



# HOPE begins with HOME

Join us as we build a better future  
for everyone who calls the Grand  
Strand Home.



# Message from our Executive Director

Dear Partner,

Over the past 35 years, our organization has proudly built 178 homes in Horry County, creating a legacy of stability and hope for countless families. Our commitment to service now goes beyond individual homes as we've expanded our efforts to include neighborhood revitalization and maintenance and repair, fostering a sense of community and preserving affordable housing.

The success of Habitat for Humanity here in Horry County is not ours alone, but rather a testament to the generous spirit of our community and the shared belief that everyone deserves a place to call home.

The impact of your support extends far beyond the physical structures we've built. It echoes in the laughter of children playing in their own yards, in the sense of pride radiating from homeowners as they unlock their front doors, and in the renewed hope that a stable home brings to our neighbors in need.

Now in 2025, as we face rising construction costs, an unstable real estate market, mixed with an ever-growing need for affordable housing we need the spirit of our community behind us now more than ever.

As we embark on a new capital campaign to build 55 additional homes, we invite you to once again be a part of this transformative journey.

In partnership,  
Meagan Michal  
Executive Director



**Meagan  
Michal**

“

We believe that everyone deserves a safe and decent place to call home, and our journey has been driven by this belief.

Your generosity has sown the seeds of positive change in the very fabric of our community.

# About the campaign

As we look to the future, we are thrilled to announce a new chapter in our history—a **\$1.91 million capital campaign** to fund the infrastructure needs on three pieces of land. These properties will be the foundation for **51 new, safe homes**, providing affordable homeownership opportunities for families who are crucial to the economic development of our region.

Through the support of Horry County and the American Rescue Plan Act, we have secured funding to purchase the land needed for this ambitious project. However, we still need your support to develop the land for construction. Your generosity will play a crucial role in turning these parcels into vibrant, thriving communities where families can build a brighter future.

The impact of Habitat for Humanity extends far beyond the walls of the homes we build. It ripples through the entire community, fostering stability, pride, and a sense of belonging. Families who partner with us not only gain a home but also the tools to break the cycle of poverty and build a foundation for a better life.

Your investment in Habitat for Humanity of Horry County is an investment in the future of our community. Together we can build Hope through Homes!



[rkennon@habitatmb.org](mailto:rkennon@habitatmb.org)

# Campaign Cabinet



Justin Lee, Executive Vice President  
Coastal Carolina National Bank



Rev. Cedric White, Lead Pastor, Body of Christ Church  
Services Manager, Ocean Lakes Campground  
Habitat Horry County Board Member



Tonya Robinson  
Realtor & Personal Stylist



Ryan Earnest, Managing Partner  
Keystone Commercial Realty  
Habitat Horry County Board Member



Robert Beatty, Branch Manager  
Anderson Brothers Bank



# The Need



In 2020, 48.7% of household spent more than 30% of their income on rent according to the South Carolina Housing needs assessment.



During the 2021 United Way of Horry County, community needs assessment, 32% of participants stated they missed a rent, mortgage, or utility payment in the last 12 months due to lack of funds.



Horry County faces unique housing affordability challenges related to its large land mass, rapidly growing population, and lack of economic opportunities.



United Way of Horry County reported its local resource number has received nearly 1,600 calls over an 8 month time period for information on shelters, rent assistance and affordable housing.



Recent Census Bureau data shows the current area median household income in Horry County is \$4,600 per month, making affordable housing anything that doesn't exceed slightly more than \$1,300 per month.



A study through the Harvard Kennedy School showed a harmful link between high housing costs and employee recruitment, productivity and retention, which hurts businesses and a community's economy.

# The solution



The Habitat homebuyer program is a unique solution to the affordable housing crisis in Horry County.

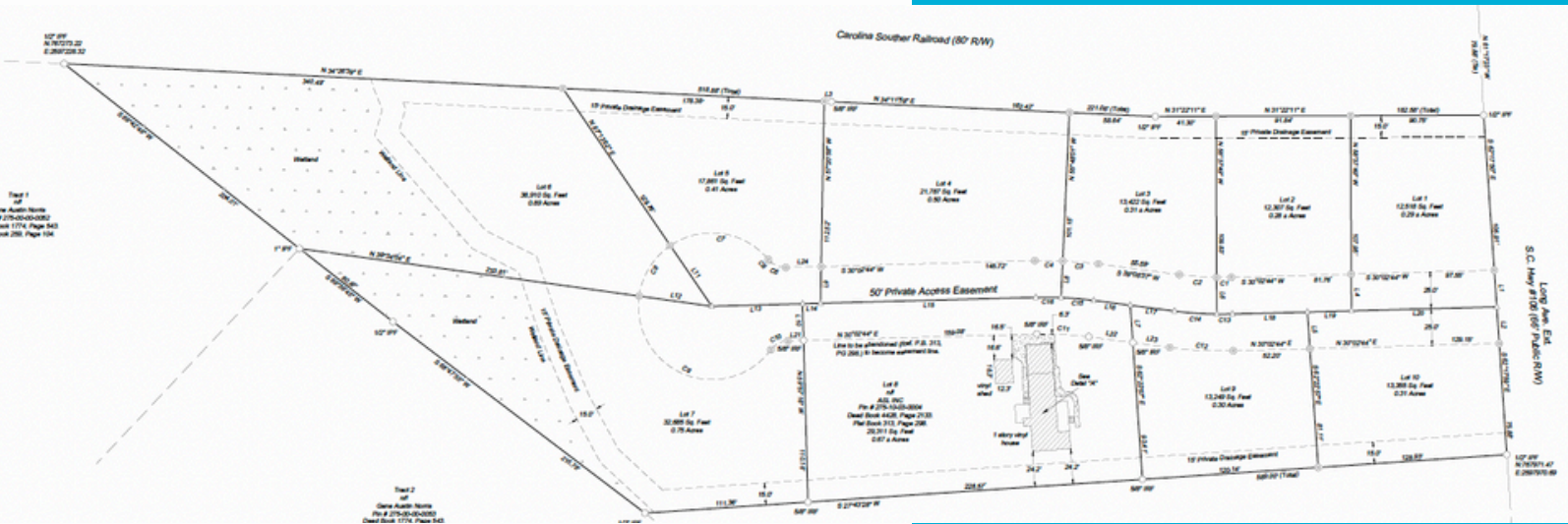
The positive effects of homeownership touch every part of their lives: homeowners are more active in their communities, their children perform better in school, their health improves, and they are able to achieve financial stability that is passed on for generations.

**This campaign will provide 56 new affordable homes for local families in need of safe housing. It will also bolster the local economy through workforce development, creation of affordable housing for the workforce, inject dollars into the local economy, increase property taxes paid and more!**



*Strength, stability, and self reliance through shelter.*

# Owen's Creek



This neighborhood is named by our Hope Partner, CRG Homes.



CRG  
HOMES

The Owen's Creek property is a unique opportunity for Habitat to purchase land with 90% of the infrastructure already in place.

This property will provide space for **9 safe, affordable homes** for local families and will allow Habitat Horry County to begin building right away.



# Workforce Development + Affordable Housing = A Stronger Horry County

During the 2022-23 school year, Habitat Horry County, in partnership with the Horry Georgetown Homebuilders Association (HGHBA), led a group of construction students from the Academy of Technology and Academics (ATA) in the building of a 5-bedroom home for a local family in need of safe, affordable housing. The home was constructed in the parking lot of the ATA and moved upon completion. This partnership was uniquely designed to serve our county in a variety of deeply beneficial ways. Safe, affordable housing and a qualified workforce are arguably two of the greatest needs for a community to thrive.

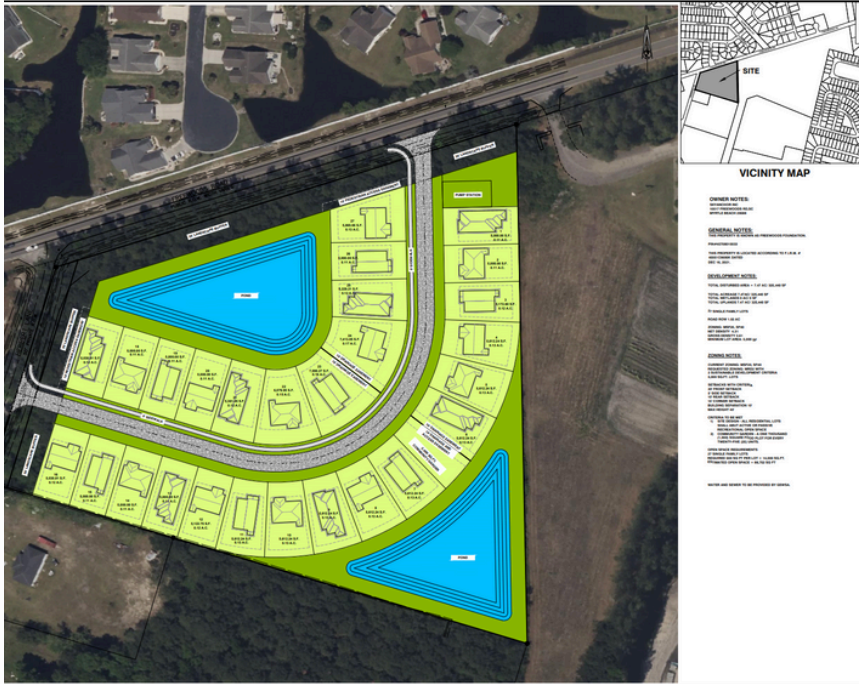
This inaugural build taught us important steps to improve and expand upon the partnership. One crucial way to keep this program operating is to remove the costly need to move the home.

With the purchase of this uniquely located property at Owen's Creek in Conway, SC, less than a five-minute drive from the ATA, we will be able to continue costs-effective builds in partnership with HGHBA and ATA.

**Together we will work to build a strong workforce that has a safe place to call home.**



# Marlowe Village



Marlowe Village will be located on land adjacent to the historic Freewoods Farm providing a special opportunity to create lasting affordability and life change for the families who will purchase homes here .

This land will be able to accommodate **24 safe, affordable homes** for local Horry County families, and **will cost an estimated \$1,400,000 to develop** for construction.

*“As the only African-American historical living farm museum in the United States, Freewoods Farm is devoted to recognizing and perpetuating the contributions of African-American farmers.*

*Freewoods Farm, located in the Burgess community of Myrtle Beach, South Carolina, provides education, documentation and preservation of the activities and practices of these farms. The Freewoods Farm will become an economic, educational and environmental engine for the region as well as bring life to an aspect of American history that is missing.”*

[freewoodsfarm.com](http://freewoodsfarm.com)





## Conservation Matters

It is our goal to not only create affordable housing opportunities for families, but simultaneously demonstrate a steadfast commitment to conservation as we develop land. By integrating sustainable building practices and utilizing eco-friendly materials, we strive to minimize environmental impact while providing affordable housing solutions.

With conservation in mind, we will prioritize the preservation of existing green spaces, aiming to save as many trees as possible during the construction process. Through careful planning and design, we will integrate the natural landscape into the community, maintaining biodiversity and providing residents with access to green areas that enhance quality of life.

Additionally, we plan to incorporate community gardens into our developments, fostering a sense of stewardship and connection to the land among residents. These shared spaces will not only promote sustainable living by encouraging local food production but also serve as gathering places where neighbors can come together, strengthen social ties, and cultivate a sense of belonging.

Through our dedication to conservation, we aim to create communities that are both resilient and environmentally responsible, setting a precedent for sustainable living for generations to come.

# Silver Creek



## Did you know?

A study conducted by Harvard University showed that children raised in homes owned by their parents are far more likely to have higher test scores and fewer behavioral issues when compared to children of renters. The study also found that owning a home compared with renting leads to 13 to 23 percent higher quality home environment for the children being raised in owned homes.

We will be building our first townhome development within the existing Silver Creek neighborhood off of Socastee Blvd.

This property will provide space for **6 safe, affordable townhouses** for local families.

The infrastructure cost for this property is estimated to be \$100,000.



Affordable homeownership not only improves the lives of those who live there, but it also has positive impacts on the local economy. In addition to creating jobs, affordable homeownership increases regional spending and local government revenue through additional permits and taxes. For every dollar invested into Habitat Horry County, an additional \$1.72 is generated and put back into the local economy.

# Partnership Levels

## Hope Partner - \$500,000 – Neighborhood Naming Rights

**The Hope Partner will lead the campaign and through their gift. They will showcase commitment to community in a deep and impactful way - building hope for families across Horry County. This sponsor will receive the following benefits:**

- Prominent placement of company name/ logo on supporter signage at all 3 build sites
- Prominent placement of company name/ logo on the Habitat Horry County website
- Article on Habitat website and newsletter that illustrates your commitment to community
- Press release with sole sponsor focus distributed by Habitat Horry County announcing support of the campaign and commitment to community
- 10 team build days in the neighborhood you are helping create
- Join us on media requests to share about your commitment to community

## New Roads Partner - \$300,000 – Road Naming Rights - (Over 1-5 years)

**The New Roads Partner will play a critical role in this campaign and through their gift help to lay the groundwork for safe, affordable homes in Horry County! This sponsor will receive the following benefits:**

- Prominent placement of company name/ logo on supporter signage at all 3 build sites
- Prominent placement of company name/ logo on the Habitat Horry County website
- Article on Habitat website and newsletter that illustrates your commitment to community
- Press release distributed by Habitat Horry County announcing your support of the campaign and commitment to community
- 7 team build days in the neighborhood you are helping create
- Naming rights for neighborhood road off of Allentown Road in Conway

# Partnership Levels

## Conservation Partner - \$200,000 – 3 available (Over 1-5 years)

### Nature Conservation Naming Rights (Forest, Garden, Pond)

**Help build beautiful neighborhoods with this premier level partnership. This partnership level will receive the following benefits:**

- Prominent placement of company name/ logo on supporter signage at all 3 build sites
- Prominent placement of company name/ logo on the Habitat Horry County website
- Article on Habitat website and newsletter that illustrates your commitment to community
- Inclusion in project press releases distributed by Habitat Horry County
- 5 team build days in the neighborhood you are helping create
- Choice of naming rights for neighborhood garden, pond, or Nature Preserve.

## Community Partner - \$100,000 – (Over 1-4 years)

**The sponsorship level will receive the following benefits:**

- Placement of name or logo on supporter signage at all 3 build sites
- Placement of name or logo on the Habitat Horry County website
- Inclusion in project press releases distributed by Habitat Horry County
- 3 team build days in the neighborhood you are helping create

## Cornerstone Partner – \$50,000 – (Over 1-3 years)

**The sponsorship level will receive the following benefits:**

- Placement of name or logo on supporter signage at all 3 build sites
- Placement of name or logo on the Habitat Horry County website
- Inclusion in project press releases distributed by Habitat Horry County
- 2 team build days in the neighborhood you are helping create



# Partnership Levels

## Good Neighbor Partner - \$25,000 – (Over 1-3 years)

### **The sponsorship level will receive the following benefits:**

- Placement of name or logo on supporter signage at all 3 build sites
- Placement of name or logo on the Habitat Horry County website
- Inclusion in project press releases distributed by Habitat Horry County
- 1 team build day in the neighborhood you are helping create

## Stability Partner - \$10,000 – (Over 1-2 years)

### **The sponsorship level will receive the following benefits:**

- Placement of name or logo on the Habitat Horry County website
- 1 team build day in the neighborhood you are helping create

## Hand Up Partner - \$5,000 – (Over 1-2 years)

### **The sponsorship level will receive the following benefits:**

- Placement of name or logo on the Habitat Horry County website
- 1 team build day in the neighborhood you are helping create

# Types of Gifts to Consider:

**Cash Contributions**

**In-Kind Services & Materials**

**Gifts of Stock or other sellable Assets**

# HOPE built



Celya Willard and her son DJ were accepted into the Habitat homebuyer program in December of 2020. They were living in an unsafe, overpriced home and Celya dreamed of something more for her family.

Celya instantly embraced the homebuyer program and the many requirements. She diligently kept track of her monthly expenses and was soon shocked to see how much money she wasted each month. She committed to saving more and by the time she was finished with the program she had saved enough for two months of reserves.

Celya purchased her Habitat home in December of 2021 and has been making her monthly mortgage payments on time each month. Celya reached out to us a few months ago to update us that she has continued to save and has been promoted at her job.

**For campaign information or questions contact:**

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or

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