



## Changing Lives, One Family at a Time, for 10 Years

It's HomeAid Northern Virginia's tenth anniversary! Ten years of connecting care providers with the homebuilding industry's most philanthropic-minded members. Ten years of channeling millions of dollars toward the people who need it most. Ten years of changing lives. Now that's a lot to celebrate!

Total number of projects: **54**  
Total square feet: **149,000**

Total retail investment: **\$10,000,000**  
Total donations: **\$4,300,000**

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**Spring 2011**

# A New Year's Gift to Remember

**COSTS COVERED**  
**100%**



Representatives from Lincoln Property Company, trade partners and Good Shepherd Housing Foundation gather with the resident family at the project's ribbon cutting ceremony.

Just about everyone views January as a time for new beginnings and fresh starts, and HomeAid Northern Virginia, Builder Captain Lincoln Property Company and 11 trade partners made sure that Good Shepherd Housing Foundation started off the new year right. They did it with the complete renovation of a townhouse in Woodbridge that Good Shepherd uses as part of its transitional housing program.

"The ribbon cutting on the newly finished renovation was like something out of the TV show *Extreme Makeover*, when the bus pulls away for the big reveal," said Pam Kovach, executive director of Good Shepherd Housing Foundation. "Everyone was in tears. It was really quite something."

"HomeAid is a lifesaver in so many ways," she added. "They help organizations do what needs to be done by taking down some of the roadblocks to finding housing for those in need. It's astounding!"

The project, valued at over \$52,000, involved remodeling and replacing virtually all existing finishes, from kitchen cabinetry, counters, flooring and appliances to bathroom tiling, sinks and a tub, faucets and fixtures.

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# Remodeling Lives, One Step at a Time



John Monacci, board president, HomeAid Northern Virginia; senior vice president, Winchester Homes

"When I think about the struggles our industry has experienced over the last few years," said John Monacci, HomeAid Northern Virginia's new board president and senior vice president of operations for Winchester Homes, "I'm reminded that it's nothing in comparison to what so many people in our community are experiencing, and their struggles – and their needs – have the potential to grow even more during these difficult economic times."

Out of that recognition comes Monacci's biggest hope for his term as president: To raise awareness of Northern Virginia's very real problem of homelessness and, in doing so, encourage individuals and organizations to combine resources, improve housing options, and ease the pressure on financially strapped care providers.

"I think every one of us has at some point in our lives met someone—a teacher, a coach, a mentor—who helped us get to where we are today," said Monacci. "I want people to think consciously of that person and realize the good things, the incredible things, the talents, that came out of their support. And then realize that they can do the same thing for someone else."

He feels, not surprisingly, that HomeAid Northern Virginia is one of the best opportunities for members of the real estate industry to offer that kind of support.

"By getting involved in a HomeAid project, whether it's remodeling an entire home for a family who would otherwise be homeless or simply making space more usable for residents of a multi-family shelter, you have a front row seat on what it feels like to help someone get their life back together and regain their self confidence. We don't remodel houses; we remodel lives."

"I challenge anyone in our industry to get involved in some capacity," Monacci added. "We're all so busy trying to be successful, and we need to open our eyes to the people in our community. They need our help."

### New Board Members

Four new members joined the HomeAid Northern Virginia Board of Directors in 2011: Lewis Birnbaum, division president, Pulte Homes; Fiona Hughes, director of marketing, Stanley Martin Homes; Pat Leader, executive vice president, Watermark Group, Inc.; and Pete Thompson, group president, K. Hovnanian Homes.

Birnbaum, who has worked in the homebuilding industry for more than 13 years, was introduced to HomeAid by Don Knutson and decided to become more involved after the merger of Pulte and Centex.

Continued on page 7

**"We don't remodel houses; we remodel lives."**



## HomeAid Northern Virginia Board of Directors

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# An \$87,000 Transformation

COSTS COVERED

95%

Thanks again to Ryland Homes, which led a renovation project valued at more than \$87,000 for Christ Evangelical Lutheran Church and NOVACO. The renovation, which was completed in December 2010, encompassed almost every area of a single-family home that the church congregation built in the 1970s and that is used as a safe house for a family fleeing domestic violence.



A picture tells a thousand words, and "before and after" pictures of a renovated home tell an even more amazing story!

**RYLAND HOMES®**

*Live Life. Even Better.™*



## "Remodel Lives" through HomeAid's Annual Campaign! We can't do it alone!

We've dramatically improved the lives of thousands of women, children and families who were previously homeless and now—because of HomeAid—have a safe, stable place to call home. It's an effort we've been leading for 10 years. Please, join us in our efforts by making a tax-deductible contribution to HomeAid Northern Virginia today!

Please use the enclosed envelope to mail in your donation, or visit [homeaidnova.org](http://homeaidnova.org) to make your donation safely and securely online.

## Spring Parade of Homes

*Parade of Homes*

Everyone loves a parade, and the 14th Annual Parade of Homes, featuring Northern Virginia's builders and developers, just might be one of the industry's finest opportunities to showcase their innovative ideas, special design features, dynamic floor plans and master craftsmanship.

Hosted by the Northern Virginia Building Industry (NVBIA), the 2011 Parade of Homes will take place on April 30 and May 1 from 11:00am to 5:00pm, with thousands of people typically taking advantage of self-guided tours of homes of all different designs, styles and price ranges. Admission is free, although NVBIA will donate a portion of the event's proceeds from builder entries to HomeAid Northern Virginia's efforts to build and renovate shelters for homeless individuals, families and children.

The Parade will include condominiums, townhomes and single-family homes and will feature production, custom-built, and remodeled homes in a variety of neighborhoods and communities. Five counties in Northern Virginia will be represented.

Last spring, the Parade of Homes raised \$5,800 for HomeAid. For more information, or to create a personalized tour, visit [www.vaparade.com](http://www.vaparade.com).

**Builders:** If you would like to add your home(s) to the Parade, please contact Jon W. Lindgren, director of operations for the Northern Virginia Building Industry Association, at 571.283.6311 or at [jlindgren@nvbia.com](mailto:jlindgren@nvbia.com).

## 2nd Annual HomeAid Northern Virginia Builders & Friends BBQ Thursday, June 23, 2011 • Dranesville Tavern, Herndon • 4:00 – 7:00 p.m.

Help celebrate HomeAid's 10th anniversary year and join industry colleagues and friends at this fun, casual event! More than 125 homebuilders and trade partners attended last year and raised \$15,000 to support HomeAid's mission of building and renovating homeless shelters.

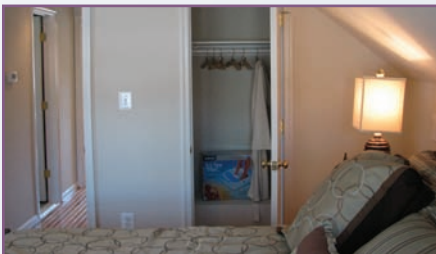
Register now at [homeaidnova.org](http://homeaidnova.org). Sponsorship opportunities are also available; please contact Christy Eaton at 571.283.6320 or at [ceaton@nvbia.com](mailto:ceaton@nvbia.com) for more information.



# 2010 ANNUAL REPORT



Carpenter's Shelter Dedication: From left, Ralph Boyd, Freddie Mac Foundation, along with Fran Becker, Carpenter's Shelter, Congressman Jim Moran, Anthony Lowe, Freddie Mac Foundation, Christy Eaton and John DeZinno, HomeAid, and Matt Sheldon, Carpenter's Shelter, celebrate the finished renovation.



A sparkling new bedroom awaits a family on move-in day at NVFS.

## HomeAid Northern Virginia Fast Facts:

The total square footage built or renovated:	<b>23,461 sq ft</b>
The retail value of the 2010 projects:	<b>\$643,712</b>
The savings to care providers:	<b>\$551,429</b> (an 84 percent savings!)

## 2010 Award Winners



**Toll Brothers**  
America's Luxury Home Builder®

2010 Presidents' Award

**CENTURY TILE**  
SINCE 1978 INC.

2010 Trade Partner of the Year

**NOVACO** *Helping Our Neighbors in Need*  
Housing • Education • Children • Counseling • Mentoring • Financial Management

2010 Non-Profit Care Provider Project of the Year

## 2010 Projects

**EYA and Carpenter's Shelter** EYA was HomeAid Builder Captain for the renovation of the interior space—including the addition of classrooms and counseling rooms—in Carpenter's Shelter Center of Learning in Alexandria, Virginia. The estimated \$185,000 project significantly upgraded the space that Carpenter's Shelter has occupied since 1999.

"This [project] was a long-held dream come true," said Fran Becker, former Carpenter's Shelter executive director. "Even in this economy, we never gave up on our dream for more classrooms—our tools for helping our residents succeed."

**Stanley Martin Homes and Northern Virginia Family Service (NVFS)** Builder Captain Stanley Martin Homes and 47 trade partners joined forces to do a complete remodel – from insulation and a new roof to replacing dry wall, kitchen and bathroom cabinets and fixtures – on a home for a single parent and her four daughters. The renovation, valued at over \$140,000, was completed over the course of 30 days and greatly enhanced NVFS's ability to empower individuals and families to improve their quality of life.

**Beazer Homes and Northern Virginia Family Service (NVFS)** Builder Captain Beazer Homes and 19 trade partners donated \$36,000 in materials and labor toward the renovation of a home owned by Northern Virginia Family Service (NVFS) that is used as a transitional home for a homeless family. Improvements included new flooring, interior and exterior painting, new kitchen cabinetry, grading and landscaping, and work to bring the home into electrical code compliance and structural compliance. Beazer Homes has partnered with HomeAid Northern Virginia since its inception in 2001, and this project was the fifth project with Beazer Homes.

**Brookfield Homes and NOVACO** "We asked for new kitchen cabinets, and we got a practically new condominium," said Victoria Neeley, executive director of NOVACO, Inc., which offers safe housing and support services to families escaping from domestic violence. Thanks to the work of Builder Captain Brookfield Homes and 35 subcontractors and trade partners, the two-bedroom condo was virtually rebuilt from the inside out, with the estimated retail value of the project exceeding \$50,000, 100 percent of which was covered by Brookfield Homes, subcontractors and trade partners. Many trade partners on this project also donated gift cards for the family.

Brookfield Homes won the Volunteer Business of the Year Award from NOVACO for this project.

**CarrHomes and Community Residences** Builder Captain CarrHomes and seven trade partners renovated and reconfigured a bathroom in a home used as part of Community Residences' Mental Health & Transitional Programs' 90-day transitional housing program. The improvement, estimated at \$18,000, marks the first HomeAid project for Community Residences. CarrHomes saved Community Residences almost 100 percent of the costs on this project.

**Madison Homes and Doorways for Women and Families** With available funding being challenged at all levels, Facilities Manager Susan Hennessey of Doorways for Women and Families was exceedingly grateful to HomeAid Builder Captain Madison Homes and its five trade partners, which supplied more than \$8,000 of labor, materials and supplies to a shelter renovation. The shelter serves as a home for seven families.

**Miller & Smith and Northern Virginia Family Service** Builder Captain Miller & Smith completed a renovation project to add a Head Start day care facility, a children's playground and a library to the SERVE campus in Manassas. The work involved tearing down existing walls to create classroom space, as well as relocating the existing bathroom, upgrading it and adding child-sized fixtures. A former computer room was transformed into a library, and the kitchen area was equipped with a washer and dryer. GameTime, a playground equipment manufacturer, provided playground equipment at half the normal cost. Now the families that live at the shelter have quality child-care and a learning facility for their young children.

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# Thank You

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Industrial Disposal Services	McGuireWoods LLP	Prince William County Government	Suburban Kitchens	Zimar & Associates Inc
Insight LLC	McLean Insurance Agency, Inc.	ProBuild	SugarOak Corporation	
Institute for Market Transformation	McLean Mortgage Corporation	Professional Property Maintenance	Summit Roofing Contractors Inc	
Integrity Homes of Virginia	McWilliams/Ballard	Professional Warranty Corporation		

Both cash and In-Kind gifts are listed. Donations to HomeAid Northern Virginia are tax-deductible to the fullest extent allowed by law. We try to be as accurate as possible, but mistakes do happen. Please contact us if your name has inadvertently been left off this list, is misspelled, or if you wish not to be listed. Phone (571) 283-6320 / Email: info@homeaidnova.org.

## 2010 Projects - Continued from page 3

**Ryland Homes, Christ Evangelical Lutheran Church and NOVACO** Builder Captain Ryland Homes renovated a home that Christ Evangelical Lutheran Church first built in 1978, which has been used for more than 15 years as a transitional home for local homeless families. (For the past six years, Christ Evangelical has partnered with NOVACO to help families fleeing from domestic violence.) The renovation project encompassed almost every area of the home and was estimated to have a retail value exceeding \$85,000. Ryland and its subcontractors saved the Church almost 100 percent of the cost of this project.

**Winchester Homes and Reston Interfaith** Builder Captain Winchester Homes, along with nine trade partners, assisted Reston Interfaith rehabilitate a townhouse, with a renovation that impacted almost all areas of the home. Renovations included extensive work to the kitchen and bathrooms, the addition of a basement-level escape window, new paint, new stair railings, landscaping and a new front door. The furnace and the outside air handler were also replaced. The estimated \$30,000 renovation was completed in six weeks and saved Reston Interfaith more than 50 percent of the cost.

## News Briefs for 2010

**Gala Raised Over \$170,000 for Local Homeless Shelters** More than 350 "rock star" homebuilders, trade partners and friends of the homebuilding industry raised more than \$170,000 for HomeAid Northern Virginia projects at the 9th Annual HomeAid Rocks Gala & Auction, presented by M&T Bank. Ticket and auction sales, sponsorships, and a Paddle Challenge—in particular one by Doug and Ann Smith of Miller & Smith that raised \$54,000—helped make HomeAid's largest annual fundraiser a rockin' success.

**Wine Tasting Raised \$10,000 for Women Giving Back** More than 100 people attended the 2nd Annual Around the World Tasting, raising \$10,000 through sponsorships and donations. The proceeds were used to help the organization find new space for the Women Giving Back Store (WGB), which gives women from 100 shelters and programs a place to shop for professional, work-oriented clothing and accessories at no charge.

WGB, along with Loudoun Abused Women's Shelter (LAWS), was also made a beneficiary of The Northern Virginia Women's Business Conference. Each organization was awarded a \$500 check and was asked to speak at the conference.

Lastly, WGB helped clothe more than 4,000 women in 2010, distributing more than 30,000 items of clothing and accessories to women seeking employment or returning to work.

**Stanley Martin Homes Held Gift Basket Food Drive for Artemis House** After HomeAid Northern Virginia helped introduce Stanley Martin Homes (SMH) to Artemis House, staff at SMH's headquarters, aided by contributions from the public, collected non-perishable food items for 18 Thanksgiving gift baskets. They donated the baskets, along with \$20 gift certificates to Safeway, to families living at Artemis House, a domestic violence safe house in Reston.

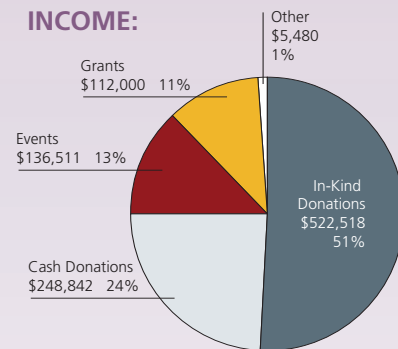
"We're so grateful to HomeAid for facilitating this effort, and Stanley Martin could not have contacted us at a better time," said Hanan Scrapper, director at Artemis House. "Our families were in tears when they received their baskets, as it gave them a sense of hope and comfort, knowing they were able to give their children a home-cooked meal, even though they had left their homes to flee domestic violence. Thanks to Stanley Martin and HomeAid, our families had a great Thanksgiving."

**Builders & Friends BBQ Raised \$15,000** HomeAid hosted the First Annual Builders & Friends BBQ, with more than 125 homebuilders and trade partners attending. The event, which raised \$15,000, was developed to support HomeAid's mission of building and maintaining dignified housing where homeless families and individuals can rebuild their lives, as well as raise awareness among industry members not familiar with HomeAid.

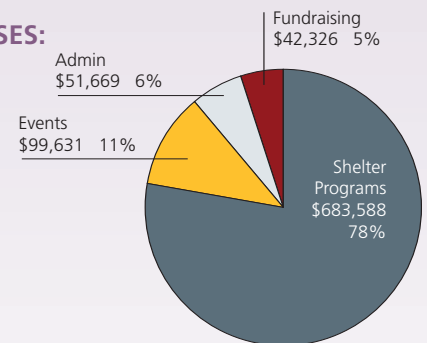
**Toll Brothers Donated Hundreds of Home Appliances to HomeAid** Toll Brothers, Inc., donated hundreds of like-new appliances to HomeAid Northern Virginia, which coordinated distribution of the appliances via Habitat for Humanity's ReStore outlets in Northern Virginia. Funds raised through the ReStore outlets will be used by HomeAid to further its mission of building and renovating emergency and transitional housing for local homeless individuals and families.

## Financial Highlights

### INCOME:



### EXPENSES:



### Who are the Homeless?

- Across the Washington metropolitan area, including Northern Virginia, the number of homeless individuals increased 5.4% in 2009 over 2008 figures.
- Almost 3,500 individuals are homeless in Northern Virginia. More than 1,100 of them are children.
- 60 percent of those helped by HomeAid are children.

SOURCE: The Metropolitan Washington Council of Governments and HomeAid Northern Virginia.

## 2010 Builder Captains



## 2010 Care Providers



## Thank You Lincoln Property Company and Trade Partners!

Aeroseal Contracting	KMB Contracting Services
AMC Builders	NN&R
Arcadia Builders	Patriot Electric & Mechanical
C&C Carpentry	Priority Engineering
Community Landscape Services	Stedel Services
Floor Systems	Wall Works USA

### Remodeling Lives - Continued from page 1

"Many of our employees gave me and my leadership team feedback that we should select a local charity that we could participate in as a team," Birnbaum explained. "We wanted that cause to be something close to our industry and something we could have a more positive effect on as a homebuilder. We chose HomeAid."

Hughes is a founding member of HomeAid's Women Giving Back (WGB) program and is thrilled to be involved with HomeAid.

"We at WGB are so grateful for the support that HomeAid has given us," Hughes said. "I look forward to supporting HomeAid and helping with more of their efforts."

Leader, also a founding member of WGB, hopes that her new position on HomeAid's board will help advance the great work HomeAid is doing to reduce homelessness.

"When I first became involved with HomeAid and WGB," Leader said, "I was shocked to learn the extent of homelessness in our community, and I trust that my experience in the building and development industry can help advance our mission of building and renovating shelters."

Thompson is equally dedicated to advancing HomeAid's mission, with a personal commitment to volunteerism combined with an employer that has served as a builder captain and has had employees on HomeAid's board before.

"I've always had the desire to serve," Thompson said, "and this position really fits the bill; it's with people I know, in an industry I love, with a company that has the resources to help, for an effort that I believe in. This is a crazy time in our economy, and there's a pressing, magnified need for the work that HomeAid does. I'm excited to participate."

### HomeAid Educates and Connects with Care Providers at Community Forum

HomeAid Northern Virginia's Executive Director Christy Eaton made strong new connections—and renewed past friendships—with 150 care providers at a Community Forum on Homelessness held last month in Fairfax. The event, themed Bringing HOST (Housing Opportunities Support Teams) Alive!, featured Fairfax County Board of Supervisors Chairman Sharon Bulova and provided attendees with updates on the implementation of the HOST system and the Ten-Year Plan to Prevent and End Homelessness. For more information, visit [fairfaxcounty.gov/homeless](http://fairfaxcounty.gov/homeless).

HomeAid Northern Virginia Executive Director Christy Eaton mans an information booth and helps spread the word about HomeAid's mission to end homelessness in Northern Virginia.



### HomeAid and Lincoln Property Company - Continued from page 1

"We didn't save a single fixture – not even the banister railing," said Mark Kirchmeyer, vice president, construction, for Lincoln Property Company. "Most things had surpassed their useful life or were in poor condition, so we just replaced it all. It was a huge renovation."

This was the first time that Lincoln worked with HomeAid on a project, but Kirchmeyer expects it won't be the last: "I was looking to do something like this, and I had the resources behind me. From the moment I approached our executive vice president with the idea of supporting HomeAid and NVBIA, his immediate response was, 'What can I do to help you?' We believe in giving back to society—it's about making a difference and moving yourself from success to significance."

HomeAid and Lincoln Property Company also secured donations of furniture, kitchenware, beds and mattresses, and over \$1,000 worth of gift cards for the family.



### Trade Partner Spotlight: Wall Works USA

When Mark Kirchmeyer, vice president, construction, for Lincoln Property Company became Builder Captain for the complete renovation of a home owned by the Good Shepherd Housing Foundation that is used as part of a transitional housing program, he knew exactly who to call for help.

"I've known Steve Hodgins, president and CEO of Wall Works USA, since the 1980s, and I have huge confidence in him. His company is known for large renovation projects, and I knew he'd get the job done. When I contacted him for support on this project, he agreed without hesitation."

Hodgins, who hadn't heard of HomeAid prior to Kirchmeyer's call, said it was easy to get to 'yes.'

"Once Mark and the people at Good Shepherd and HomeAid explained what it was all about, I realized that we'd be helping not just this family, but the family after that, and the family after that. I knew we had to get involved," Hodgins said. "The circumstances under which so many families live is appalling, and I think that many of us—because we're not exposed to it every day—can't understand how homelessness happens in America."

Wall Works and contractors handled nearly all aspects of the project but the demolition. All told, approximately 15 workers completed the work in about two weeks.

"Sometimes it's the most unexpected introductions that prove to be the most significant," said HomeAid Northern Virginia Executive Director Christy Eaton. "This project was a 'first' for many in the homebuilding industry, but I know we'll have the pleasure of working together again and continuing our fight to end homelessness. Together, we can achieve great things."

While Wall Works has been a longtime sponsor of the Wounded Warriors Foundation, which provides support to wounded and disabled military troops returning from the Middle East, the Good Shepherd project was the first of its kind for Wall Works. Hodgins promises it won't be their last.

"We were calling this *Extreme Makeover*, Lincoln edition," he said. "It was amazing to see how much emotion was there, on the faces of the kids, parents and family members. It really struck home, and it was remarkable how receptive and appreciative they were of the gift that they were given. It brought everyone to tears."

For more information, visit [wallworksvusa.com](http://wallworksvusa.com).

# Upcoming Events

### NVBIA Meet the Builder

March 24, 4:30 – 7:00pm • Waterford Fair Oaks • 12025 Lee Jackson Memorial Highway, Fairfax • Members-only event. Free for builders. \$75 per associate member. Register at nvbia.com.

### 14th Annual Spring Parade of Homes

April 30 & May 1, 11:00am to 5:00pm each day • Various locations throughout Northern Virginia • Open to everyone –100% of donations will benefit HomeAid Northern Virginia. Visit vaparadeofhomes.com for more information.

### Women Given Back (WGB) "The Store"\*

Saturday, April 9, 8:00am – Noon • Volunteers help homeless women "shop" for business clothes and accessories. \*Stay tuned for information on a new, permanent WGB Store, opening in May!

### Cinco de Mayo – WGB Annual Fundraiser

Thursday, May 5 • Details to come, but save the date!

### 2nd Annual Builders & Friends BBQ

Thursday, June 23, 4:00 – 7:00pm • Dranesville Tavern • 11919 Leesburg Pike, Herndon • Register now at homeaidnova.org!

### 10th Annual HomeAid Gala & Auction

Saturday, November 5 • Westin Washington Dulles, Herndon • Celebrate our 10 Year Anniversary at this exclusive event featuring a Live and Silent Auction, and the prestigious Presidents' Circle Awards. Donate to the auction, help us plan the event, or sign up for a valuable sponsorship package. Contact us today at info@homeaidnova.org to let us know how you want to help!

**10 Ways to Get Involved** • HomeAid Northern Virginia is always seeking volunteers to help and in recognition of our 10th Year, here are 10 ways YOU can participate!

1. Become a Builder Captain or Trade Partner for a shelter project.
2. Volunteer with the 10th Annual HomeAid Gala & Auction Planning Committee.
3. Attend the 10th Annual Gala & Auction.
4. Donate a Silent or Live Auction Gift for the 10th Annual HomeAid Gala & Auction.
5. Sponsor the 10th Annual Gala & Auction.
6. Volunteer to help sort and display clothes for the Women Giving Back store.
7. Host a Women Giving Back clothing drive.
8. Attend and/or sponsor the 2nd Annual Builders & Friends BBQ.
9. Make a tax-deductible donation to HomeAid Northern Virginia's 10 Year Anniversary Fund.
10. "Like" us on Facebook!

For more information, visit [homeaidnova.org](http://homeaidnova.org) or contact Executive Director Christy Eaton at [ceaton@nvbia.com](mailto:ceaton@nvbia.com).

### Know Our Numbers

Don't forget that HomeAid Northern Virginia is part of the United Way of the National Capital Area and the Combined Federal Campaign. Sign up for payroll deductions at work by selecting HomeAid Northern Virginia as your charity of choice.



HomeAid Northern Virginia's CFC code: **54784**  
HomeAid Northern Virginia's United Way code: **8580**

**Become a Fan of HomeAid on Facebook and Follow us on Twitter.**



[www.homeaidnova.org](http://www.homeaidnova.org)

3901 Centerville Drive, Suite E,  
Chantilly, Virginia 20151



HomeAid is the official charity of the Northern Virginia Building Industry Association



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