

# 2019 Habitat NYS Conference



**Saturday, September 21 // Workshop Sessions**

## **Session 1 // 9:00am - 10:15am**

### **Workplace Sexual Harassment**

*Jennifer Spencer, Education & Outreach Supervisor, Crime Victims Assistance Center*

New York legislators have passed a number of initiatives in the wake of the #MeToo movement and widespread allegations of sexual harassment in the workplace – including a law requiring employers to provide sexual-harassment training to all workers. This session fulfills the state requirement for attendees.

### **The Federal Home Loan Bank of New York's Homebuyer Dream Program™**

Creating affordable, accessible and sustainable homeownership opportunities has long been a focus of the Federal Home Loan Bank of New York. In 1995, we launched The First Home ClubSM ("FHC") as a grant program to help first-time homebuyers achieve their dream of homeownership. Throughout the FHC's existence, we have been honored to join with our members and help more than 16,000 households become homeowners through more than \$120 million in grants.

We are proud of the impact we have made through the FHC, and we believe that the Homebuyer Dream Program, a more modernized set-aside grant program to support first-time homebuyers across New Jersey, New York, Puerto Rico and the U.S. Virgin Islands, puts us in an even better position to meet the current and future homeownership needs of our District. Households currently enrolled in the FHC will not be impacted by the Homebuyer Dream Program, and will continue following their path towards homeownership with our full support.

The Homebuyer Dream Program provides down payment and/or closing cost assistance of up to \$14,500 per eligible household. To be eligible, households must earn income equal to or less than 80 percent of the area median income and complete a homebuyer counseling program – for which an additional \$500 defrayment of costs is available, bringing the total grant opportunity to \$15,000. Join us at our session and learn how to access this viable source of funds for your clients and help them to achieve their dream of homeownership.

### **Solutions for Delinquent Mortgages - Cash for Keys**

*Scott Sydelnik, Attorney, Davidson Fink Attorneys at Law, Flower City Habitat for Humanity*  
*Tim Guillemette, Family Services Manager, Flower City Habitat for Humanity*

Also referred to as a deed in lieu of foreclosure, a "cash for keys" arrangement not only helps the lender save money, it also benefits the distressed homeowner by helping cover any relocation costs and can be used as a deposit for a rental property. Learn more about how this program can help your affiliate and homeowners.

### **Create Your Fundraising Plan**

*Elizabeth Bauder, Senior Specialist, Resource Development Expertise Hub, HFHI*

A solid fundraising plan serves as a roadmap and shows organizations where and how to allocate resources – both time and money. You'll leave this workshop with actionable steps to engage stakeholders, assess your past fundraising activities to see where you are getting your best bang for your buck, and with a strong framework for building out a new plan or strengthening an existing plan.

### **Hosting and Leading Out-of-State Volunteer Teams**

*Cheelsea Cromer, Sr. Specialist, Partner Engagement, Habitat for Humanity International*  
*Katie Key, Sr. Specialist, Volunteer Communications and Marketing, Habitat for Humanity International*

Looking for ways to amplify your volunteer program? Hosting out-of-state volunteer groups such as Collegiate Challenge brings energy, productivity and funds to your local mission. You will also learn how leading an international Global Village trip can bring together your donors, board members and volunteers in a new and inspiring way.

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**Session 2 // 10:30am - 11:45am**

## **Roundtable - Volunteer Café**

*Matthew Arbolino, Executive Director, Habitat for Humanity of Greater Newburgh*

The Volunteer Café is not your traditional workshop. Bring your coffee or tea and join others from similar-sized affiliates or national organizations for rich discussion and solutions to some of the issues faced around volunteer engagement. Themes will be generated by participants, and the session will feature three facilitated roundtable discussions.

## **Roundtable - The Global Reach of Habitat**

*Matthew Flanigan, Executive Director, Flower City Habitat for Humanity*

Hear from the executive director of Flower City Habitat about his recent Global Village experience. Learn about the role Habitat plays outside the United States and how can we support those efforts. Bring your questions and share your experiences as well.

## **Roundtable - Finding Homebuyers, Keeping Homebuyers**

*Pam Hoyle, Program Services Manager, Habitat for Humanity of Ontario County*

*Milagros Montijo-Flores, Family Services Manager, Habitat for Humanity of Greater Newburgh*

The dual challenge of recruiting qualified homebuyers that can work with third-party lenders, and then ensuring the potential homebuyers' eligibility until closing has many affiliates scrambling. Join this roundtable discussion to share strategies in both selection and retention of successful homebuyers.

## **Roundtable - Change Management: Guiding your Organization from Volunteer, to Staffed, to Professional**

*Christine Brady LaValle, Executive Director, Ulster County Habitat for Humanity*

Growing organizations have a unique set of challenges, particularly in a changing environment of regulation, oversight, and successful evolution to the "next level". We'll talk about what has worked well in our affiliate's growth, what has not, potential pain points, and how to work on a shared vision to help facilitate growth.

## **Roundtable - Construction**

*Jason Welch, Project Manager, Ulster County HFH*

This roundtable is an opportunity for construction specialists from across the state to share their experiences and insights in project planning, construction best-practices, and volunteer management principles that are unique to the Habitat organization.

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**Session 3 // 1:15pm - 2:30pm**

## **HR Danger Zone**

*Theresa M. Levine, Esq, Associate, Coughlin & Gerhart, LLP*

Human resources compliance can be a minefield; particularly with respect to New York's fast-changing requirements for sexual harassment and anti-discrimination laws. Attendees will learn how to avoid common pitfalls and to remain compliant in today's changing legislative environment.

## **Building your Affiliate's Capacity Through Repair and Aging in Place**

*Carol Gregory, Consultant - Aging In Place, Habitat for Humanity International*

Take the mystery out of repair and working with older adults and discover how your affiliate can serve more families by utilizing repair and Aging In Place. House production reports show that repair is increasing and over 1/2 of repairs in the U.S. are with older adults. Strategies presented can be incorporated by big and small affiliates.

## **Marketing: Understanding the Sales Funnel**

*Robbie Smolinsky, Director of Communications, Habitat for Humanity of New York State*

Whether you're focused on recruiting new homeowners or volunteers, or looking for new ways to build relationships to expand your donor base, understanding the fundamental concepts of the sales funnel will help you to establish the core marketing strategies you need to drive your organization forward.

## **USDA Rural Development: A Lending Partner for Rural Affiliates**

*Jennifer Jackson, Single Family Housing Program Director, USDA Rural Development*

Rural affiliates have access to one of the most affordable mortgage resources: USDA Rural Development's Section 502 Direct Loan Program. Participants will learn about 502 Direct Loan Program basics, discuss partnership approaches, and learn best practices for rural Habitat affiliates.

## **The Collaborative Spectrum: Collaborations and Mergers in Light of National Trends**

*Phillip Bridgewater, Senior Analyst, Strategic Restructuring, Habitat for Humanity International*

If your affiliate is interested in local collaborations with other HFH affiliates or orgs hear what HFHI has learned about best practices when affiliates are considering collaborating to better serve their communities then join in a listening session to learn from affiliates with experience interest or concerns about local affiliate collaborations.

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**Session 4 // 2:45pm - 4:00pm**

## **Engaging Board Members in Fundraising**

*Elizabeth Bauder, Senior Specialist, Resource Development Expertise Hub, HFHI*

Board members, come get a crash course in fundraising strategy. You'll leave this session with a basic grasp of industry trends, the fundraising cycle, and with some practice making the case for Habitat to potential donors. We'll also touch on ways to effectively partner with your staff to mobilize financial resources for the mission.

## **HMS Platform and Lending Combined**

*Daniel Gura, Director of Capital Markets and Financials Systems, Habitat Mortgage Solutions, Habitat for Humanity International*

Habitat Mortgage Solutions (HMS), recently became a Community Development Financial Institution, or CDFI, and has 1) created the HMS loan origination system Platform 2) has been working with national lending and government partners to form creative partnerships to meet affiliates' capital needs. This session will review MOP and lending products.

## **Collaborative Operating Model: Building a Better, More Sustainable, More Collaborative Operating Model**

*Sue Henderson, Vice President, U.S. Operations, Habitat for Humanity International*  
*Matthew Flanigan, Executive Director, Flower City Habitat for Humanity*

Changes in technology, culture and demographics demand that we consider new ways of approaching our work. To ensure the future of our mission, we need to engage in a conversation about a more efficient and collaborative approach – one that balances our strong local presence with new approaches in an ever-more competitive fundraising landscape and improves overall operational efficiencies for affiliates and HFHI. Session attendees will learn about the current work related to the Collaborative Operating Model and how you can stay engaged in exploring a new Collaborative Operating Model.

## **Disaster Response in Your Community**

*Erin Goodyear, Field Operations Specialist, Habitat for Humanity International*  
*Rich Hajeris, State Relations Disaster Liaison, American Red Cross in New York State*

Severe flooding, hurricanes, and tornadoes are just a few kinds of hazards that put New York households at risk. In this session we'll explore how you can prepare for the unthinkable and respond to real needs in your community.