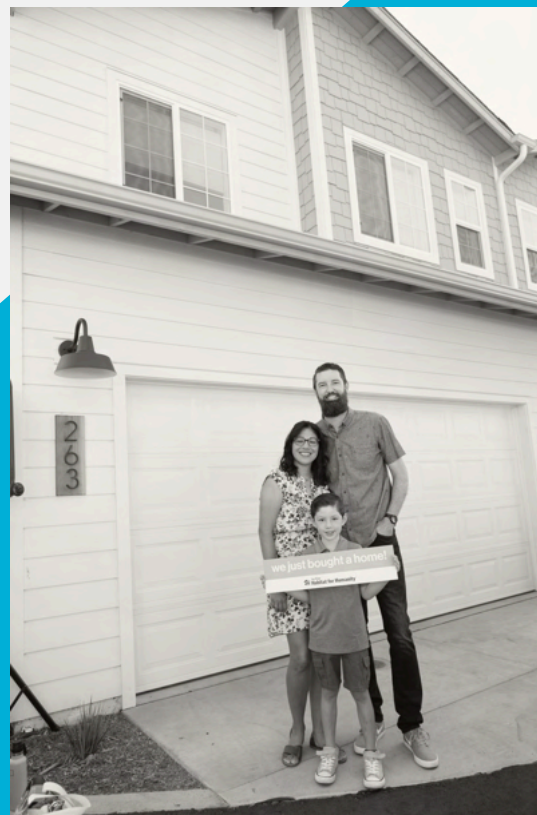


San Diego  
**Habitat for Humanity®**  
2024 Annual Report

*why we build*





## letter from the ceo

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At Habitat, every wall we raise and every family we serve is guided by a simple but powerful question: Why do we build?

In 2024, we let that question lead us – into neighborhoods, policy-making rooms, build sites, and community spaces – and it reminded us that the answer is never just one thing.

We build because every family deserves the safety and stability of a home. We build because volunteers, donors, and partners believe in showing up for one another. We build because home is where hope begins – and every family deserves the opportunity to turn that hope into reality.

That belief came to life across San Diego County in meaningful ways. We welcomed 10 families into affordable homes in the El Norte Parkway community located in Escondido, offering a foundation for brighter futures. More than 2,676 volunteers gave their time and energy to support our mission – contributing over 25,244 hours toward home construction, critical repairs, and community-building efforts.

Together, we also built and donated 64 playhouses, helping to create joyful spaces for local families and community organizations, while inspiring the next generation of changemakers.

This year, we also made the thoughtful and strategic decision to close our ReStore operations, honoring over a decade of environmental impact, community connection, and volunteer service. The legacy of that work will continue to support our core mission: building and preserving affordable homes across San Diego County.

What continues to inspire me is that our work is never done alone. It's built by many hands – and fueled by the belief that home is where dignity begins, where opportunity takes root, and where lasting change grows.

To everyone who contributed time, resources, energy, and heart this year: thank you. We build because of you – and because together, we're shaping a future where more families can call San Diego home.



Kwofi Reed  
President + CEO



# homeownership

We build because everyone deserves a place to call home

Homeownership is more than a milestone – it's a foundation for stability, opportunity, and dignity. At San Diego Habitat for Humanity, we believe that when families have a safe, affordable place to call home, everything changes. This year, that belief came to life as families across San Diego County took their first steps toward long-term security and generational growth. Affordable homeownership helps families put down roots, invest in their future, and build wealth that can be passed on to the next generation.

But the impact doesn't stop there. A stable home opens doors to better health, stronger academic outcomes, and brighter economic futures. Children thrive when their families have the security of a consistent place to grow – and communities grow stronger when families are empowered to stay. Through every key handed over and every foundation poured, we are reminded: we build because home is where brighter futures begin.



## by the numbers

### IMPACT

**10**  
HOMES  
SOLD

**19**  
ADULTS  
SERVED

**22**  
CHILDREN  
SERVED

**4,750**  
SWEAT EQUITY  
HOURS

### MILESTONES

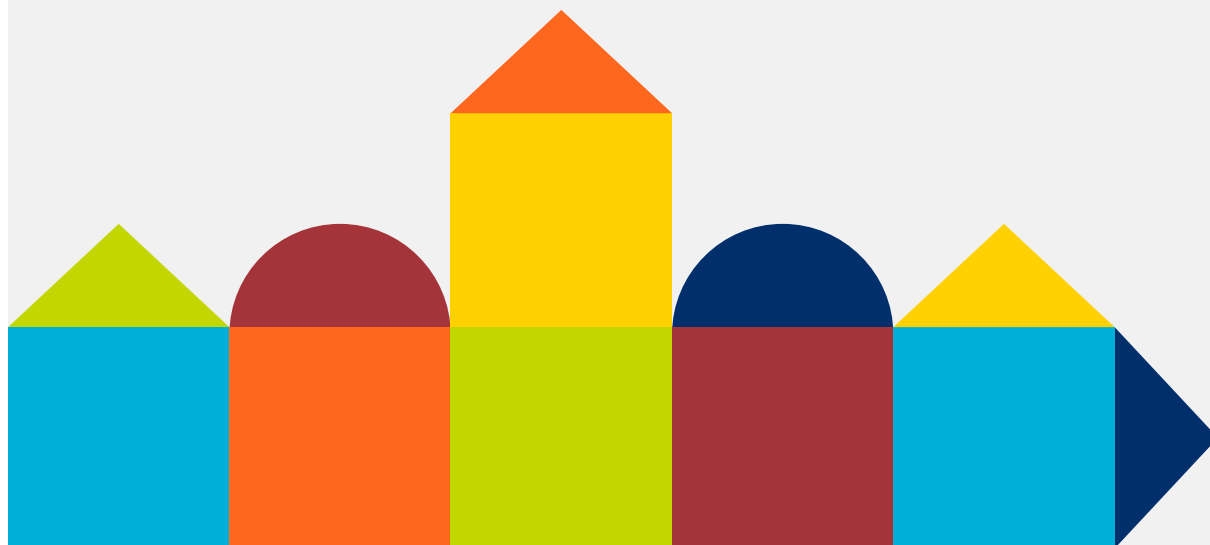
**5**  
HABITAT HOMEOWNERS  
PAID OFF MORTGAGES

**98%**  
MORTGAGE  
PERFORMANCE RATE

### PIPELINE

**19**  
OCEANSIDE

**1**  
ESCONDIDO





**“THIS IS A DREAM COME TRUE  
FOR US. BECOMING HOMEOWNERS  
BRINGS US A SENSE OF STABILITY  
AND PRIDE, AND WE ARE DEEPLY  
GRATEFUL FOR THE FINANCIAL  
LEGACY WE CAN NOW BUILD FOR  
OUR SON.”**

**▶ Zach + Jessica  
HABITAT HOMEOWNERS**





# home preservation

We build because homes should last for generations

At San Diego Habitat, we know that building new homes is only part of the solution – preserving the homes that already exist is just as essential. Through critical home repairs and preservation work, we help families stay safely and affordably in the places they love. These efforts safeguard stability, dignity, and the sense of belonging that comes with staying rooted in community. By extending the life of existing homes, we preserve affordability, prevent displacement, and ensure that longtime residents aren't pushed out of the neighborhoods they've helped shape. Home preservation also honors the character and history of our communities. Whether it's repairing a leaky roof, updating a heating system, or making a home accessible for aging residents, these repairs keep families housed – and connected to the places they call home.

## by the numbers

9

PROJECTS  
COMPLETED

22

PEOPLE  
SERVED

3

VETERANS / VETERAN  
FAMILIES SERVED



## ► Home Preservation

Home Preservation addresses urgent health and safety concerns, making it possible for homeowners to remain safely and comfortably in their homes.



## ► VetRepair

Through VetRepair, we help veteran homeowners maintain their independence and dignity by addressing critical health and safety needs in the home.





► **PICTURED LEFT**  
Mary in front of her  
newly installed fence.



# project spotlight

## Logan Heights, CA

For Mary and her daughter, Rachelle, home is more than a place – it's a shared legacy. Their neighboring homes in Logan Heights were among many impacted by severe flooding in January 2024, leaving Rachelle's yard damaged and unsafe. Through our Women Build program, Habitat volunteers and partners came together to restore both homes, ensuring this mother-daughter duo could feel secure and supported again.

Our team lowered the elevation of Rachelle's front yard, added landscape cloth and rock to prevent future flooding, and prepped her walkway for a fresh coat of paint. We built and stained new fencing in the front yard, replaced both front gates, and installed secure locking mailboxes for each home. In the backyard, we poured a concrete pad to support a rolling gate, replaced large vehicle gates, and repaired and replaced all fencing – removing three trailer loads of debris along the way.

With final touches from electrical repairs and new outdoor lighting, Mary and Rachelle's homes are now safer, stronger, and filled with the spirit of community care.



# project spotlight

## Oak Park, CA

More than 90 volunteers – including future Habitat homeowners – came together during Veterans Build for a multi-day critical repair project at the Oak Park home of the Quan family, where 92-year-old Korean War veteran Mr. Quan and his wife built their life together.

At 21, Mr. Quan's father – a combat-wounded World War I and World War II Army veteran – encouraged him to volunteer at the Army recruitment office for the Korean War. Mr. Quan went on to serve as a Corporal in the U.S. Army before building a career first as a drafter for the Ryan Airplane Factory and later as a chef for 30 years, specializing in American, Chinese, and Italian cuisines. He and Mrs. Quan were married for 64 years, raising two children and many beloved pets in the home they cherished for more than six decades.

The effort served as a tribute to Mr. Quan's memory and helped ensure that his widow and family could continue to safely call the house their home.

Over 550 volunteer hours went into enhancing the safety, accessibility, and long-term livability of the home. Volunteers removed and replaced more than 160 feet of fencing, rebuilt a deteriorated porch rail and support beam, refreshed two gates, and converted the traditional front yard into a low-maintenance decorative hardscape with a new walkway leading to the front ramp.

Veterans Build offered a powerful reminder of what's possible when community members come together to honor those who served – by helping preserve the homes and legacies they leave behind.



▶ **PICTURED LEFT**  
Mr. & Mrs. Quan on their wedding day.





# honorable mentions



## THOM SABO

### construction volunteer

Thom brings a remarkable mix of dedication, skill, and humility to every build day. Whether framing walls or handling the smallest detail, he shows up with purpose and a positive spirit. His consistency and craftsmanship make him an essential part of our construction crew – and a valued member of the Habitat family.



## KENT WALKER

### playhouse program volunteer

Kent's energy and dependability are at the heart of our Playhouse Program. He's always ready to lend a hand, step in where needed, and help create joyful, lasting experiences for local families. His commitment has helped shape not just playhouses – but countless meaningful moments.

## by the numbers

**2,423**  
VOLUNTEERS

**6,074**  
SHIFTS

**23,715**  
HOURS CONTRIBUTED

# volunteers

We build because service builds community

Behind every home we build is a community of people who believe in rolling up their sleeves for something greater than themselves. Volunteers remind us that service isn't just about showing up – it's about showing what's possible when compassion turns into action. Whether they're on a build site, behind a checkout counter at ReStore, or offering professional skills to move our mission forward, volunteers help transform our vision into reality. They don't just help build homes – they build trust, create connections, and reinforce the belief that we rise by lifting others.

Their dedication reflects the very heart of our mission: people coming together, each doing their part, to help build a better future – one home, one family, one act of kindness at a time.

**WITH GRATITUDE TO  
EVERY VOLUNTEER WHO  
MAKES OUR MISSION  
POSSIBLE.**





# ReStore

We build because every purchase helps build more homes

In FY24, we made the difficult but strategic decision to close our ReStore operations and refocus all efforts on our core mission: building and advocating for affordable homeownership. While the doors to our ReStore locations have closed, the legacy they leave behind continues to shape lives and communities.

San Diego Habitat's ReStores have long served as more than just home improvement outlets – they've been community-powered hubs of sustainability, purpose, and generosity. Through every donated item, every customer purchase, and every volunteer shift, ReStore embodied the heart of our mission: building a better future together.

In just the last decade alone, ReStores made a measurable and lasting impact:

- ▶ **53,490 items donated**
- ▶ **10,972 tons** of usable materials diverted from landfills
- ▶ Nearly **15,000 volunteer shifts** filled by over **10,000 individuals**, contributing
- ▶ **45,000+ hours** of service
- ▶ Dozens of community events and partnerships hosted across **Carlsbad, Escondido, Mission Valley, and National City**

Together, donors, shoppers, and volunteers helped us extend the life of materials, promote environmental responsibility, and raise critical funds to build and preserve homes across San Diego County.

**To our supporters:** thank you for showing up, shopping with purpose, and being part of this incredible chapter. Your impact will be felt for generations to come.





# community engagement

We build because **strong communities are built through connection**

Communities are strongest when people feel seen, valued, and connected to a greater purpose. At San Diego Habitat, we create opportunities for people to come together – not just to build homes, but to build bonds that last. Through playhouse builds, community events, and mission-driven partnerships, we bring people from all walks of life into the work of housing justice. Whether it's teams assembling playhouses to support local children and military families, volunteers showing up for Women Build, or lending their time and skills to repair homes for local veterans during Veterans Build – these shared experiences foster a deeper sense of community. Our engagement efforts do more than raise awareness – they spark action and strengthen belonging. They invite people to move from bystanders to changemakers, reinforcing the idea that everyone has a role to play in building a more equitable future. Because when people come together with purpose, what we build goes far beyond housing – we build connection, dignity, and shared hope.



► Learn more about Mr. Quan's story on page 6.

## PLAYHOUSES

San Diego Habitat partnered with fifth-grade students at La Jolla Country Day School to design and build six creative playhouses for local families. From under-the-sea scenes to superhero hideouts, these imaginative builds gave students a hands-on way to give back, while fostering teamwork, creativity, and community connection.

49

CORPORATE  
GROUPS

57

BUILD  
DAYS

64

PLAYHOUSES  
ASSEMBLED

## WOMEN BUILD

The top fundraising team for Women Build 2024, **Women in Construction**, raised over \$12,000 by engaging 111 community members. More than a dozen playhouses were built during the event, including three that were donated to the **Barrio Logan Child Development Center** through a partnership with **Chicano Federation**, supporting safe, imaginative play for local children ages 3–5.

18

CORPORATE  
GROUPS

171

VOLUNTEERS

1,014

HOURS  
CONTRIBUTED

## VETERANS BUILD

As part of Veterans Build, volunteers completed safety and accessibility upgrades at the home of Korean War veteran Mr. Quan. Though he passed shortly before the event at age 92, the work continued in his honor – providing Mrs. Quan with lasting improvements, including a new ramp, fencing, and drought-tolerant landscaping to support her comfort and independence.

7

CORPORATE  
GROUPS

82

VOLUNTEERS

514

HOURS  
CONTRIBUTED



# advocacy

We build because policy lays the groundwork

A safe, affordable home begins long before the foundation is poured. It begins with bold policy, thoughtful leadership, and a shared belief that every family deserves the chance to build something lasting. Advocacy is how we turn that belief into action.

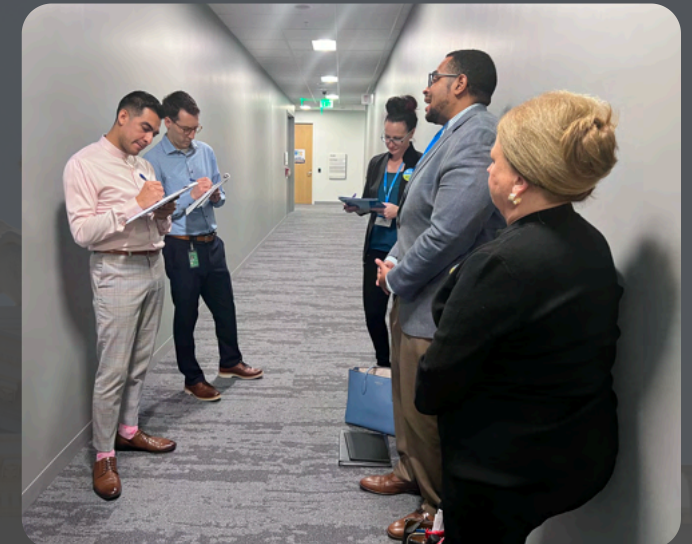
In FY24, San Diego Habitat joined affiliates from across the state for Advocacy Day in Sacramento, meeting with lawmakers to champion affordable homeownership. Together, we called on legislators to:

- ▶ Restore \$152.5 million in CalHome funding, the state's only program dedicated to affordable homeownership development;
- ▶ Recognize homeownership as a long-term solution for equity and economic mobility – especially for first-time, first-generation buyers; and
- ▶ Support AB 1868 (Friedman), legislation ensuring fair property tax assessments for deed-restricted homes owned by low-income families.

Beyond Sacramento, our leadership team connected with local city councils and members of the San Diego County Board of Supervisors to share updates on our housing pipeline and explore opportunities for partnership in addressing the region's growing need for affordable homeownership. We also proudly welcomed elected leaders to our home dedication ceremony, inviting them to celebrate alongside families as they received the keys to their new homes.

By elevating the stories of Habitat homeowners, we made the case that homeownership isn't just about housing – it's about justice, opportunity, and lasting stability.

We build because policy lays the groundwork – and with strong partners, we're helping shape a future where more families have a place to call home.





# global impact / tithe

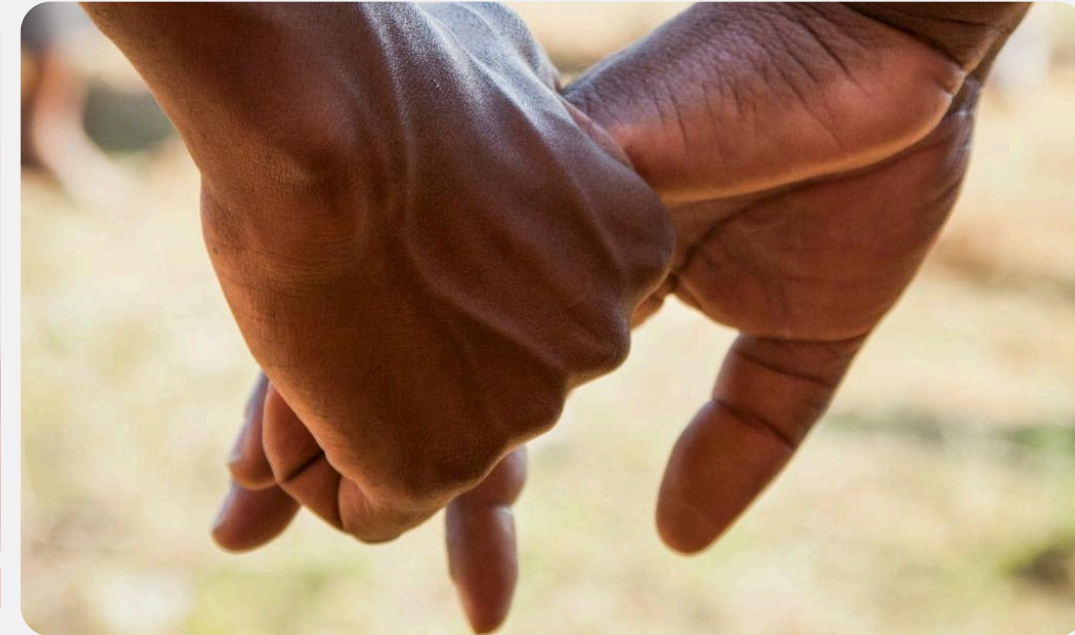
We build because **a safe home is a universal need**

The need for safe, decent, and affordable housing transcends borders. At San Diego Habitat, we believe that every family – no matter where they live – deserves the security and dignity of a place to call home. Through our tithe program, we extend our mission globally by supporting Habitat for Humanity's work in communities facing extreme housing challenges. A portion of every unrestricted dollar we receive goes toward building homes, improving infrastructure, and strengthening communities around the world. By partnering with global affiliates, we help create safe and stable housing, support disaster recovery efforts, and invest in long-term solutions that improve quality of life for generations to come. Because housing is more than a structure – it's a foundation for health, opportunity, and hope. And that's something every family deserves.

## by the numbers

**\$616,246**  
TOTAL TITHED SINCE  
OUR FOUNDING

**151**  
TOTAL INTERNATIONAL FAMILIES  
SERVED SINCE OUR FOUNDING





# thank you, supporters!

Your support is an investment in our community.

## individual donors

▶ 2,323  
DONORS

▶ 4,244  
GIFTS

▶ 963  
NEW DONORS

## donation programs

▶ \$25,294.12  
RAISED BY MONTHLY HOPEBUILDERS

▶ 152  
CARS DONATED THROUGH CARS FOR HOMES

▶ \$163,054  
RAISED THROUGH CARS FOR HOMES

## corporate partners

\$100k+:

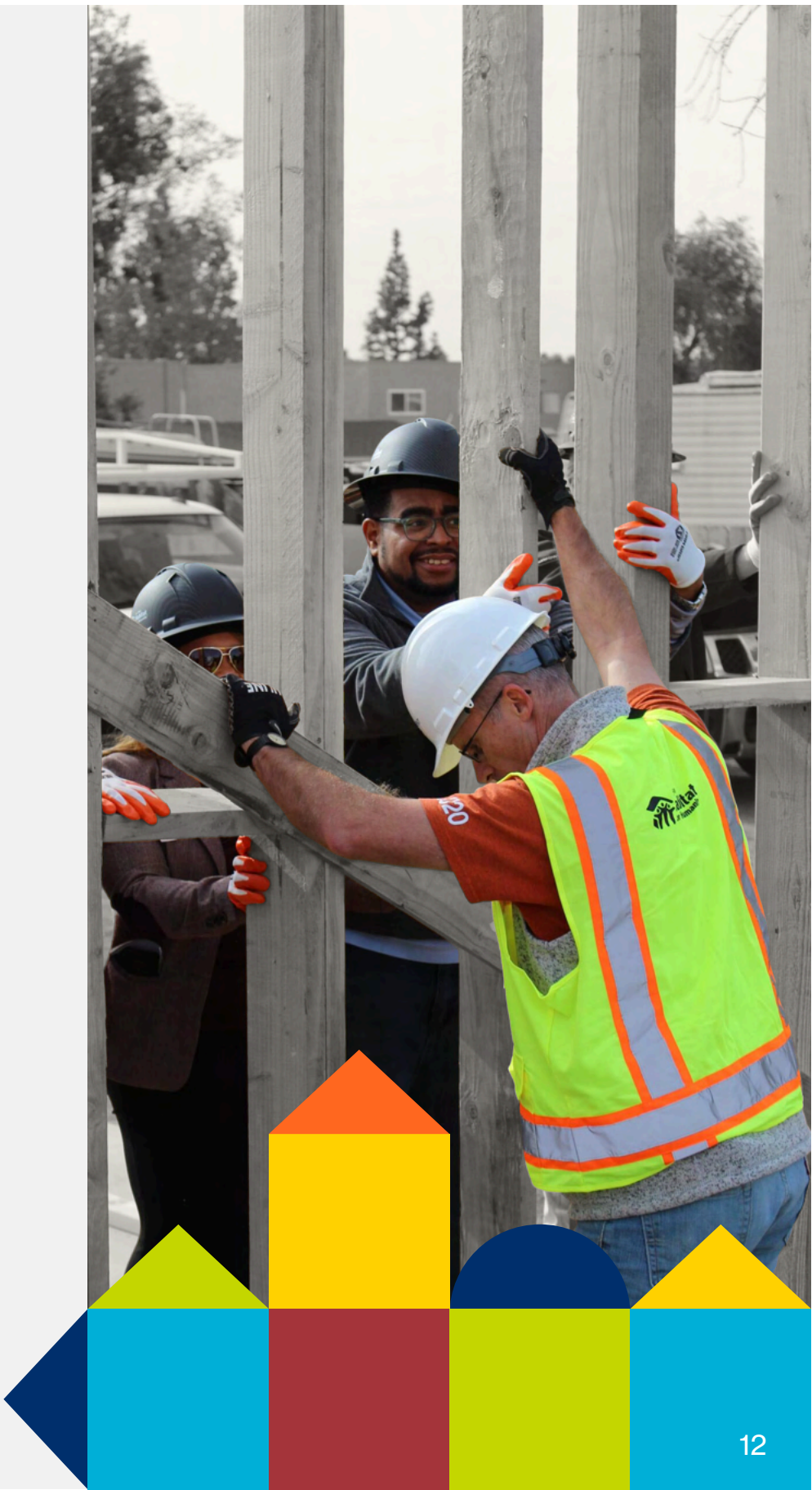
BANK OF AMERICA 

REALTY  INCOME

WELLS  
FARGO

\$40k:

usbank 





# financials



[▶ view audited financial statements](#)

total support	\$5,472,356
contributions	\$1,827,567
in-kind contributions	\$107,889
retail store, net	\$1,860,360
special events	\$114,033
grants	\$1,562,507
total revenue	\$4,775,006
sales of homes	\$4,402,502
mortgage loan discount amortization	\$284,106
investment gain	\$34,192
other income	\$54,206
total support + revenue	\$10,247,362
cost of homes sold and program support	\$11,019,754
management and general	\$488,082
fundraising	\$976,647
total expenses	\$12,484,483