Timeframe for Distribution

Every effort was made to distribute monies from the fund as soon as possible to the victims and their families. As of May 8, 2002, 85 percent of all funds had been disbursed. The goal is for all funds to be distributed by early summer of 2002.

Home Builders Care Victims' Relief Fund Committee members:

- ▶ Robert L. Mitchell, Mitchell & Best Homebuilders, Chairman
- ▶ Kent Colton, KColton, LLC (National Housing Endowment)
- ▶ Tim Eller/Neil Devroy, Centex Homes (High Production Home Builders Council and the National Housing Endowment)
- ▶ J. Roger Glunt, Glunt Development Co., Inc. (National Housing Endowment)

Many thanks to the thousands of NAHB members and staff at the local, state and national levels whose generous donations provided much needed assistance to fellow Americans in their time of need. ■

“It's not just about sticks and bricks and it's not just about making money, but it's about caring for people and families that drives this industry. I think we have a great future, and we're an important part of the American economy. Home Builders Care captures it all.”

Stuart Miller
President and CEO
Lennar Corporation

Home Builders Care Victims' Relief Fund

Financial Report as of May 8, 2002

(Unaudited figures)

Total number of donors	5,039
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Total donations	\$9,803,191.62
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Grants made from unrestricted donations

Global New York	\$6,059,881.74
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The Survivors Fund of the Community Foundation (Washington, D.C. Metro Area)	\$612,448.38
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Somerset County, Pa. Fire & Rescue awards (8 awards of \$10,000 each)	\$80,000.00
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Total:	\$6,752,330.12
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Grants to Recipients Specified by Donors

Donation from M.D.C. Holdings, Inc./Richmond American Homes (recipient(s) to be determined)	\$1,087,364.50
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The American Red Cross (K. Hovnanian Enterprises)	\$495,000.00
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The New York Police & Fire Widows' & Children's Benefit Fund (Kimball Hill Homes)	\$250,000.00
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The Gift of New York (Toll Brothers, Inc.)	\$150,000.00
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The New York State World Trade Center Relief Fund (Brookfield Homes)	\$125,000.00
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Twin Towers Fund (Brookfield Homes)	\$125,000.00
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The Alliance of Neighbors of Monmouth County, N.J. (K. Hovnanian Enterprises)	\$100,000.00
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The America's Children of September 2001 Fund (Beazer Homes)	\$100,000.00
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The New York Police & Fire Widows' & Children's Benefit Fund (Beazer Homes)	\$100,000.00
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The Emerald Fund: N.Y.FD/N.Y.PD (K. Hovnanian Enterprises)	\$25,000.00
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Individual recipient—name withheld (K. Hovnanian Enterprises)	\$25,000.00
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Individual recipient—name withheld (K. Hovnanian Enterprises)	\$25,000.00
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The September 11th Children's Fund (Hanley-Wood, LLC)	\$17,302.20
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The New York Police & Fire Widows' & Children's Benefit Fund (Anonymous)	\$ 13,955.00
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United Way September 11th Fund (CBA of Pinellas County, Inc.—Florida)	\$12,520.00
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Liberty Fund (HBA of Metro Portland—Oregon)	\$4,050.00
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Red Cross of Isabella and Claire Counties (HBA of Central Michigan)	\$150.00
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Total:	\$2,655,341.70
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Summary

Total donations	\$9,803,191.62
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Total distributions as of May 8, 2002	\$8,320,307.32
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To be distributed (unrestricted funds from temporary reserves)	\$395,519.80
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To be distributed (restricted funds—recipient to be determined by donor)	\$1,087,364.50
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