



What is #TheAcademyMatch?

Academy Mortgage Corporation has generously pledged to **match each dollar donated** to HomeAid Utah up to **\$500,000** from now until September 1st effectively **doubling the value** of cash donations from other companies and the public.

Who is HomeAid Utah?

HomeAid is a 501(c)3 charity that leverages the **homebuilding community** including contractors, sub-contractors, tradespeople, and suppliers to provide heavily discounted and in-kind construction and renovation services to established, non-profit providers **servicing the community of individuals experiencing homelessness**. Because of our 30-year-old, nationwide track record, HomeAid can effectively **multiply the value of dollars** donated on shelter and housing projects that **directly impact homelessness**. Safe, clean housing is

Why does Academy Mortgage support HomeAid Utah?

“Emergency and transitional **housing** gives people **hope** for a **better future** where the possibility of having a safe place for themselves and their families becomes a reality.”

– **Adam Kessler**, Chairman of the Board, Academy Mortgage

When and How can you get involved?

Now! Our immediate goal is to raise every dollar needed to **maximize** #TheAcademyMatch. Donations can be made [HERE](#). In addition to the doubling benefit of #TheAcademyMatch AND the **multiplying effect** of HomeAid through the homebuilding industry, the CARES ACT provides for **greater tax deductibility** of cash contributions made to HomeAid Utah during 2020.

- For donors who do not itemize deductions, they may subtract up to \$300 worth of contributions from their gross income (considered an above the line deduction), thereby reducing their taxable income.
- For donors who do itemize deductions (likely most donors) the amount is increased from 60% of adjusted gross income (below the line) to 100% of adjusted gross income.
- For corporations the amount has been increased from 10% to 25% of taxable income.
- These rules only apply to cash contributions and not donations of stock or in-kind donations.

What is HomeAid Utah currently working on?

The Inn Between

Hospice for individuals experiencing homelessness. **\$68,000 remodel** of a water damaged restroom and addition of a laundry facility for in residence loved ones and clients. Not only will the new ADA bathroom meet all current standards and provide a roll in shower and walk in tub, but the adjoining client laundry facility will give clients and their loved ones a place to wash their own clothes. We have already completed the replacement of the water heater and are preparing to replace all the electrical panels, repair a client shower and replace the grease trap in the kitchen. Our builder captain, Bob Hansen from **All Phase Remodeling** will begin demolition on June 22nd.

Family Promise Salt Lake

Provides a three-step emergency, transitional and supportive housing program for families experiencing homelessness. **\$450,000** demolition and **ground up construction** of four brand new, twelve-month, **transitional housing units**. Not only will the project add two additional units to the Family Promise inventory but also reduce overall operating costs by providing up to date building technologies and thoughtful finishes to minimize the cost of transitioning the units between families. Builder Captain, **Woodside Homes**, has generously agreed to coordinate this project which will rely on the generosity of suppliers, tradespeople and financial donations. Jeff Adams Design is currently working with Salt Lake City planners to bring this impactful project to life.

Food and Care Coalition

Provides a variety of services and emergency housing options to individuals experiencing homelessness in Utah County. City approved, **\$8.0 million** new construction of **72 permanent supportive housing units** and a **partner building** to house additional on-site services to help individuals navigate the path to self-sufficiency. These types of units are key to the elimination of homelessness in our community. Many believe the three new \$63mm homeless resource centers in Salt Lake were underbuilt. It is our belief the emergency resource shelters are not underbuilt but instead the **exit options are limited** thus creating a bottleneck. HomeAid is extremely focused on housing for the **next step out of an emergency shelter** and 72 units of permanent supportive housing fill that need! **VanCon, Inc.** and **Edge Homes** will serve as Co-Builder Captains to bring this valuable project online. With current funding exceeding \$4.0 million, this project is well on its way but needs a **large financial push** to dust off the ground-breaking, golden shovels.



Besides housing projects, what else does HomeAid Utah do?

Community engagement through our [Donate Items](#) platform. This is a digital platform that is under development by a team of amazing information systems students from BYU. Requests from and donations to the homeless initiative are difficult to navigate. Your heart wants to give to the guy on the corner, but your mind knows the money will likely be misused. Your July coat drive is well-intended but ends up being a lot of work and worry for a service provider who cannot inventory coats in July and cannot use many items donated in poor condition or random sizes. The donations likely get passed onto a thrift store or maybe the landfill – not effective. Service providers dedicated to providing lifting and impactful support to individuals experiencing homelessness are often limited to email, social media and the occasional news story about what they need in real time. The HomeAid Essentials donation platform bridges service providers' real time needs with the generosity of individuals who want to help -- a perfect match that means efforts are targeted, relevant and impactful! We recognize the platform is a bit clunky and has a way to go but we're on our way. We aim to be THE portal for public donation of goods to all providers supporting those experiencing homelessness.

HomeAid Utah Diaper Drive is a huge annual Diaper Drive collecting donations of diapers, wipes and formula to be distributed by the **Utah Diaper Bank**. Not only do members of the homebuilding community come together to build a house out of diaper boxes -- a wonderful photo op, but we collect a huge amount of resources for our cause. The 2019 drive yielded the **largest donation in Utah Diaper Bank history**. COVID-19 has delayed our 2020 drive but we are committed to this effort as diapers typically cost \$80-\$100 per month per child and they are not available to families through government subsidy programs. **The Other Side Movers** are patiently awaiting the rescheduled date of the 2020 drive to support us with one of their moving trucks and a crew to pack and transport the donations to the Utah Diaper Bank. I hope they bring a BIG truck!

Who else is supporting HomeAid in its efforts?

In addition to being the **official 501(c)3 non-profit arm of the Salt Lake Home Builder's Association** and the recipient of so much from so many **generous companies and individuals**, The HomeAid Utah Board consists of valuable members of the Utah homebuilding and business community. There's nothing quite as inspiring as watching fierce competitors **come together** to solve a community crisis.



Thank you for your support!

Don Adamson

Executive Director



SCAN ME



9069 S 1300 W, West Jordan, UT 84088

www.homeaidutah.org | (801) 556-4146

