



Habitat for Humanity  
in Monmouth County  
193 Long Branch Avenue  
Long Branch, NJ 07740  
www.habitatnemonmouth.org

NON-PROFIT ORG.  
U.S. POSTAGE  
PAID  
AFFILIATED DIRECT MAIL  
5211 RT. 33  
Wall NJ 07727

# HOMIE news



Summer/Fall 2013



**Building Houses - Building Hope**

## NICKELS FOR NAILS

Habitat for Humanity Monmouth County (HFHMC) is excited to announce plans for the start of its new youth engagement fundraising campaign called Nickels for Nails. All funds raised will help support HFHMC Superstorm Sandy rebuild and repair programs. To help raise awareness of the continuing need in helping to rebuild our storm impacted communities; the campaign will launch in the Fall. If you have questions, or would like to participate, please contact Laura Lella-Smith, Development Coordinator, HFHMC at 732.728.0441, or e-mail her at llsmith@habitatmonmouth.org.



### SANDY Quick Facts

- Over 10,000 homes damaged in HFHMC's 25 town service area - representing approximately 15% of all Sandy related damage in NJ
- Nine out of every 10 homes in Sea Bright damaged, with approximately 100 businesses destroyed in town
- 40 Sandy home repairs and counting have been completed by HFHMC since December 2012
- Over 500 volunteers have participated in HFHMC Sandy repair projects
- 500 Union Beach families remain displaced
- Sandy is the largest Atlantic hurricane on record, the strongest hurricane to land north of Cape Hatteras and caused the most power outages overall from a hurricane
- 75% of all damage that occurred to primary residences in Monmouth County occurred in our service area.
- 20% of all major damage in NJ was located in Monmouth County including hard hit Keansburg, Highlands, Union Beach, and Sea Bright

### 2013 BOARD OF DIRECTORS

Nancy Doran, President  
Bev Lawrence, Vice President  
David Hinton, Treasurer  
Tricia Schecher, Secretary  
Anthony Fusco  
Dick Lilleston  
Carolyn McMullin  
Thomas Matulewicz  
Sheryl Powers  
Tyler M. Richards, DC

### STAFF

Raymond Gabler,  
Director of Operations  
Kate Nelson,  
Volunteer Coordinator  
Laura Lella-Smith,  
Development Coordinator  
Maureen Maguire,  
Family Outreach Coordinator  
Maurice Worthy,  
Construction Manager



Contact us at 732-728-0441  
Visit us at [www.habitatmonmouth.org](http://www.habitatmonmouth.org)

### A Message from the President



For more than twenty years Habitat for Humanity of Monmouth County and a dedicated group of volunteers have partnered with eligible families to build new homes and assist in the repair of scores of others through our A Brush with Kindness (ABWK) and Home Repair programs. Today, our work has shifted primarily to assist homeowners with Sandy Relief projects in our service area of Monmouth County.

Nothing could have prepared our organization or our community for the devastation that befell us on October 29th of last year. Nearly eleven months after Superstorm Sandy, families across our area continue to struggle to piece their lives back together. Our dedicated volunteers, our board and our staff have worked tirelessly to help those affected - working among first responders and a myriad of volunteers from across the country. We have also been blessed with tremendous support from Habitat for Humanity International, who made it possible for our affiliate to respond to the needs of our communities through grant funding and the donation of three work vans, so that we could begin our response to this disaster. However, the work continues.

While we are pleased to report that we have assisted in the rebuild or repair of over 40 homes; in the next 12 - 18 months we will work to aid another 100 homeowners affected by Sandy. In addition to this work, our affiliate has been selected to participate in the Carter Work Build Project in Union Beach. In October, Habitat for Humanity of Monmouth County joins just four other Habitat sites across the country in hosting former President Jimmy Carter and his wife Rosalynn in a build project.

Thanks to all the Habitat affiliates that have been helping us through the storm recovery process, including Trenton, Newark, and Paterson with a special thanks to Western Monmouth Habitat for their ongoing assistance.

We want to thank you for your continued support of Habitat for Humanity and for the community we serve. It is because of your generosity, that we are able to continue our efforts in helping families rebuild their lives. We welcome you to join in our build efforts and look forward to seeing you on the job soon!

Yours in Service,  
Nancy Doran, President  
Habitat for Humanity  
Monmouth County

## 30th Anniversary of CARTER WORK PROJECT . . . . . 3

*Union Beach selected as  
5th Carter Work Project  
site for 30th Anniversary  
Build in October.*

### In this Issue...

Welcome Letter . . . . . 1  
Mission Statement . . . . . 1  
  
Homeowner Profiles:  
Lederer Family . . . . . 2  
Wells Family . . . . . 2  
  
Need Assistance? . . . . . 2  
Donor Recognition . . . . . 3  
Sandy Quick Facts . . . . . 4  
Nickels for Nails. . . . . 4  
Contact Information. . . . . 4

**Mission Statement:** Habitat for Humanity Monmouth County, an affiliate of Habitat for Humanity, International, seeks to eliminate sub-standard housing and help low-income families achieve the dream of homeownership. It works with people from all walks of life to develop communities by building and renovating houses so that there are decent houses in decent communities where people can live and grow.

**Service Area:** Aberdeen, Atlantic Highlands, Deal, Eatontown, Fair Haven, Hazlet, Highlands, Holmdel, Keansburg, Keyport, Little Silver, Long Branch, Matawan, Middleton, Monmouth Beach, Ocean Township, Oceanport, Red Bank, Rumson, Sea Bright, Shrewsbury, Shrewsbury-Township, Tinton Falls, Union Beach, West Long Branch and Cliffwood Beach.

## MEET TWO OF OUR HOMEOWNERS

### Lederer Family - Union Beach

Nothing could have prepared the Lederer family of Union Beach for what they would face on the night of October 29, 2012. Living in their home on Bayview Avenue for over a decade, they were accustomed to occasional minor flooding. Being forewarned that Hurricane Sandy would be a storm like no other the Jersey shore had seen, they figured they would be okay because they had been spared any significant damage by Irene the year before. That night, as 14 feet of water enveloped their home, they were forced to cling together on the second floor in fear and panic. The entire first floor had been destroyed; all the contents ruined. Neighbors, friends, and volunteers helped with the cleanup; the township provided food and dumpsters. Recovery could begin.

Then dealing with insurance companies. According to John Lederer, "Fighting with the insurance company became a career." The estimate to repair the damage was \$100,000, but the insurance company paid only \$14,000. The Lederer's could not bridge that gap. According to John, that's when Habitat for Humanity stepped in. "God sent them," said John. "If it wasn't for Habitat, we would have been finished. Habitat basically saved our lives."

With volunteer labor and donated materials, along with insurance money and a generous grant from the Robin Hood Foundation, the Lederers' home was restored. Now the Lederers have their home back, but more importantly, "peace of mind." "There are no words to express how grateful we are to Habitat for Humanity. I owe them everything for the rest of my life," said John.

There are many more families like the Lederers still in need along the Jersey Shore. With your help and God's grace, we are determined to be there for them, to help them rebuild their homes and their lives.



### Wells Family - Sea Bright

Like so many other Monmouth County residents whose homes were damaged by Superstorm Sandy, Ed Wells of Sea Bright had nowhere to turn. Despite filling out stacks and stacks of paperwork, Ed was left with little hope that a government grant would come his way, enabling him to rebuild the house he and his family have lived in for the past 37 years. Then, someone suggested he apply for assistance from Habitat for Humanity. After completing an application, he got the call. Habitat would be able to help him! "Everyone has been great," said Ed. "All of them, really nice, good people with wonderful Christian values" is how he described the Habitat crew leaders and volunteers he has met working at his home. Every day since the storm, Ed has gone to bed at night and woken up each morning, worrying about his family, and how they were going to make it. Habitat for Humanity gave him "one less thing to worry about," according to Ed. "After Habitat picked me up, I knew that my family would have a place to live again." Ed hopes to move into his newly renovated home in early September.

## NEED ASSISTANCE?

Our decision to assist a family with home repair damage is based on a few straight forward criteria:

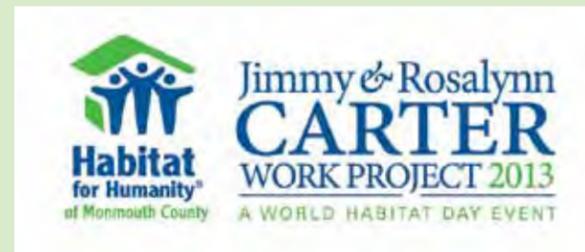
- Is the primary residence in our service area?
- Is their income within in low-moderate standards as defined by HUD guidelines, i.e., annual earnings must be less than 80% of AMI?
- Are they willing to work on their own home repair if able?

The application and review process is entirely unbiased and follows all provisions of the Federal Housing Act. Habitat provides these partner families with a hand-up, not a hand out so they can help to restore their homes not through charity, but through hard work.

If you or someone you know needs a Sandy Repair Application please call 732.728.0441 and one will be mailed to you, or visit the website to download an application at [www.habitatmonmouth.org](http://www.habitatmonmouth.org).



## 30th Anniversary of CARTER Work Project



For the past three decades, former President Jimmy Carter and his wife, Rosalynn, have inspired countless Habitat for Humanity volunteers — and changed the lives of thousands of Habitat partner families in the process. Since they steered a band of volunteers to a New York City Habitat build site in 1984, the Carters have been Habitat's most famous hammer-wielding couple. Today, their servant spirit shines ever bright, highlighting their namesake project this fall for the 30th consecutive year. Coinciding with the United Nations-designated World Habitat Day, construction activities begin on Oct. 7 in Oakland and San Jose, California; Denver, Colorado; New York City and end in Union Beach on October 12.

The Union Beach, NJ site was a recent addition to this year's Carter Work Project. The impact of Superstorm Sandy on the entire Monmouth County community was hard felt. The destruction in Union Beach was particularly devastating as nearly 80% of the town's homes were affected with over 50 completely washed away the day of the storm. The Carter Work Project will work with a group of 15 families to help rebuild or repair homes that were affected by the storm. HFHMC is excited to welcome President and Mrs. Carter to Union Beach in October.

Now through the end of September, HFHMC will be working to secure volunteers, sponsors and other support in conjunction with the Carter Work Project in Union Beach. We invite those friends of Habitat, corporations and individuals, who have been inspired by the Carters' 30-year legacy of service to join us. Honor their commitment by supporting the project they have so energetically led for so long.

For more information and sponsorship opportunities please visit [www.habitatmonmouth.org](http://www.habitatmonmouth.org) or contact Laura Lella-Smith at [llsmith@habitatmonmouth.org](mailto:llsmith@habitatmonmouth.org) or 732.728.0441, ext. 3.

## SPECIAL THANKS TO ALL OF OUR DONORS & SUPPORTERS

We are pleased to recognize our foundations, business/corporate partners, community and faith based organizations and individual contributors for their outstanding financial support toward our 2013, 1.3 million campaign goal supporting Sandy Recovery work:

### Circle of Restoration

American Red Cross ♦ Carnival Foundation  
Habitat for Humanity International ♦ Robin Hood Foundation

### Circle of Charity

First Presbyterian Church of Red Bank ♦ Robert Wood Johnson Foundation  
Sony ♦ TD Charitable Foundation

### Circle of Faith

Chase ♦ Deutsche Telekom ♦ Eileen Fisher, Inc. ♦ Enterprise Leasing ♦ Flying Fish Brewery  
Gap Inc. ♦ Long Branch Rotary ♦ Lucy & Eleanor Upton Foundation ♦ Mars Hackettstown  
Mars Mt. Olive ♦ McKinsey & Company Inc. ♦ Norman Raab Foundation ♦ Paterson Habitat  
for Humanity ♦ Peninsula Realty ♦ Princeton University ♦ Provident Foundation ♦ Prudential  
Seabright Solar ♦ Trinity Episcopal Church ♦ United Methodist Church of Red Bank  
Wilson Memorial Church ♦ 1 Mindset LLC

### Gifts in Kind

Americorps ♦ Bosch ♦ Fluke ♦ GMC ♦ Habitat for Humanity International ♦ Lowes  
Nissan ♦ NJ Department of Labor and Workforce Development ♦ Princeton University

### Helping Hands – Partners in Long Term Recovery

Habitat for Humanity Affiliates in NJ: Trenton, Western Monmouth,  
Plainfield, Newark, Coastal, Paterson

### Circle of Hope – Individual Donors:

Our heartfelt thanks to the hundreds of donors whose individual contributions make a collective difference in helping our friends and neighbors in recovery from the storm.

## LT GOVERNOR KIM GUADAGNO



Ray Gabler, Director of Operations  
HFH Monmouth County with Lt.  
Governor Kim Guadagno at a  
Sandy Benefit at the PNC Arts  
Center, Holmdell New Jersey.

Follow us on Twitter  
[@HabitatMonmouth](https://twitter.com/HabitatMonmouth)