

What do you *really* know about  
**neighborhood  
revitalization?**

Let us set the record straight on some common myths about Habitat's holistic approach that is making a bigger impact in the communities where we work.



The myths and  
**truths** about  
**neighborhood  
revitalization**

### Neighborhood revitalization

Habitat affiliates engaging in neighborhood revitalization serve more families by responding to community aspirations with an expanded array of products, services and partnerships, empowering residents to revive their neighborhoods and enhance their quality of life.

For more information on neighborhood revitalization, visit [habitat.org/neighborhood](https://www.habitat.org/neighborhood) or [my.habitat.org/nri](https://www.my.habitat.org/nri). Or email [nr@habitat.org](mailto:nr@habitat.org), and someone will be in touch.

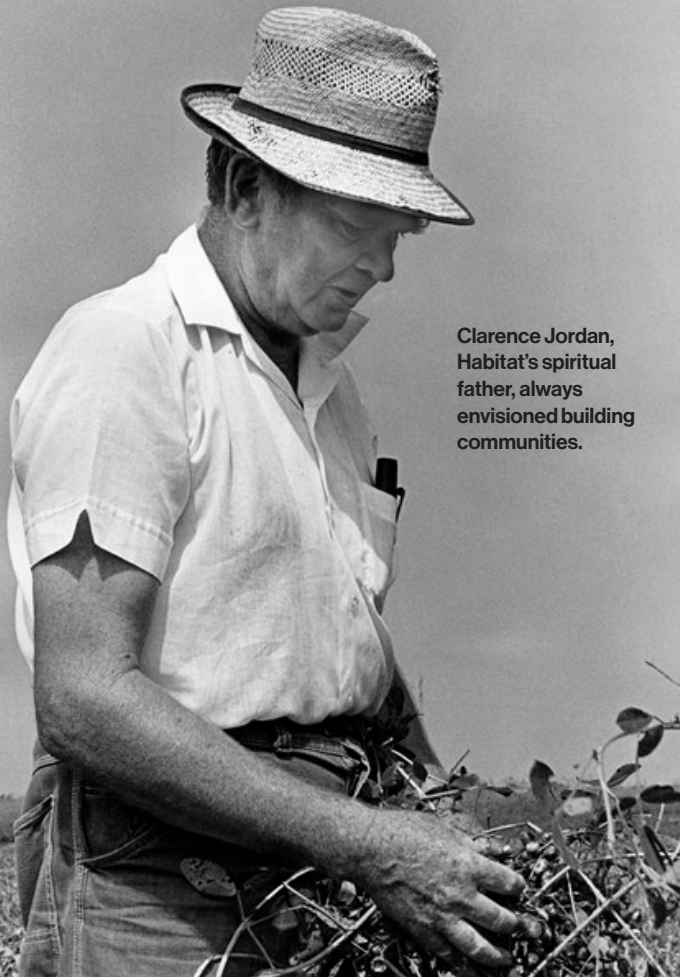


INTERNATIONAL HEADQUARTERS:  
121 Habitat St. Americus, GA 31709-3498 USA  
(229) 924-6935 (800) HABITAT fax (229) 928-8811  
[publicinfo@habitat.org](mailto:publicinfo@habitat.org) [habitat.org](https://www.habitat.org)

16-52693/750/NR/12-16



"A lot of people want this neighborhood to be a good place to grow up."  
— Sha'keria Riley, 11,  
Jacksonville, Florida



Clarence Jordan,  
Habitat's spiritual  
father, always  
envisioned building  
communities.



**MYTH: Neighborhood revitalization is mission creep for Habitat.**

**TRUTH:** Neighborhood revitalization helps fulfill Habitat's mission: "Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope." Habitat has excelled at the home and hope aspects of this mission. Through neighborhood revitalization, the ministry also focuses on building communities with an improved quality of life, which can include housing, education, health, safety and other outcomes. When Clarence Jordan, Habitat's spiritual father, was creating partnership housing, the precursor to Habitat for Humanity, he talked about building neighborhoods, not just houses. Jordan's vision is at the core of neighborhood revitalization, which starts at the grassroots level, with people in the community determining the goals for their neighborhood. Habitat partners with residents and other organizations to help the community reach these goals.

**MYTH: In time, Habitat for Humanity International will lose interest in neighborhood revitalization.**

**TRUTH:** Habitat CEO Jonathan Reckford calls neighborhood revitalization the way of the future and an essential element of Habitat's work in the U.S. to eliminate barriers to a better, healthier, more financially stable life. Neighborhood revitalization takes its lead from Habitat affiliates that began working in partnership to transform communities long before HFHI adopted the approach. Habitat's work overseas already recognizes the benefit of working with residents and community partners. Neighborhood revitalization is in alignment with Habitat's strategic plan, which demands bold action for a world where everyone has a decent place to live.

**MYTH: A Habitat affiliate doing home repairs is doing neighborhood revitalization.**

**TRUTH:** Home repairs can play an important role in revitalizing a neighborhood. So can new homes and rehabs. What really distinguishes neighborhood revitalization is focusing on a specific neighborhood and responding to community goals. By collaborating with residents and other organizations, a Habitat affiliate implementing neighborhood revitalization offers a mix of affordable housing products and services to help measurably improve overall quality of life in the community.

**MYTH: Neighborhood revitalization is only for big, urban affiliates.**

**TRUTH:** Small and rural affiliates can and are doing neighborhood revitalization. In fact, smaller and rural affiliates are finding that neighborhood revitalization gives them a way to have a greater presence and impact in the communities they serve. Almost half of Habitat affiliates doing neighborhood revitalization have annual revenues below \$1 million, while one-fifth have revenues below \$500,000.

**MYTH: Habitat volunteers only want to build houses.**

**TRUTH:** Many Habitat volunteers like building new houses. Neighborhood revitalization also attracts volunteers who like working on home repairs and community projects, including painting community centers, sprucing up parks and putting in community gardens. In the last three fiscal years, Habitat affiliates doing neighborhood revitalization participated in more than 9,200 community projects and benefited from the work of more than 887,000 volunteers.

**MYTH: Donors only want to support new home construction.**

**TRUTH:** New home construction is a vital part of Habitat and neighborhood revitalization. Donors recognize that for families to succeed, sometimes the dynamics of their neighborhood have to change. Habitat affiliates reported that being part of neighborhood revitalization has helped them raise over \$200 million in the past five fiscal years.

