



## For Immediate Release

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## Cincinnati Habitat and TriState Habitat Announce Merger Plans to become Habitat for Humanity of Greater Cincinnati

**Cincinnati, OH**— Cincinnati Habitat for Humanity and TriState Habitat for Humanity have announced their plans to merge effective January 1, 2013. The new affiliate will be known as **Habitat for Humanity of Greater Cincinnati** (HFHGC). Both organizations share the same mission of bringing people together to build homes, communities and hope throughout the Greater Cincinnati area and have collectively built or renovated over 450 homes in the region.

The newly merged organization will be one of the nation's largest Habitat affiliates serving a nine county area including Hamilton County (previously served by Cincinnati Habitat) , Butler, Clermont, and Warren counties in Ohio; Boone, Campbell and Kenton counties in Kentucky; and Dearborn and Ohio counties in Indiana (previously served by TriState Habitat). Habitat for Humanity of Greater Cincinnati will continue to offer the community a variety of homebuilding programs that include new construction, rehabilitation and Critical Home Repairs benefitting low to moderate income families within our service area.

The intent of the merger is to boost production and eliminate volunteer and donor confusion that previously led to both affiliates having to compete for the same regional resources. The new organizational strategic plan has a goal of tripling the number of families served by 2018, going from currently serving approximately 30 families a year to serving up to 100 families a year through a diverse offering of home building and improvement programs.

"Our joint organization gives us an opportunity to create a plan and forecast a vision to help a greater number families in our region than ever before. Together we can do more than we could separately and by thinking big and planning even bigger we can accomplish great things." Comments Ed Lee, Cincinnati Habitat's former Executive Director who will continue on as the new organization's President and CEO.

"As we continue to serve both urban and rural communities, our biggest challenge going forward will be to secure enough funding, volunteers and construction leadership to fuel our new regional approach. But we recognize that many local companies have employees that are spread across the region. In the past this has been a challenge, but today we can meet the needs of any business, church or individual wanting to choose Habitat for their charitable efforts." Expressed Dawn Stutz who formerly served as TriState's Executive Director and will continue at HFHGC as Director of Operations.

The merge also means bringing together the ReStore retail outlets under single leadership to standardize operation and optimize business results. HFHGC's first step as a merged organization was to open a 4<sup>th</sup> ReStore location in Florence, KY in November 2012. The ReStore represents Habitat's multi-dimensional approach to fundraising to support the homebuilding ministry. The overall long-term goal of the ReStore remains to help Habitat become self-sustaining to by offering enough profit to cover administrative costs allowing more funds to be dedicated to programs and services.

For more information on Cincinnati Habitat or to volunteer, visit [www.habitatcincinnati.org](http://www.habitatcincinnati.org), follow us on twitter <http://twitter.com/HabitatCincy>, or like us on Facebook <http://www.facebook.com/Habitatgc>.

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***About Habitat for Humanity of Greater Cincinnati:*** Habitat for Humanity of Greater Cincinnati is not a give-away program. HFHGC serves the TriState region and seeks to eliminate substandard housing by building, renovating and repairing simple, decent, affordable homes in partnership with low-income families in need. Through volunteer labor and donations of money, property and materials we sell and repair homes with affordable, zero percent interest mortgages, making a long-term commitment to each new homeowner and to the community in which they live. Families purchasing homes through Habitat invest hundreds of hours of sweat equity working alongside volunteers to build or renovate their home. Habitat for Humanity of Greater Cincinnati has an outstanding success rate, with more than 97% of families still maintaining their role as homeowners. To learn more about Habitat please visit [www.habitatcincinnati.org](http://www.habitatcincinnati.org) or contact Habitat's Communications Manager Marissa Abernathy at (513) 482-5605 or email [mabernathy@cincinnatihabitat.org](mailto:mabernathy@cincinnatihabitat.org)

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