



Dear Santa Fe Habitat Friend,

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 presents health risks to our supporters, staff and volunteers.

Will you consider being a sponsor for Santa Fe Habitat's first online fundraiser? We believe that this weeklong virtual event will help promote your business and show your commitment to affordable housing Habitat provides to needy hard-working families in our area. (Please review the attached "Hearts for Homes" Sponsorship Benefits. Donations of \$600 or more are eligible for New Mexico Affordable Housing Tax Credits – see attached.)

This online event will be promoted in the following ways:

- Sponsors 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)
- Five 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 Habitat'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 sponsor Santa Fe Habitat's "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).

Sincerely,

A handwritten signature in blue ink, appearing to read "Kurt Krahn".

Kurt Krahn, Executive Director

A handwritten signature in blue ink, appearing to read "Randy Hibben".

Randy Hibben, Board President

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