

# 2019 Economic Impact Analysis



## Beyond the House:

How Habitat's investments ripple across South Carolina's economy



## Introduction

Every year, we work alongside local families as they achieve homeownership and repair their homes. We work to build stronger communities through our work in creating decent and affordable housing opportunities. This work drives important social and economic outcomes, as stable housing has a tremendous impact on family and community health, improved education outcomes for children, and increased financial stability and opportunity.

In addition to these benefits, building and repairing homes also stimulates other sectors of the economy – driving additional spending and creating local jobs. In 2019, our investments in construction and housing repairs had a ripple effect in the local economy and generated important economic activity.



\$50,471,160

**economic impact of our investments**



697

**jobs supported**



\$22,601,568

**total wages paid into the state economy**

This report will share more about this ripple effect and our contributions to the local economy – which is just one of several important outcomes impacted by our work.

### About this report

The analysis shared in this report was performed using IMPLAN, an economic modeling software that helps communities assess economic impacts. The methodology used was established by IMPLAN in conjunction with Habitat for Humanity International. The data was collected and aggregated by HFHI's U.S. Research & Measurement team and the economic impact analysis was performed by IMPLAN. The impact reflects the ripple effect of affiliate investments, but does not include other economic factors, such as property taxes, nor does it reflect social outcomes such as those on health or education.



# everyone

deserves a decent place to live.

## 2019 Snapshot

- 30 local Habitat affiliates
- 28 ReStore locations
- 35,000+ volunteers
- 300+ employees
- 36 counties served
- 69 new builds
- 15 rehabs
- 150 owner-occupied home repairs
- 234 families served

## About Habitat for Humanity South Carolina

Driven by the vision that everyone needs a decent place to live, Habitat for Humanity began in 1976 as a grassroots effort on a community farm in southern Georgia. In 2012, the state office, Habitat for Humanity South Carolina, was founded to support the efforts of local affiliates. Families and individuals in need of a hand up partner with Habitat for Humanity to build or improve a place they can call home. Through financial support, volunteering or adding a voice to support affordable housing, everyone can help families achieve the strength, stability and self-reliance they need to build better lives for themselves. Through shelter, we empower.

## Our mission

Seeking to put God's love into action, Habitat for Humanity South Carolina brings people together to build homes, communities and hope.



# Quantifying the ripple effect of our investments

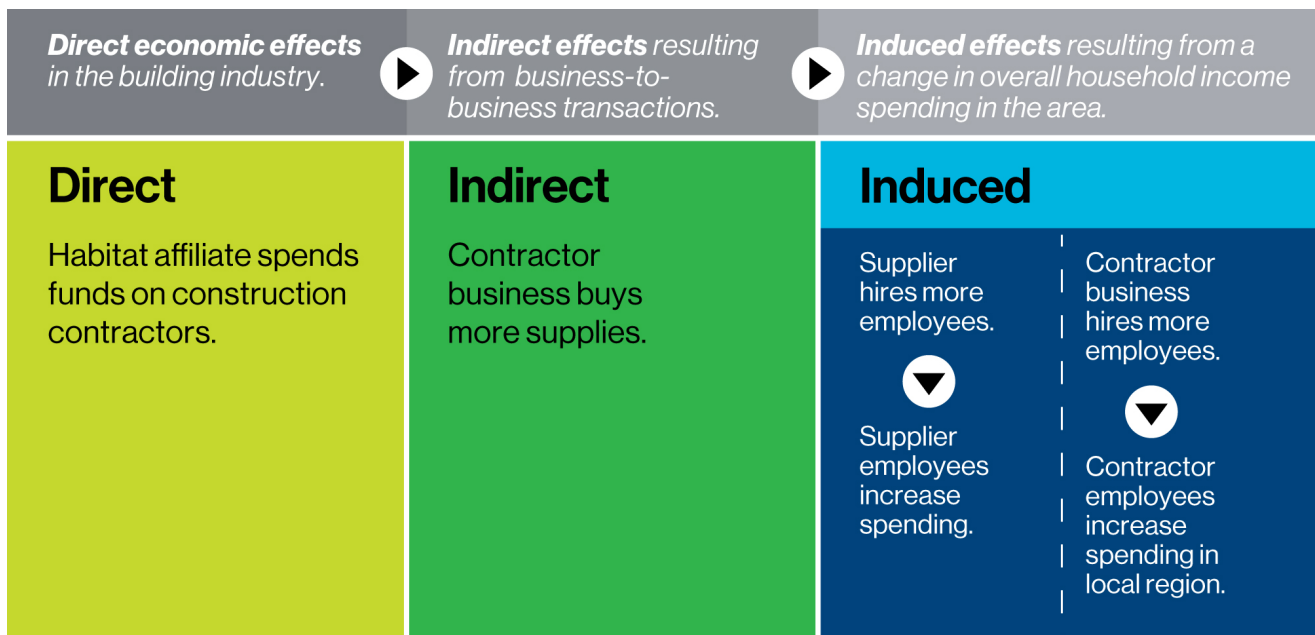
We're proud of the homes we've built alongside homeowners and the lives we've helped to change, but we know that our impact in the community goes beyond the construction of homes. We purchase goods and services from other businesses, create local jobs, and generate demand in the broader economy.

To quantify the ripple effect of our investments in the local economy, we performed this economic impact analysis. The analysis estimates how much our initial investment is multiplied as the dollars circulate through the economy.



## How does an economic impact analysis work?

An economic impact analysis uses multipliers to estimate how our investments in the region circulates through other businesses and generates additional economic gains through direct, indirect and induced effects. The analysis does not include other economic factors, such as impacts on property taxes or homeowner spending.



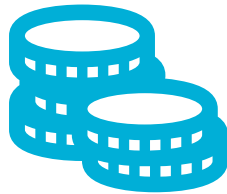
# Beyond the House

## Understanding the ripple effect of our investments in 2019

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.



### Our Work



**\$30,966,231**

invested in operations, construction, rehabilitation and renovation

### Our Impact

**697**

jobs supported, generating



**\$22,601,568**

in wages paid into the local economy



**\$50,471,160**

economic impact of our investments



**\$1.63**

dollars injected into the local economy for every dollar spent



Top Industries Impacted:

1. Industry name
2. Industry name
3. Industry name



**\$1,519,216**

in local and state taxes paid

*Results measure only the economic impact of our work as measured by our expenditure on programming and operations. Additional factors contributing to economic impact (e.g., property taxes paid, homeowner spending) are not included. The economic impact was estimated using IMPLAN, an economic modeling software, based on data from our financial documents.*

# Our approach

## How did we do this work?

To calculate these results, Habitat for Humanity extracted employment and expenditure data from our most recent financial documents. The data were aggregated into three categories identified by IMPLAN's professional economists to represent the primary economic activities of Habitat affiliates in the local economy.

### Investments:

- New construction
- Rehabilitation and renovation
- Office and Habitat ReStore operations

This information was then input into IMPLAN, an economic modeling software, assigned to the industries listed below, and aligned to our local service area to estimate the economic impact of our spending within the local economy. Results were reported in 2020 dollars.

### Industries:

- New construction - IMPLAN Industry 57
- Rehabilitation and renovation - IMPLAN Industry 61
- Office and Habitat ReStore operations - IMPLAN Industry 495





# Continuing to build

The economic effects of our investments are just one facet of the full extent of our impact in the community, but they help describe some of the value we bring to the economy. These results demonstrate how support for Habitat for Humanity in South Carolina reaches more than just our homeowners, benefiting the community as a whole.

Follow us online to learn more about how you can get involved:

- Website: [southcarolinahabitat.org](https://southcarolinahabitat.org)
- Facebook: [@habitatsouthcarolina](https://www.facebook.com/habitatsouthcarolina)
- LinkedIn: [@habitat-for-humanity-south-carolina](https://www.linkedin.com/company/habitat-for-humanity-south-carolina)
- Instagram: [@habitatsouthcarolina](https://www.instagram.com/habitatsouthcarolina)
- Twitter: [@habitatSC\\_org](https://twitter.com/habitatSC_org)
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For more information on this report or the methodology used, please contact Nancy Lee at [nancy@southcarolinahabitat.org](mailto:nancy@southcarolinahabitat.org).

**everyone**  
needs a place to call home

Equal Housing Opportunity