



Dear "Hearts for Homes" Online Auction Donor,

Santa Fe Habitat for Humanity will be presenting "Hearts for Homes" a "Virtual Build-a-Thon" for our annual fundraising event this year. The "Hearts for Homes" online auction, powered by 32Auctions will begin Monday, September 14 at 9:00 am, and close Sunday, September 20 at 9:00 pm. Santa Fe Habitat has decided not to produce our Annual Kentucky Derby Day fundraiser because the Covid-19 pandemic poses health risks to our supporters, staff and volunteers.

Santa Fe Habitat is asking local artists, galleries, restaurants, spas, and other businesses to consider donating to our "Hearts for Homes" event. We believe that this format for your generous donations will promote your business and show your commitment to affordable housing Habitat provides to needy hard-working families in our area. We will gladly pick up all donated items/certificates, and/or they may be dropped off at the Santa Fe Habitat Affiliate office.

This event will be promoted and featured in the following:

- Auction items and donors prominently featured for a full week on the 32Auctions platform
- Event promoted on 180 thirty second commercials on five Hutton Broadcast Stations
- Color ads in the Santa Fe New Mexican (Ads donated)
- Email Blasts to 5000+ recipients
- Habitat's Facebook page and other social media
- All donors listed on the Santa Fe Habitat website and the ReStore electronic board

All online bids and donations go directly to support our organization's goal of building six homes in Santa Fe this year. Our partner families work hard to create generational change by ending cycles of poverty, supporting their children's education, and building happy livelihoods upon strong foundations.

We sincerely hope that you will participate in this exciting first-time Santa Fe Habitat "Hearts for Homes" – "Virtual Build-a-Thon." Our goal is to raise \$50,000 to propel Santa Fe Habitat into a strong 33rd year of operation with life-changing results for our families.

For more information, please contact Marilyn Perryman at 505.986.5880, Ext 105 or email at [marilyn@santafehabitat.org](mailto:marilyn@santafehabitat.org).

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