

2025

INCLUDING 2023-2024 FINANCIALS



A MESSAGE FROM THE BOARD CHAIR & CEO

Our 2023-2024 fiscal year marked the 39th anniversary of Habitat for Humanity Tampa Bay Gulfside. Thanks to your support, hundreds of homeowner partners have had the opportunity to improve their housing situations through a zero-percent interest mortgage, providing a safe and affordable place to live for years to come.

Through the commitment of our Habitat homeownership partners, board of directors, volunteers, donors and staff, our affiliate was able to make a deep impact in Pinellas, West Pasco, and Hernando Counties this past fiscal year:

- In April 2024, Habitat for Humanity International selected Habitat for Humanity of Pinellas and West Pasco Counties to expand its service area to include Hernando County and rebrands to Habitat Tampa Bay Gulfside.
- We made the difficult decision to close our ReStore operations to be singularly focused on the homeownership program to address the need for affordable homeownership in our community.
- 81 homes completed in the 2023-24 fiscal year.
- More than 44,000 volunteer hours helped construct these homes.
- Celebrated our 900th home dedication milestone in June 2024 with the Jones family in the Ridgecrest community in Largo.
- Received a Four-Star Charity Navigator rating and the GuideStar Platinum Seal of Transparency, which is the highest level of transparency.
- Partnerships were continued with Feeding Tampa Bay, Kids Pedal Power, General Federation of Women's Clubs, and other organizations in our community to make a greater impact on the families we serve.
- Affiliate leadership raised minimum pay to \$20 an hour for all employees.

This year marks our organization's 40th anniversary, and later this year we will celebrate the construction of our 1,000th home in the community. It's an exciting time as we help individuals and families achieve the dream of affordable homeownership and build intergenerational wealth.

We thank you for continuing to support Habitat through your generous donation of time, talent and treasure.

In partnership,

Heather FordBoard Chair



Alextro, RASC



Mike Sutton President & CEO

board of directors

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Ken Wicker CEO, HCA Florida Oak Hill Hospital



year in review









building homes, communities and hope

Habitat served 81 families in the 2023-24 fiscal year. Hard work and generosity made it possible for these homeowners to have something that most of us take for granted – peace of mind and a stable place to thrive.

A hand up, not a handout. Habitat homeowners work hard; they don't ask for handouts.

Homeowner candidates must demonstrate:

- A housing need
- Ability to pay a mortgage
- Willingness to partner with Habitat

At the end of each homeowner's journey they have put in at least 350 hours of "sweat equity", made a modest down payment, and received a zero-interest mortgage. Our homeowners are physically and financially invested in their homes and are set on the right path toward responsible homeownership. The homeowner classes they are required to complete as part of their covenant with Habitat provide them with the tools to be successful homeowners and contributing citizens in their local communities.

In Florida, 2.4 million households spend 30% or more of their income on housing. With help from our supporters, we can make the cost of home affordable for everyone. People are often surprised by how much impact their donation makes.

Even the smallest donations can make a big difference, and our supporters know their money is going to a good cause.

Habitat Tampa Bay Gulfside received a Four-Star rating from Charity Navigator and the GuideStar Platinum Seal of Transparency. The Platinum Seal is the highest level of transparency, which means you can trust we are being responsible with your donations.

Habitat's homeownership program benefits our community:

- Revitalizes neighborhoods
- Increases the tax base
- Encourages volunteerism
- Removes substandard housing
- Provides employment for subcontractors

our strategic pillars

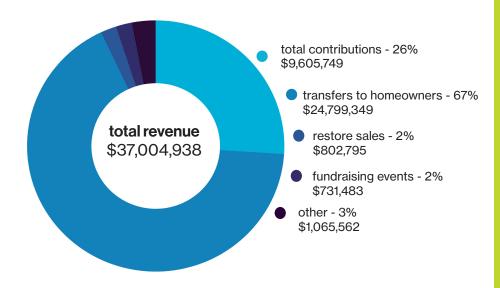


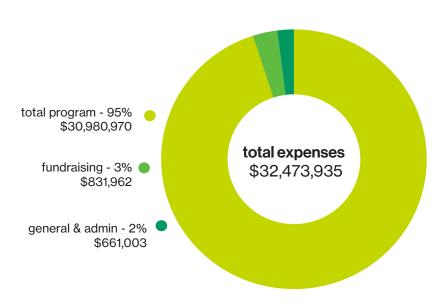






2023 - 2024 financial report







education is the cornerstone of the habitat program

Habitat's program addresses the core of poverty by offering a person of lower income a chance to help themselves. Although everyone thinks of houses when they think of Habitat, the educational component truly is the cornerstone of the program.

Through this program, the lives of many local families are changed. Once accepted into the program, each homeowner candidate attends 38 educational classes that prepare them to become a lifelong homeowner. Successful candidates will achieve new home buying knowledge through financial literacy, home maintenance and much more.

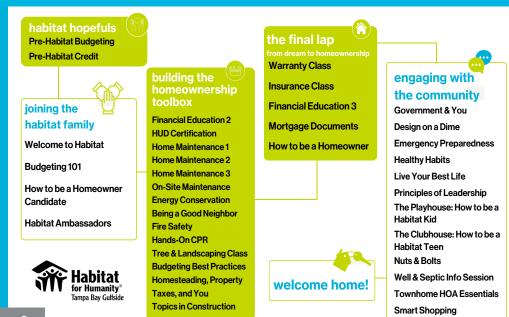
Habitat prepares them before they become a homeowner so they can maintain a lifetime of homeownership and self-sufficiency.

81
homes built locally

7.1K
education hours
completed

81
homes built globally

habitat education timeline



homeowner bio the jones family

66

I am building because I want better for my kids and I. I'm eager to break generational barriers and give my kids a better life than I had."



In June 2024, Xavier Jones and his three children achieved the dream of homeownership by becoming Habitat Tampa Bay Gulfside's 900th homeowner partner. Habitat's 900th home was built on Gooden Crossing which is located in the historic Dansville-Ridgecrest community in Largo.

Xavier is a Spray Tech for Pinellas County and he and his two daughters, Xanae and Xaviah, and his son, Xavier Jr., are a very tight-knit family. "I'm very family oriented and spending time with my kids every day is something that I'm real big on," Xavier explains. "My mom was a single parent so I know how it feels to not have the other parent present. That alone pushes me to be the best father I can be to my children."

When Xavier was first accepted into the Habitat program he felt overwhelmed with excitement. "I knew this was going to be a big deal for me and my family and also set me up for success and more stability for us. Such a huge blessing!"

"Earning sweat equity and working on build sites is one of the best things about this program. You learn a lot from working on the sites and being hands on in the process of building your home. You're also helping someone else achieve their dream while working towards your own."

The Jones Family home dedication took place in front of over 200 supporters on June 21st, 2024. Xavier and his children received a warm welcome from the Office of U.S. Senator Marco Rubio, a proclamation from Pinellas County Commissioner Charlie Justice and his fellow commissioners, and was presented a \$1,500 scholarship to continue his education at St. Petersburg College.

"I want to thank my children," Xavier said during his dedication speech, his voice beginning to crack with emotion. "I am glad that during these last 16 months you were able to see what it means to make sacrifices, what it means to be disciplined, and what it means to work hard for whatever you want out of life."



THIS HOME WAS BUILT IN HONOR AND MEMORY OF THE GOODEN FAMILY





partners making homeownership dreams come true

WestCMR Supports New Multi-Family Townhome Development

In December 2023, WestCMR made a generous donation of \$100,000 towards one of Habitat's new multi-family townhome developments. Longlake Preserve. The Longlake development will soon be home to 54 Habitat Homeowners over the next few years. This gift was instrumental in helping fund the first phase of construction and an inspiration for other organizations to make gifts towards this project.

Bank Partners

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Municipality Partners

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Pasco County City of Largo City of St. Petersburg

City of New Port Richey City of Tarpon Springs

2024 Norm Bungard Lifetime Achievement Award



Ken Rush

Ken Rush, Former Chief of Operations, was honored for his 17+ years of dedication and service to our mission. Ken came to Habitat in July 2006 as a member of our construction team. Ken held multiple roles and oversaw many different departments over the years. The 740+ families that have become homeowners during his time is a significant impact and legacy he has left on our affiliate.

lifetime giving

as of the 2023-2024 fiscal year

The support of the community is crucial to Habitat's mission to promote family stability by providing innovative and affordable housing solutions to qualified individuals and families. It is you, our donors - those listed in this publication and all who labor in any way to help Habitat - who enable us to advance our vision of a world where everyone has a decent place to live.

Habitat for Humanity Tampa Bay Gulfside celebrates philanthropy and recognizes our most loyal donors since our inception in 1985. It is our honor to recognize donors with total lifetime giving of \$5.000 or more.

At Habitat, we appreciate all support of our mission. If you find your recognition level may be incorrect, please reach out to our office at (727) 536-4755. While every gift is important to the mission, records from the early days of Habitat are scarce. We appreciate your understanding and grace and will work to correct any errors.

\$1,000,000 and up

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TD Synnex (Formerly Tech Data)

The Milkey Family Foundation

The Roy and Ana Zellars

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Truist Foundation

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\$9.999 - \$5.000

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Todd St. John-Fulton Tom Hoke

Travis James Norton

William Kasper Yakeshea Stewart Yonnette Taylor

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Legacy Society members include Habitat for Humanity Tampa Bay Gulsdie in their estate plans and make a lasting impact on families in need of a decent and affordable place to call home, breaking the cycle of poverty.

2024 Award Winners



Nancy & David Ridenour

2024 Silver Nail Legacy Award

David and Nancy Ridenour have seen Habitat grow from its earliest days. Nancy worked on Habitat's audit when the organization completed its 30th home and has continued to be involved through sponsorships as well as employment in a variety of roles for over 30 years.



MaintenX

2024 Golden Hammer Award

MaintenX has helped support our mission locally for almost a decade. Since 2018 the company has donated over \$700,000 and has sponsored nine families on their journey to homeownership, with three more to be dedicated this year upcoming months.



§CEO BUILD

leaders working together

building homes, communities, and hope,

65 CEOs and business leaders joined together to raise more than \$200,000 to build a safe and affordable home for a deserving family at the third annual CEO Build.







Thank You to Our 2024 CEO Build Participants

Executive Chairman of Colliers Florida

Marc Banning

CEO of Banning Lumber

Rondé Barber (CEO Build Committee)

NFL Hall of Famer, General Chairman of Copperhead Charities

Bridgette Bello

CEO & Publisher of Tampa Bay Business & Wealth Magazine

David Bennett

CEO of Pinellas REALTOR® Organization & Central Pasco REALTOR® Organization

Bill Brand (CEO Build Committee)

Board Member of Habitat for Humanity International: Former CEO of Rue21

Timothy N. Brundage MD

CEO & Physician Advisor of Brundage Group

Bob Childress CEO of Solace Insurance

Jason Clement

Founding Partner & CEO of Sports Facilities Companies

Stephanie Conners

President & CEO of BayCare Health System

John Couris (CEO Build Committee) President & CEO of Tampa General Hospital

Susan Crockett

President & CEO of Ruth Eckerd Hall

Bill Cronin

President & CEO of Pasco EDC

Robert "Bob" Donaldson CEO of Maxi-Blast of Florida

Elodie Dorso

President & CEO of Evara Health

Ed Droste

Chairman of Provident Management Corporation

Deborah Duffey President of Dermazone Solutions

John Duffy Owner of City Wide Facility Solutions

Lisa Faller

President of FKQ Advertising & Marketing

Thomas Feindt

Chief Executive Officer of Grow Financial

Ray Ferrara Executive Chairman of ProVise Management Group Scott Fink

VW of Wesley Chapel, Subaru of Wesley Chapel, & Fink Five Foundation

Jeffrev Fishman

President of Investors Title & Settlement Services

Vincent Forese

President & CEO of Link-Systems International

Wendy Gattis CEO of DITEK Corporation

President & CEO of Smith & Associates Real Estate

Tampa Bay President of Bank of America

Steve Griggs CEO of Vinik Sports Group

Mindy Grossman (CEO Build Committee)

Partner & Chair of Consello Group, Former CEO of WW & HSNi

Russ Hallenbeck

CEO of Tibbetts Lumber Company

Keri Higgins-Bigelow

Founder & CEO of livingHR

Bill Kent

President of George F. Young, Inc.

Neil Kiefer

CEO of HMC Hospitality Group, Inc.

Jim Kirkpatrick

Florida Market President of Republic Bank

President & CEO of Spartan Contracting Corporation

Ken LaRoe

Founder, CEO, & Chairman of Climate First Bank

Sharon Leite (CEO Build Committee)

Former CEO of Ideal Image & Vitamin Shoppe

Brett McGill (CEO Build Committee) President & CFO of MarineMax

Jim McVay President & CEO of Reliaquest Bowl

Brooke Mirenda

President & CEO of Sunshine State Economic Development Corporation

Owner of KAM Roofing Services

Partner at M. E. Wilson Company

President of Bayfront Health St. Petersburg

Managing Partner of Park & Eleazer Construction

Amanda Pavne

President & CEO of Amplify Clearwater

Mitch Permuy

Chairman & CEO of Power Design

Steve RaneyChairman & CEO of Raymond James Bank

Alvesa Rhoads

Executive Director of CEO Council of Tampa Bay

Managing Director of Alvarez & Marsal

Karyn Roeling

President & CEO of Seibert Insurance

Elliott Ross

President of The Ross Realty Group

Ryan Ross (CEO Build Committee) President of Neiman Marcus

Melissa Seixas

Florida State President of Duke Energy

President of HCA Healthcare

West Florida Division

John Strong

Chairman & CEO, Bankers Financial Corporation

Mike Sutton

President & CEO of Habitat Pinellas and West

Dr. Kanika Tomalin

President & CEO of Foundation for a Healthy St. Petersburg

John Tomlin

CEO of Tomlin St Cyr Real Estate Services

Brian Van Slyke

Regional President of Kolter Urban LLC

Randy Ware

Founder & CEO of WestCMR

Helen Wesley President & CEO of TECO Peoples Gas

Tracy West
President of Copperhead Charities and Valspar Championship Tournament Director

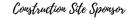
President & Founder of Belleair Development Group

Tom Zernick

CEO of Bay First National Bank

Media Partner TRRW













44,111
total volunteer hours
(January 2024 - December 2024)

2,537 unique volunteers

32,216 hours on the build sites

1,700 hours in the restores 10,470 hours at special events

1,336 hours at the valspar championship

homeowner selection committee

The Homeowner Selection Committee plays the first crucial step in the approval of qualified applicants into the Habitat for Humanity program. Comprised of volunteers from our community, the committee verifies and validates an applicant's need through a review of basic financial information and an in-person interview.

Maureen Ballock
Art Borst
Carolina Conner
Carol Downing
Davisha Earley
Antoine Everett
Amanda Gilroy
Jose Gomez

Iris Gonzalez Lynn Graves Christopher Hackney Evette Hunter David Longspaugh Chris Majeski Jim Moran Ariel Scott Karen Sherrets
Susan Sullivan
Yonnette Taylor
Heidi Tuttle-Beisner
Leighann Watson
Cheri Wedding





Throughout the past year, our affiliate has made a further commitment and investment advocating for the advancement of affordable homeownership.

In 2024 we created numerous opportunities for engagement with elected officials at the local, state, and national level. We also held a series of "Affordable Housing 101" virtual workshops that provided volunteers, homeowners, and donors the basics of affordable housing and how they can make an impact.

We will continue to create new opportunities to advocate at the local, state and national level for affordable homeownership.

Successfully Secured Two Million in Penny for Pinellas Workforce Housing Program Funds

Habitat for Humanity Tampa Bay Gulfside successfully secured two million dollars in Penny for Pinellas Workforce Housing Program Funds. The County operates this program to offer Penny IV funds for financing affordable housing. This two-million-dollar award is being used to fund the construction of 54 new affordable housing units at our Longlake Preserve subdivision in Largo.



Successfully Supported SB 514- Mortgage Brokering (SAFE Act Exemption)

Habitat for Humanity Tampa Bay Gulfside successfully advocated for a permanent SAFE Act Exemption for Habitat for Humanity Affiliates. Under the SAFE Act, mortgage loan originators are subject to increased training requirements, uniform licensing exams, and licensing fees.

In 2010, Habitat Florida received an opinion letter from the Florida Office of Financial Regulation, rendering Habitat affiliates in our state outside of the SAFE Act definition of "loan originator." However, this opinion was not legally binding, leading to uncertainty.

As a result of successful advocacy efforts, there is now a permanent exemption in Florida law, allowing Affiliates to focus resources on constructing affordable housing rather than on expensive state licenses and compliance. This Law went into effect on July 1, 2024.







HERNANDO COUNTY EXPANSION

In the Spring of 2024, Habitat for Humanity International selected our affiliate to expand our services to Hernando County. Our service area now covers **Pinellas**, **West Pasco**, and **Hernando Counties**.

"Given our organizational growth, coupled with the investment in our professional dedicated staff, we feel we have a great opportunity to better serve the families and individuals of Hernando County", said Mike Sutton, President and CEO. "Our organization is positioned to bring affordable homeownership resources to fill the gap in service that the Hernando community is currently experiencing, with no active Habitat for Humanity presence currently available".

An extensive name-change process was conducted and after much deliberation, it was deemed that "Tampa Bay Gulfside" is a clearly defined geographic identifier. Our new name not only reflects the expanded geographic reach but also underscores our **commitment to transformative community development** throughout the region.







Habitat welcomed the first Hernando County family into the program in November 2024. Kenya Pickering and her two children will soon have a safe and stable home in Spring Hill with a 0% interest mortgage. Habitat officially broke ground on her home in January 2025.



Kenya Pickering is surprised with her Habitat Acceptance on November 20th, 2024.



Habitat breaks ground on the Pickering Family home on January 16th, 2025.

Habitat has already secured four lots located in Spring Hill and Brooksville where we will build homes for five Hernando County families. We are also currently negotiating a contract for a 9.5 acre Hernando County-owned site, which will provide affordable homeownership opportunities to 28 families in Spring Hill.



We are Building:

11 developments (underway and pending) 317 total homes

202 multi-family homes 99 single-family homes 16 senior village homes

under construction:



Longlake Preserve
52 Townhomes & 2 Single-Family Homes
Largo



Shell Dash Townhomes 10 Townhomes St. Petersburg



The Grove
11 Townhomes
St. Petersburg



Pelican Place 40 Townhomes St. Petersburg

coming soon:



Sandhill Ridge 24 Single Family Homes Little Road, New Port Richey



Lake Belleview 24 Townhomes Clearwater



28 Single-Family Homes Spring Hill



Lealman Heights
30 Townhomes
30 Single-Family Homes
Lealman



St. Bedes 39 Townhomes St. Petersburg



Lake Seminole
16 Senior Village Homes
St. Petersburg

2024 highlights



Hosted the third annual

CEO Build through which \$200,000 was raised by 65 CEOs committed to creating affordable housing solutions.

Dedicated the home of the Poole Family, the 2024 **Faith Build** homeowner partner, located in Largo in the Dansville-Ridgecrest community.





Presented a check to the Pinellas County Board of County Comissioners for \$1,622,334 representing the taxes Habitat homeowners paid in 2023.

Over \$1 million was raised at Habitat's Glow Gala to support affordable homeownership opportunities for deserving families.





Habitat Pinellas and West Pasco expanded our service area to include **Hernando County** and officially rebranded to Habitat Tampa Bay Gulfside.



January February March April

Celebrated the ribbon cutting of our **Pasco County Office** which features work spaces and an education room to better serve our staff and families in West Pasco.





Recognized as one of the **Best Places to Work** in Tampa Bay for the second consecutive year.

Dedicated the home of the Rimpson Family, the 2024 **Veteran's Build** homeowner partner, located in Clearwater.





Celebrated our **900th home dedication** with the Jones Family in the Dansville-Ridgecrest community on Gooden Crossing in Largo.

Named one of Florida Trend's **Best Companies to Work for in Florida** in 2024.





May June July August

Coordinated a Hurricane Relief Supply Drive to support those in our community in the aftermath of Hurricane Helene.





The newly imagined Golfing Fore
Habitat Topgolf Challenge
raised over \$130,000 for Habitat families.

Partnered with Warrick Dunn Charities to surprise three single mothers with fully furnished homes on their dedication day.





Hosted the **2024 Women Build** which brought together female leaders from across the region to build homes for two women-led families.

Titan 100 inaugural class for a special Community Day at our Longlake Preserve townhome community.



HABITAT MILESTONES



1976

Millard and Linda Fuller start Habitat for Humanity International (HfHI) in Americus, Georgia.



1985

Habitat Pinellas is formed and is recognized as an official Habitat affiliate.



2019

Habitat Pinellas merges with West Pasco



2024

Affiliate expands to Hernando County and rebrands to Habitat Tampa Bay Gulfside

1986	2003	2008	2014	2017	2018	2020	2021	2023	2024	2025
1st Habitat Home	100th Home	200th Home	300th Home	400th Home	500th Home	600th Home	700th Home	800th Home	900th Home	1,000th Home

habitat achievements

affiliate accolades

- Recognized as one of the Top Three Producing affiliates for five consecutive years based on new home builds across nearly 1,000 US affiliates
- 2024 Tampa Bay Business Journal One Tampa Bay Recipient for the 6th consecutive year
- 2024 Energy Star Partner of the Year Award Winner for 3rd consecutive year
- 2024 Florida Trend Best Companies to Work for in Florida Award Winner
- 2024 Tampa Bay Business Journal Best Places to Work Recipient for the 2nd year in a row in the Large Category (50-99 employees)
- 2024 Tampa Bay Times Top Places to Work Recipient
- 2024 Large Business of the Year by the Upper Tampa Bay Chamber of Commerce for the 2nd year in a row
- 2024 Tampa Bay Times Best of the Best New Home Builder Finalist for 2nd year in a row
- 2024 Amplify Clearwater Business Excellence Award
- 2024 PRSA Tampa Bay PRestige Award of Excellence for the 2nd year in a row
- 2024 USF Fast 56 Award Recipient for the 2nd year in a row

team member accolades

- Mike Sutton, President & CEO was recognized on the Tampa Bay Business Journal's Power 100 list for the 4th year in a row, as an inaugural member of the Tampa Titan 100 Awards Class of 2024, an NAACP Presidents Award winner, and as a Tampa Bay Business & Wealth Apogee Award Finalist.
- Todd St. John Fulton, Chief People & Culture Officer, was recognized as a 2024
 Tampa Bay Business Journal Business of Pride Honoree.

Administrative Headquarters 14010 Roosevelt Blvd, Suite 704 Clearwater, FL 33762

Construction Warehouse & Homeowner Education Center 13355 49th Street North, Suite B Clearwater, FL 33762

St. Pete Resource Center 1350 22nd Street South St. Petersburg, FL 33712

Pasco County Office 7237 Little Road New Port Richey, FL 34654

Hernando County Office 15588 Aviation Loop Dr, Suite 2 Brooksville, FL 34604

habitattbg.org | (727) 536-4755

OUR MISSION

Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope.