



New Construction: A Family's Dream Come True

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Announcements

- The ReStore is now operating under summer hours. It's open Wednesday, Thursday, and Saturday, from 10am to 4pm and Friday from 10am to 6pm.
- Visit our new and improved website at: www.coastalhabitat.org
- A Brush With Kindness kicked off in May with a *Women Build* event in Ocean Grove and is now in full swing.
- Volunteers are needed for the ReStore, a Brush With Kindness, building, and committees.
Contact Pam Van Nostrand at 732-974-2422 ext. 102

Quarterly Newsletter
Summer 2008

Our current building project in Wall is unprecedented in many ways. It's our first project being built in the town and the family is the largest that we've built for. Designed by prominent local architect



The outline of a sturdy Cape Cod begins to take shape on 18th Avenue in Wall.

Christopher Rice, it's the first Cape Cod style home that we've built.

The family receiving the home is currently living in Neptune. With a new baby girl and three boys, the original home design was adapted to accommodate the family's needs. Four bedrooms, a living room and kitchen will provide plenty of space for the family to spread out.

“It was a great partnership that became a win for all.”

“There has been a very positive response from the neighbors. They think it's a wonderful house that blends in and enhances the neighborhood,” said Joe Maiorano, Coastal Habitat's construction manager. Local businesses have responded favorably as well, donating services and equipment. Materi-

als for the home's foundation were donated by New Jersey Gravel and Sand. New Jersey Natural Gas donated a furnace and Stillwell Hansen provided an air conditioning unit. Electrical contractor Bruce Nostrand wired the home for free.

“Due to the steep design, the roof work had to be done by professionals. Apart from that, the house is being built almost entirely by volunteers,” said Maiorano. Volunteers have ranged from high school students to corporate groups of people who are looking to become involved in performing community service projects.

At the current pace, the home is set to be finished and occupied by late fall. “The day after its dedication, I'll be down at town hall asking Wall Twp. for more land,” said CHFH Board President Brian Church. “It was a great partnership that became a win for all concerned. The town improved a vacant, blighted lot, the neighborhood upgraded its presence on a very well-traveled thoroughfare, and a local family's lives will be changed forever.”



Volunteers lay beams on the foundation of the new house.

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www.coastalhabitat.org

WHAT'S UP?

CHFH ReStore Under New Management

Under new management, our ReStore in Asbury Park is making some positive changes and upgrading inventory to a higher quality. These fine updates are taking place under the new manager, Gary Kilmer. Kilmer started in his job at the ReStore in late January.

Kilmer's first involvement with Coastal Habitat was last winter when he organized a downtown Asbury Park Christmas tree display sponsored by the NJ Chamber of Commerce.

Kilmer was a dancer, singer, and actor on and off Broadway for ten years before moving to Asbury and taking a job at a university in Newark. He had heard of Habitat, and had close friends and family involved with our chapter. This led him to become involved.

He is now leading the ReStore in its quest to reach "the next level." With the help of many dedicated volunteers, Kilmer is trying to get the store cleaned up and organized, creating a more pleasant environment for shoppers.

The quality of the products being sold is also being set at a higher standard. Kilmer spoke of reaching out to local furniture stores, church groups, and various other community organizations that may be able to donate a better caliber product.

"If customers could get a better quality and more unique product, and the store could make more money, then that money would ultimately go to building more houses," Kilmer commented.

These donations are usually achieved through personal contacts in the community. For example, the Levitz furniture store in Eatontown had been getting

ready to close recently. After discovering this from a volunteer, Kilmer stopped in and talked to the manager, who was fully willing to help, and ended up donating furniture pieces and filing cabinets and desks from their offices that are now being used in ours.

"They were really willing to cooperate and they really do believe in our mission," Kilmer said. "And sometimes the secret is getting out there and just asking for what you need."

As always, the ReStore is in need of volunteers. Kilmer said that meeting all of the wonderful volunteers was his favorite part of his job.

Our ReStore continues to grow, but it does need the help of the Habitat community.

"Tell friends, neighbors, church members, and everyone you know at community organizations about us. A lot of people have heard of the ReStore, but they don't know what it is we do there, so the best thing is to get out there and tell everyone. Tell people what it is we do, how we do it, and how it helps both Habitat and the community. Tell them, if anything, to come and just spend ten minutes looking around."



A corner of the newly organized ReStore, with revamped displays and a more efficient layout.

Coupon
10% off

Present this coupon at the Habitat for Humanity ReStore in Asbury Park to receive 10% off your total purchase now through *September 31st, 2008*.

 **Habitat for Humanity**[®]
Cars for Homes[™]

Habitat for Humanity's Cars for Homes[™] vehicle donation program helps your local Habitat for Humanity affiliate build homes in partnership with families in need of decent, affordable shelter in your community.

877-277-4344

carsforhomes.org

Demolition Sales: “A win-win-win” for habitat, homeowners, and the environment

Thousands of useful items collect in landfills each year when they could go to people in need. Coastal Habitat for Humanity has taken an initiative to help put these items to good use. Launched in 2001, Coastal Habitat’s demolition sales have been a huge success and a great help to the community.

Similar to a garage sale, the process of holding a demolition sale begins with the homeowner. When a homeowner decides to tear down his or her home, they can contact the demolition sales committee to conduct a walk-through and make sure the house is appropriate for a

sale. The committee then obtains liability insurance and a sales permit, and begins advertising for the sale.

“It’s a win-win-win situation,” said Jean Badgley, who co-chairs the demolition sales committee along with Sue Stenson. Coastal Habitat keeps the proceeds, the items don’t fill up a landfill, and the homeowner may qualify for a tax deduction.

Items can include anything the homeowner does not want and that someone else will buy, including windows, doors, electric and plumbing fixtures, appliances, cabinets, woodwork, shrubs, decking, and furnishings.

“People love the idea,” said Stenson. “Not only have we earned money for a wonderful charity, but we have saved countless items from crowding landfills and have made a lot of people happy with their bargains.”

Now in its seventh year, Coastal Habitat has held 87 sales to date and raised over \$163,000. Homeowners considering a major renovation or a house demolition and volunteers interested in helping with demolition sales should call the Coastal Habitat for Humanity office at (732)-974-2422 or email demosales@coastal-habitat.org.

Reaching New Heights Through eBay Fundraising

Coastal Habitat for Humanity is using the power and reach of the Internet to help advance its mission of eliminating poverty housing. Using eBay’s Giving Works, a dedicated program for charity listings on eBay, there are two ways that CHFH is raising funds.

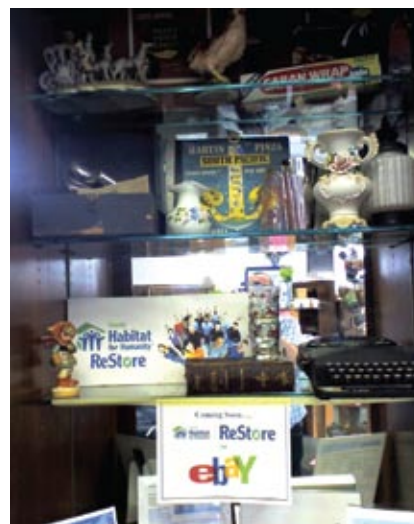
The **Community Selling Program** allows any eBay user to sell an item and donate part or all of its final sale price to Coastal Habitat for Humanity. Now you can clean out that closet, basement or attic and benefit a worthy cause. Your items will appear with all other eBay listings, but will feature a charity ribbon and information about CHFH so that buyers know they are supporting a good cause. The resulting donation will be collected by MissionFish, eBay’s provider for the program, and passed on to CHFH.

According to Mark Moreau, Coastal Habitat’s Administrative Assistant, the public’s support of CHFH through the Community Selling Program has been both gratifying and profitable. “This program has incredible potential. We already have a few community sellers who regularly donate a percentage of their sales to us and that is only the beginning. As more sellers learn about the Giving Works program, the donations should only increase,” said Moreau.

The **Direct Selling Program** allows Coastal Habitat for Humanity to list an item for sale on eBay. With

this program, CHFH collects the funds directly for all items sold. Billy Mecca, the volunteer administering the Direct Selling Program for CHFH, is excited about the response. “Since developing this program with CHFH in early March, we’ve raised about \$2000 and the people who have bought have expressed their thanks for what we do and their support for our mission. They feel good about their purchases,” said Mecca.

Mecca has been working hard with Moreau to launch the program and has donated many personal hours to making it work. He is working in conjunction with the CHFH ReStore in Asbury Park to scout through donations at the store for potential items, researching their value and then cleaning and photographing the



Items at the ReStore, ready to be listed on eBay through the Direct Selling Program.

Continued on next page...

Volunteer of the Quarter

Student Marketing Team

When volunteer Rose LoCastro needed a team to redesign marketing materials for our organization, she knew exactly where to find help. Two years before, Lo-Castro's daughter graduated from the Communications High School, a public career academy specializing in media and graphic arts. Rose contacted James Gleason, principal of the school, about reaching out to students to help with the project.

"Rose and I go way back," said Gleason. He explained that he met LoCastro, a former saleswoman for Apple, in the early 90s while working at High Technology High School. Using CHS's online bulletin board system,



The Habitat student marketing team, five talented Communications High School students.

Gleason assembled a marketing team of five students: juniors Meaghan Lavin, Kelli Dobrin and Kristen Luby and sophomores Mae Smith and Joe Stornelli.

"It sounded really interesting. I had heard of Habitat before, and thought that it would be cool to work for such a generous organization," said Smith. With the

help of Stornelli, Smith is in charge of designing and writing our quarterly newsletter. Stornelli and Smith also revamped our press release, bringing a new sense of professionalism to announcements.

"I think it's great that we can do our part using the skills we've learned at Communications. Habitat has improved the lives of so many people, and the better their marketing materials, the more support they'll gather," said Stornelli.

Dobrin, Lavin and Luby have also been contributing to the newsletter, writing articles and taking pictures. Additionally, Dobrin and Luby designed a brochure explaining our organization.

"I got a feel for what it's like to work for a company," said Dobrin, speaking of her experience volunteering. "I think that it was a great way to volunteer my services, helping people who are in need." While she had to work quickly to get her assignments done, Dobrin said she never felt overwhelmed or pressured.

"To create the marketing materials that the organization needed, Coastal Habitat would have had to engage the services of a marketing company, at a considerable cost," said LoCastro. "Through the generosity of the student marketing team donating their time, Coastal Habitat has more budget dollars available to fund the current building projects."

eBay Fundraising – *continued from page 3*

items for sale. He also writes and posts the eBay listing, handles customer service and ships the items once the auctions have ended. "We focus on items that are unique and at a value that we would not be able to obtain by selling retail at the ReStore," said Mecca.

Recently, CHFH has earned an important eBay star for having ten positive feedback comments. Our organization is beginning to develop a presence and our goal is to continue increasing sales, as well as spreading the word about the MissionFish program and how sellers can donate to CHFH.

If you are interested in helping with this program, please contact Mark Moreau at markmoreau@coastal-habitat.org.

To get started with Community Selling:

1. Visit www.MissionFish.org and click on Sell
2. Register as an eBay seller and a MissionFish seller
3. Choose an item to sell
4. Write an item title and description
5. List your item on eBay and indicate that it will benefit Coastal Habitat for Humanity
6. Complete your transaction – MissionFish collects your donation and passes it on to us

To get started with buying Direct from CHFH on eBay, visit <http://myworld.ebay.com/coastalrestore>
Please sign the guest book when you visit us!

Dreams really do come true!

a few words from the
EXECUTIVE DIRECTOR

As many of you already know, Coastal Habitat for Humanity was incorporated in 1994 and completed building its first home in 1997 in Asbury Park. Since that time we have built ten homes in Neptune and are currently building house number 12 in Wall. In addition we have “built” twenty four homes overseas through our tithing program. During this same time period we have restored over two dozen homes through our A Brush with Kindness Program.

Despite our many successes we have always wanted to do more to help more people in our community. Unfortunately we were unable to build more homes because we never had the land on which to do so. We requested and even begged for it and just when we didn’t know where else to turn, *our prayers were answered and our dreams came true.*

On Thursday, May 15th we were invited to meet with city officials from Asbury Park as well as representatives from Interfaith Neighbors and the Affordable Housing Alliance to discuss how together we might build twenty four new affordable housing units within the city. While the details are still being finalized, here are the facts:

1. There are twenty four new affordable housing units to be built in Asbury Park in the near future.
2. Asbury Park is donating the property.
3. Three not for profit affordable housing builders (the Affordable Housing Alliance, Interfaith Neighbors and Coastal Habitat for Humanity) will be working together on this project.
4. All three Monmouth County Habitat for Humanity affiliates will be building together in Asbury Park.

It is truly a dream come true on so many levels to have land to build on in a wonderful city like Asbury Park, to build with wonderful partners for the first time and to assist so many local families in need. And when all is complete we will have built not only 24 new housing units but we will have also built a new community that will serve as a wonderful example of what can happen when caring people pull together and do the right thing for those less fortunate. It just doesn’t get much better than that. Please stay tuned for additional information.

Sincerely,
Maureen Mulligan
Executive Director

Yes, I would like to eliminate poverty housing and homelessness!

Enclosed, Please find my donation of \$ _____

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
Email: _____

Please Mail Donations To:
Coastal Habitat for Humanity
200 Highway 71, Suite 3
Spring Lake Heights, NJ 07762

Please make your tax deductible contribution payable to Coastal Habitat for Humanity Inc.

- I would like more information about making a gift of securities or naming Coastal Habitat for Humanity, Inc. in my will.
- Either my spouse or I am eligible for a matching gift. The form is enclosed.
- I would like more information about making a gift to sponsor an entire house.
- I would like to be contacted via email / phone (circle one or both) about volunteer opportunities.
- I would like to make a donation via credit card. (If so, fill out below.)

Name (as it appears on card): _____
Credit Card #: _____
Expiration Date: _____

We accept:

- Visa
- Mastercard
- AmEx

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