

**The Women Build brings together strong women from across the region to build homes for two women-led families.**

We invite female leaders in C-Suite or leadership roles seeking a transformational opportunity to support the homeownership dreams of a deserving family to join the 2025 Women Build. Join the build as a Leader, Duo, or Corporate Partner!

— **BENEFITS INCLUDE** —

- Invitation to exclusive kick off event and build day with other female leaders for a unique and unforgettable volunteer and networking experience
- Promote your business and partnership with Habitat for Humanity with a personalized toolkit for social media and advertising campaigns
- Relationship building with other like-minded female professionals in the Tampa Bay Region.
- Commemorative Women Build hardhat & t-shirt...and more!

*Get Involved*

Scan the QR Code, visit [WomenBuildTampaBay.com](https://WomenBuildTampaBay.com), or contact Katie Rockman at [krockman@habitatlb.org](mailto:krockman@habitatlb.org) for more information.



**EMPOWERED WOMEN  
EMPOWER WOMEN**

Join the 2025 Women Build and help make homeownership dreams come true for a deserving single mother.

## INDIVIDUAL OPPORTUNITIES

### Leader - \$2,500

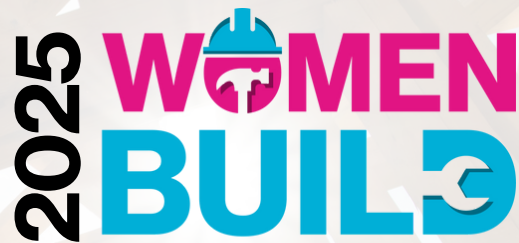
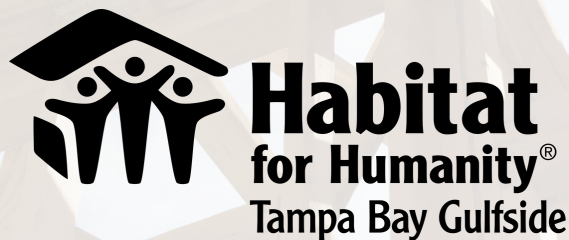
*Join the Women Build as a community leader through the Leader sponsorship! This sponsorship is designed for female leaders in a C-Suite or leadership role seeking a life-changing donation and volunteer opportunity to support a women-led family. Attend an exclusive build day with other female leaders for a unique and unforgettable volunteer and networking experience. Promote your business and partnership with Habitat for Humanity with a personalized toolkit for social media and advertising campaigns.*

- Invitation to a Women Build Kick-Off Party at the start of the build
- Invitation to a Women Build Exclusive Leaders day (photo opp and exclusive networking opportunity)
- Commemorative Women Build hard hat & Women Build t-shirt
- Invite to the Women Build calendar to volunteer on build days with open spots
- Name recognition on the signage in front of the family's home for the duration of construction
- Name included on collateral and media releases promoting the build
- Inclusion in the Leader social media campaign – a graphic with your headshot and logo announcing your involvement with the build.
- Personalized toolkit of marketing assets to announce your involvement with the build, including video interview footage, social media graphics, etc.
- Recognition on the Habitat website with a link to your website

### Duo - \$4,000

*This sponsorship level is perfect for Moms and Daughters, Sisters, Best Friends, and Business Partners who want to partner together for a life-changing donation and volunteer opportunity for a women-led family. With this package, you each can attend an exclusive build day with other female leaders for a unique and unforgettable volunteer and networking experience.*

- Invitation to a Women Build Kick-Off Party at the start of the build
- Invitation to a Women Build Exclusive Leaders day (photo opp and exclusive networking opportunity)
- Commemorative Women Build hard hats & Women Build t-shirts
- Invite to the Women Build calendar to volunteer on build days with open spots
- Name recognition on the signage in front of the family's home for the duration of construction
- Name included on collateral and media releases promoting the build
- Inclusion in the Duo social media campaign – a graphic with your headshots and logos announcing your involvement with the build.
- Personalized toolkit of marketing assets to announce your involvement with the build, including video interview footage, social media graphics, etc.
- Recognition on the Habitat website with a link to your website



## CORPORATE PARTNERSHIPS

### Diamond Stud - \$25,000

- Invitation to a Women Build Kick-Off Party at the start of the build
- Invitation for a C-Suite Leader to a Women Build Exclusive Leaders day (photo opp and exclusive networking opportunity)
- Ability to reserve 4 team build days for a group up to 15 volunteers.\*
- Prominent logo recognition on the home signage. Inclusion in PR and marketing efforts regarding the home build.
- Opportunity to present the keys and speak at the home dedication
- Women Build t-shirts for volunteers
- Annual recognition on Donor Wall & in Annual Report
- Custom frame commemorating your sponsorship
- Habitat-curated video of build day footage and dedication day for your use
- Marketing tool kit (graphics, press release template, and other collateral)
- Recognition on the Habitat website and the build's social media campaign.

### Golden Nail - \$10,000

- Invitation to a Women Build Kick-Off Party at the start of the build
- Invitation for a C-Suite Leader to a Women Build Exclusive Leaders day (photo opp and exclusive networking opportunity)
- Ability to reserve 2 team build days for a group up to 15 volunteers.\*
- Logo recognition on home signage. Inclusion in PR and marketing efforts regarding the home build.
- Opportunity to present the hammer at the home dedication
- Women Build t-shirts for volunteers
- Annual recognition on Donor Wall & in Annual Report
- Marketing tool kit (graphics, press release template, and other collateral)
- Habitat-curated video of build day footage and dedication day for your use
- Recognition on the Habitat website and the build's social media campaign.

### Silver Nail - \$5,000

- Invitation to a Women Build Kick-Off Party at the start of the build
- Invitation for C-Suite Leader to a Women Build Exclusive Leaders day (photo opp and exclusive networking opportunity)
- Ability to reserve 1 team build day for a group up to 15 volunteers.\*
- Logo recognition on home signage. Inclusion in PR and marketing efforts regarding the home build.
- Women Build T-shirts for volunteers
- Annual recognition on Donor Wall & in the Annual Report
- Marketing tool kit (graphics, press release template, and other collateral)
- Recognition on the Habitat website and the build's social media campaign.

*\*Subject to availability on the official Women Build home. Team Build day may be substituted for other Habitat home site.*

## 2025 Women Build Host Committee



**Alyssa Rhoads**

Owner, Eventing Tampa Bay;  
Executive Director,  
CEO Council Tampa Bay

— *Honorary Chair* —



**Lesley Price**

Community Relations Liaison,  
HMC Hospitality Group

— *Honorary Chair* —



**Mika Kleinschmidt**

Host, HGTV's 100 Day  
Dream Home

— *Special Guest Supervisor* —



**Marsha Droste**

Partner, Pete & Shorty's Iowa Bistro  
and Hooters Restaurants



**Samantha Fiske**

Vice President of Sales,  
Tampa Bay Business Journal



**Heather Ford**

Chief Financial Officer, Power Design;  
Immediate Past Board Chair, Habitat Tampa Bay Gulfside



**Alisa Johnson**

Construction Liaison,  
Habitat Tampa Bay Gulfside



**Katie Trott**

Partner, Foundry Commercial



# Thank You to Our Committed Leaders

- As of 10/14 -

**Terri Cates**

*Project Coordinator at dirt2design*

**Elodie Dorso**

*President & CEO of Evara Health*

**Marsha Droste**

**Host Committee Member**

*Partner at Pete & Shorty's Iowa Bistro  
and Hooters Restaurants*

**Devan Ferrer**

*Office Assistant at KAM Roofing*

**Samantha Fiske**

**Host Committee Member**

*Vice President of Sales of  
Tampa Bay Business Journal*

**Heather Ford**

**Host Committee Member**

*Chief Financial Officer of Power Design;  
Immediate Past Board Chair of Habitat Tampa Bay Gulfside*

**Wendy Gattis**

*CEO of DITEK*

**Katrina Griffith**

*Senior Vice President & Commercial Banker  
at ServisFirst Bank*

**Cristina Hale**

*Tax Practice Leader at BDO USA*

**Alisa Johnson**

**Host Committee Member**

*Construction Liaison at Habitat Tampa Bay Gulfside*

**Merrie Jiordano**

*Market Development Director at NOW CFO*

**Mika Kleinschmidt**

**Special Guest Supervisor**

*Host of HGTV's 100 Day Dream Home*

**Michele Krohn**

*President of Full Circle PR*

**Jenifer Logan**

*CEO of Guidanthr, LLC*

**Melissa Lostraglio**

*VP of Administration of DITEK*

**Sarah Marville**

*Client Advisor at World Insurance Associates*

**Brooke Mirenda**

*President & CEO of Sunshine State Economic  
Development Corporation*

**Gretchen Mitchell**

*Commercial Relationship Manager at Amerant Bank*

**Melissa Morey**

*Realtor at dirt2design*

**Natasha Nascimento**

*President & Founder of Redefining Refuge*

**Amanda Payne**

*President & CEO of AMPLIFY Clearwater*

**Ashley Policastri**

*Business Development Director at  
Interstruct Design + Build*

**Lesley Price**

**Honorary Chair**

*Community Relations Liaison of HMC Hospitality Group*

**Alyssa Rhoads**

**Honorary Chair**

*Owner of Eventing Tampa Bay;  
Executive Director of CEO Council Tampa Bay*

**Melissa Rutland**

*Owner/Broker of Rutland Florida Gulf Group*

**Kristen Sigley**

*Project Manager at The Sinclair Group*

**Larissa Stanley**

*Director of Marketing & Operations at  
CP Communications, Red House Streaming & RHStv*

**Katie Trott**

**Host Committee Member**

*Partner at Foundry Commercial*

**Maghann Watson**

*Executive Project Manager at The Sinclair Group*

**Debbie White**

*Legacy Women Build Leader*

**Marissa Yost Larson**

*Executive Director of Patriot Growth Charitable Fund*

# Save the Dates

**WEDNESDAY,  
OCTOBER 15TH**  
 5:30 PM - 7:30 PM

## Kickoff Reception hosted by Marsha Droste

**Address provided after RSVP**

*You and a guest are invited to network and enjoy refreshments as we kick off this year's Women Build! Tickets are nontransferable.*

**FRIDAY,  
OCTOBER 17TH**  
 9:00 AM - 12:00 PM

## Exclusive Leader Build Day #1

**Longlake Preserve Townhomes**

**1756 S Martin Luther King Jr Ave, Clearwater**

*Exclusive build day for Women Build participants at the Longlake Preserve neighborhood. Lunch will be provided*

**FRIDAY,  
OCTOBER 24TH**  
 9:00 AM - 12:00 PM

## Exclusive Leader Build Day #2

**Longlake Preserve Townhomes**

**1756 S Martin Luther King Jr Ave, Clearwater**

*Exclusive build day for Women Build participants at the Longlake Preserve neighborhood. Lunch will be provided*

**FRIDAY,  
NOVEMBER 7TH**  
 9:00 AM - 12:00 PM

## Exclusive Leader Build Day #3

**Longlake Preserve Townhomes**

**1756 S Martin Luther King Jr Ave, Clearwater**

*Exclusive build day for Women Build participants at the Longlake Preserve neighborhood. Lunch will be provided*

**FRIDAY,  
NOVEMBER 14TH**  
 9:00 AM - 12:00 PM

## Exclusive Leader Build Day #4

**Hosted by Special Guest Supervisor Mika Kleinschmidt**

**Longlake Preserve Townhomes**

**1756 S Martin Luther King Jr Ave, Clearwater**

*Exclusive build day for Women Build participants at the Longlake Preserve neighborhood. Lunch will be provided*



## About the Build Site

### Longlake Preserve Townhomes

We are thrilled to host you at Longlake Preserve!

- 52 Townhomes & 2 Single-Family Homes
- A mix of two to three-bedroom townhomes
- Square footage of roughly 1,200 sq ft
- The Women Build Home is in Phase 4 of the project, which is anticipated to be completed in December 2025.



**THE MIMS FAMILY**



**Habitat**  
for Humanity®  
Tampa Bay Gulfside

**Building homes, communities,  
and hope for 40 years.**



## HOMEOWNERS

Kristen Mims  
Jaylinn, son, age 16  
Elijah, son, age 10

## **“My house will be a place for refuge and peace.”**

Kristen Mims, a Sales Support Administrator at Centene, is taking a transformative step with her two sons, Jaylinn and Elijah, through the Habitat for Humanity Homeownership Program. Kristen, who has worked in her current role for two and a half years, heard about Habitat's program through word of mouth and immediately saw it as an opportunity to build a more secure and stable life for her family. “As the boys get older, it's come time that they are placed in a better place to continue to thrive,” she shared. “Stability and security are at the forefront of this transition, and we are very appreciative of this new opportunity to achieve that.”



## SPONSORS



Kristen's family is defined by love, laughter, and quality time together. “Our family is a bundle of joy – truly. We're always joking and spending time together,” she said. “We all have an appreciation for movies and being outdoors. Travel and the beach are some of our favorite activities. There's never a dull moment!” Her oldest son, Jaylinn, 16, is passionate about music and technology and is currently enrolled in his high school's CAT program, where he explores the future of tech. Ten-year-old Elijah is a bright and curious sports lover who already knows all 50 state capitals and many world geography and space facts.



## HOME SITE

804 Norman Terrace  
Clearwater, FL

Finding out she was accepted into the Habitat program was an unforgettable moment for Kristen. “I was in utter shock. I honestly think that I'm still in shock – haha!” she admitted. Looking toward the future, Kristen envisions her Habitat home as a place of comfort and celebration. “I think about this daily. I envision lots of smiles and family gatherings. Knowing that we have a safe and secure location will be a major stress reliever. The sense of accomplishment alone is something that I look forward to.” For Kristen, this home means more than just walls and a roof. “Home is where your heart finds peace, and your soul feels at ease.”

Kristen's journey with Habitat is driven by her love for her children and her hope for a brighter future. “I am building because my boys deserve it,” she said. “Habitat for Humanity is an amazing blessing!”