



**Habitat**  
for Humanity®  
South Carolina

# measuring impact

## the economic ripples of home repairs

November 11, 2021

*Nancy Lee, Habitat for Humanity South Carolina*



# impact of home repairs

Home repair services improve quality of life, preserve affordable housing inventory, and revitalize neighborhoods.

- health
- safety
- accessibility



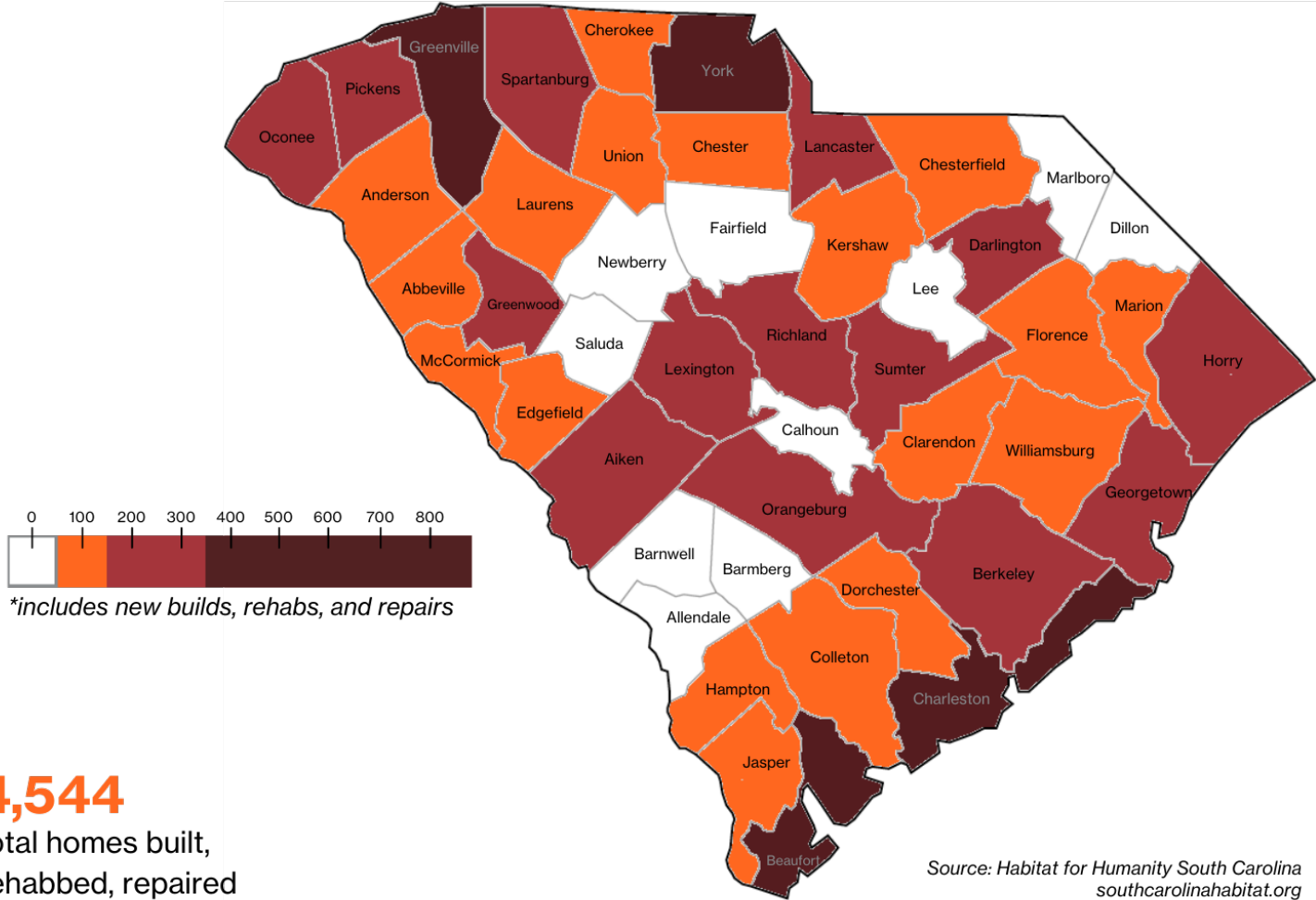


# Robert

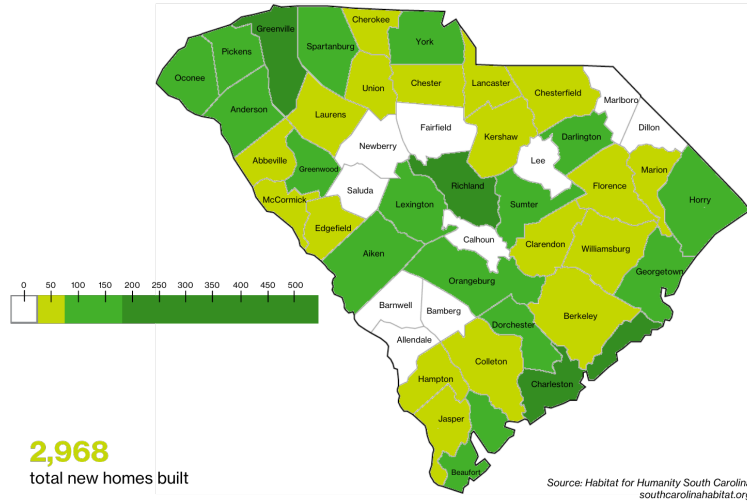
(Veteran, U.S. Marine Corps)

# total home production\*

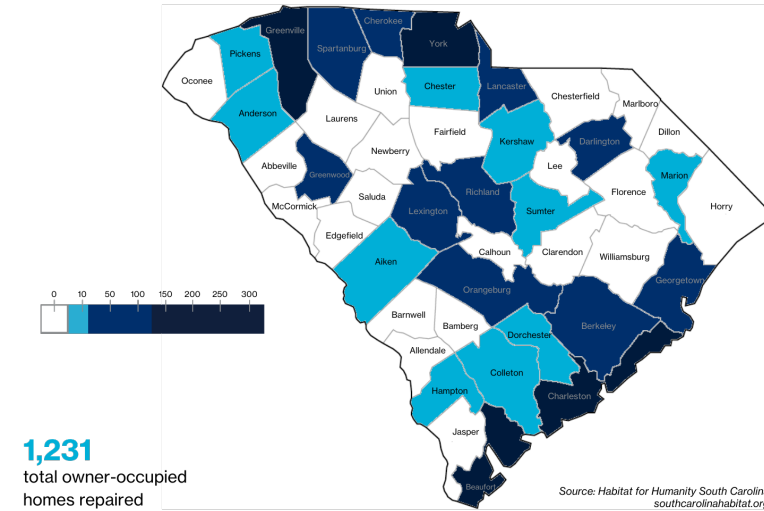
1978-2021



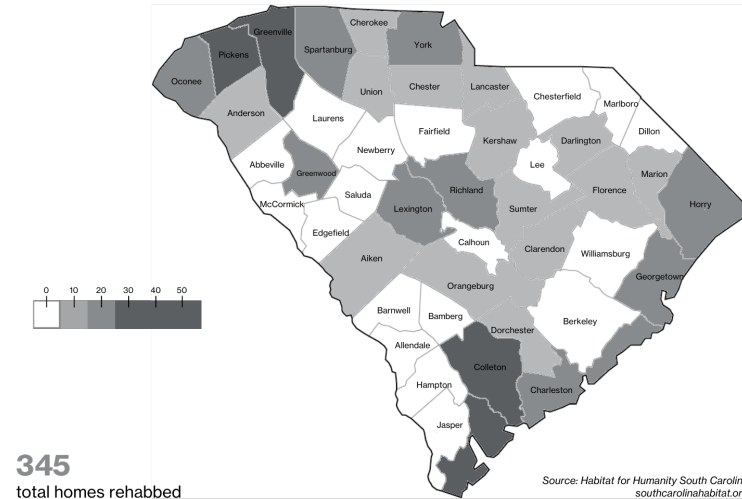
## total new homes built 1978-2021



## total owner-occupied homes repaired 1978-2021



## total rehabs 1978-2021



## affiliate listing

- Abbeville/McCormick County  
Habitat for Humanity  
w: web.wctel.net/~habitatomes  
o: (864) 852-9094
- Aiken County Habitat for Humanity  
w: habitatiken.org  
o: (803) 642-9295
- Habitat for Humanity of Anderson  
w: habitatanderson.org  
o: (864) 375-1177
- Habitat for Humanity of Berkeley County  
w: berkeleyhabitat.org  
o: (843) 203-3749
- Central South Carolina Habitat for Humanity  
w: habitatcsc.org  
o: (803) 252-3570
- Charleston Habitat for Humanity  
w: charlestonhabitat.org  
o: (843) 722-7145
- Habitat for Humanity of Cherokee County  
w: habitatcherokee.org  
o: (864) 488-1444
- Darlington County Habitat for Humanity  
w: darcohabitat.org  
o: (843) 383-8500
- Dorchester Habitat for Humanity  
w: dorchesterhabitat.org  
o: (843) 851-1414
- East Cooper Habitat for Humanity  
w: eastcooperhabitat.org  
o: (843) 881-2600
- Edisto Habitat for Humanity  
w: edistohabitatforhumanity.org  
o: (803) 536-2300
- Greater Florence Habitat for Humanity  
w: florencehabitat.com  
o: (843) 665-1624
- Habitat for Humanity Georgetown County  
w: habitatgeorgetown.com  
o: (843) 546-5685
- Habitat for Humanity of Greenville County  
w: habitatgreenville.org  
o: (864) 370-4787
- Greenwood Area Habitat for Humanity  
w: greenwoodhabitat.org  
o: (864) 223-9399
- Hilton Head Regional Habitat for Humanity  
w: habitatthi.org  
o: (843) 681-5864
- Habitat for Humanity of Horry County  
w: habitatthorry.org  
o: (843) 650-8815
- Habitat for Humanity of Kershaw County  
w: kershawhabitat.org  
o: (803) 432-4333
- Habitat for Humanity of Lancaster County  
w: habitat-lancastersc.org  
o: (803) 283-1203
- Laurens County Habitat for Humanity  
o: (864) 833-4468
- LowCountry Habitat for Humanity  
w: lowcountryhabitat.org  
o: (843) 522-3500
- Marion County Habitat for Humanity  
o: (843) 464-3747
- Oconee County Habitat for Humanity  
w: oconeehabitat.org  
o: (864) 888-2118
- Pickens County Habitat for Humanity  
w: pickenshabitat.org  
o: (864) 878-6374
- Sea Island Habitat for Humanity  
w: seaslandhabitat.org  
o: (843) 768-0998
- Habitat for Humanity of Spartanburg  
w: habitatspartanburg.org  
o: (864) 591-2221
- Sumter Habitat for Humanity  
w: habitatsumter.org  
o: (803) 775-5767
- Habitat for Humanity of Union County  
o: (864) 427-5359
- Habitat for Humanity of York County  
w: yorkcountyhabitat.org  
o: (803) 328-1728

# our work impacts many outcomes

Today's focus is on ONE component of organizational impact – the economic impact of our investments within our local economy.



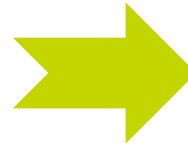
**All our programs  
create jobs and  
inject resources  
into the local  
economy, creating  
a powerful impact.**



# an economic impact analysis shows the ripple effect of our investments

An economic impact analysis is a method of describing the **impact of organizational operations on the local economy** by tracking how money spent **circulates through the economy.**

\$



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An organization spends money on businesses or services

Thanks to that spending, those businesses spend more money

The employees of those businesses now have more money and can spend more



# analysis shows just one aspect of our economic impact

This economic impact analysis is based on the impact of our affiliate's investments and estimates the ripple effect as they circulate through our local economy.

While this is a common method to measure economic impact, it has a limited scope and does not include other common measures of economic impact.

Therefore, this estimate should be viewed as a conservative measure of our affiliate's economic impact.

## Not included in this analysis:



property taxes paid by homeowners



impact on surrounding property value



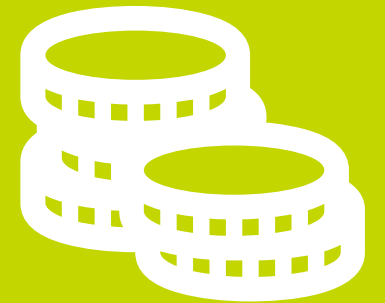
spending by homeowners



# the ripple effect of our investments in 2020

**\$61,680,839**

Economic impact of our investments



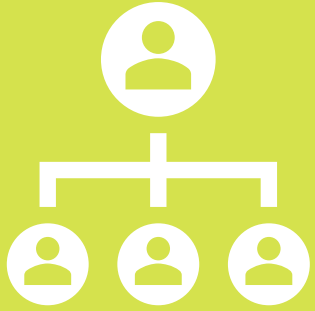
**\$33,567,046**

Invested in programs and operations

**\$1.84**

Dollars injected into the local economy for every dollar invested by Habitat





**518**

Local jobs supported



**\$22,417,475**

Wages paid to local employees



**\$8,702,709**

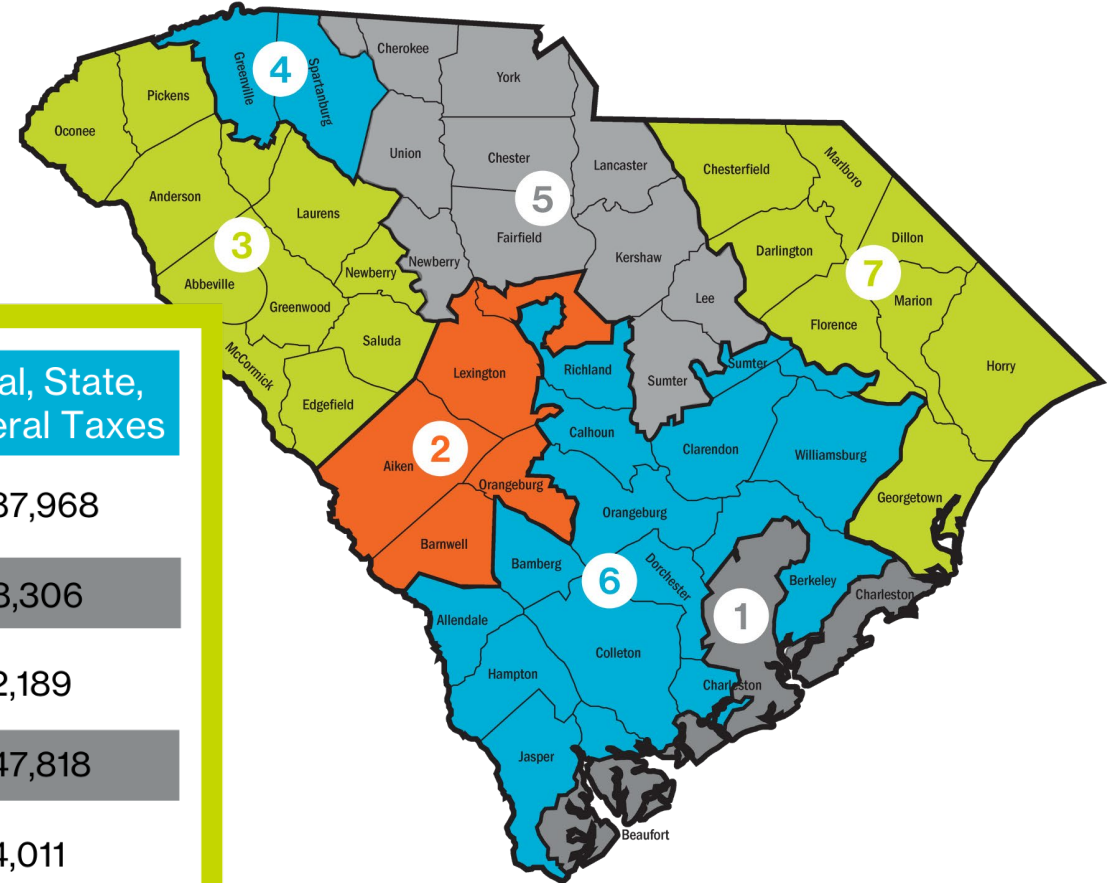
Paid into state and local taxes



1. Community food, housing and relief services
2. Construction of new single-family residences
3. Real estate sales and property management

Top Industries Impacted

# ripple effect by congressional district



Congressional District	Total Economic Activity	Jobs Supported	Labor Income	Local, State, Federal Taxes
District 1	\$12,894,778	107 jobs	\$5,322,933	\$1,687,968
District 2	\$7,280,721	54 jobs	\$2,587,483	\$908,306
District 3	\$4,456,137	41 jobs	\$1,202,080	\$462,189
District 4	\$13,835,057	107 jobs	\$5,230,076	\$1,647,818
District 5	\$7,190,177	74 jobs	\$3,073,943	\$924,011
District 6	\$19,044,980	155 jobs	\$7,573,814	\$2,460,895
District 7	\$7,223,211	97 jobs	\$2,954,352	\$857,401

# local economic impact analysis

## FY2020 ECONOMIC IMPACT ANALYSIS

**Habitat for Humanity** [REDACTED]

FY2020 (July 1, 2019 – June 30, 2020)

An economic impact analysis for FY2020 (July 1, 2019 – June 30, 2020) conducted by Habitat for Humanity South Carolina reported the following outcomes for the work of **Habitat for Humanity** [REDACTED]

- \$2,203,942 was invested in the economy by the affiliate’s work over the past year;
- 22 staff members were directly employed;
- Affiliate’s investment created \$3,241,749 of total economic activity:
  - supporting 30 total jobs,
  - paying \$1,265,070 in labor income; and
  - contributing \$382,846 in state, local, and federal taxes;
- For every dollar invested by the affiliate, an additional 47 cents were injected into the local economy, amounting to a return on investment of \$1.47; and
- For every dollar donated, \$4.57 was added to the local economy.

*Source: FY2020 economic impact analysis conducted by Habitat for Humanity South Carolina, utilizing IMPLAN economic modeling software. Contact Nancy Lee, Executive Director of Habitat for Humanity South Carolina, at [nancy@southcarolinahabitat.org](mailto:nancy@southcarolinahabitat.org) with any questions.*

# methodology

Habitat for Humanity South Carolina led this project to analyze Habitat's economic impact across South Carolina. A former executive director who had performed extensive work in conducting affiliate economic impact analyses as a subject matter expert consulted on data aggregation and methodology.

1. data collection
2. data compilation
3. modeling economic activity

# data collection

Two financial documents from Habitat for Humanity affiliates and affiliate support organizations:

- IRS 990 (or 990-EZ)
- audited financial statements for the most recent year

From these documents, data was extracted on expenditures and employment. The annual Housing Production Report, using geographic service areas, rounded up to the county line to define geographies.

# data compilation

Affiliate expenditure was aggregated into the three categories: New Home Construction, Rehabilitation and Renovation, and Office and Habitat ReStore Operations.

Three items were excluded when aggregating expenditures, as they do not impact the local economy:

1. Purchase and sale of land.
2. Purchase of capital items.
3. Non-cash items (e.g., depreciation, mortgage discount).

Estimates were used when incomplete reporting or differences in reporting methods were encountered. These estimates have a minor impact on the overall results.



# modeling economic activity

An independent party conducted the analyses using IMPLAN, an economic modeling software and data application that is a widely relied upon tool for economic impact analyses.

Each of the expenditure categories were assigned to an industry code and aligned each affiliate's spending to their geographic service area, rounded to the county level.

Affiliate analyses were independently and applied industry-specific multipliers to generate the local impact.

IMPLAN reported results in 2020 dollars.

# habitat is a powerful economic engine

Habitat for Humanity is well-known for building decent and affordable houses – but **we do so much more than that:**

- Critical Home Repairs.
- Aging in Place.
- Neighborhood Revitalization.

Our programs build strength, stability and self-reliance through shelter — and also create substantial local economic impact through the ripple effect of our investments.

## it all adds up...

### our organizations:

- employ staff members from local areas;
- buy goods from businesses;
- Create additional demand for local businesses; and
- pay state and local taxes.

# most recent report available on sched



Habitat's work has a broad range of impacts, including impacts on health, environmental and educational outcomes; civic and social engagement; the financial stability of Habitat families; and local economies.

*The results shown here describe one component of our economic impact.*



## construction impact



Each new house constructed created **10 jobs** and added **\$1.2 million** to South Carolina's economy

Every owner-occupied home repair created **8 jobs** and added almost **\$935K** to the economy



## spending ripple effect

For every dollar donated, **\$6.22** was added to the state's economy



## \$1.84 return of investment

Given total affiliate spending, this amounts to a return of investment of **\$1.84**. For every dollar invested by the Habitat network an additional **84 cents** was injected into the local economy

questions?





## Learn more about Habitat for Humanity South Carolina

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w: [southcarolinahabitat.org](http://southcarolinahabitat.org)