habitat for humanity
south carolina

2020 Economic Impact Analysis

foreword

Dear friends and community partners,

It is impossible to review 2020 without acknowledging the coronavirus pandemic. Businesses, schools, restaurants, and even parks were shuttered as people were urged to remain in the safety of their homes. At Habitat for Humanity, our souls were immediately burdened knowing that "home" was a luxury not available to all.

In fact, lack of affordable homeownership has contributed to the unequal impact of the COVID-19 pandemic on South Carolinians. The racial disparity that existed in South Carolina prior to the pandemic left low-income and vulnerable populations more susceptible to negative impacts resulting from COVID-19.

Prior to the pandemic, in South Carolina:
* 13.2% of white households and 20.4% of black households skipped at least one doctor visit due to cost;
* 2.1% of white households and 17.2% of households of color were unbanked;
* 23% of white homeowners and 35.8% percent of black homeowners were burdened by housing costs; and
* 44.4% of white renters and 55.3% of black renters were cost-burdened.

Since 1978, Habitat has invested in families and communities statewide by helping households earning between 30-80% of the area median income access and sustain responsible, affordable homeownership. Through home construction, rehabilitation, repairs, housing finance, support services, and technical assistance, Habitat partners with families and individuals to build and improve a place to call home.

Research shows numerous positive outcomes of owning a home, such as greater economic stability, better health, access to quality education, and increased civic and social engagement. At Habitat, we understand that in addition to the positive transformation our mission has on families, our work extends far beyond individual households, impacting jobs and the economy across the state.

As South Carolina continues to seek solutions and improved outcomes for those households and communities hit hardest by the COVID-19 pandemic, I urge you to consider the role "home" plays in that recovery.
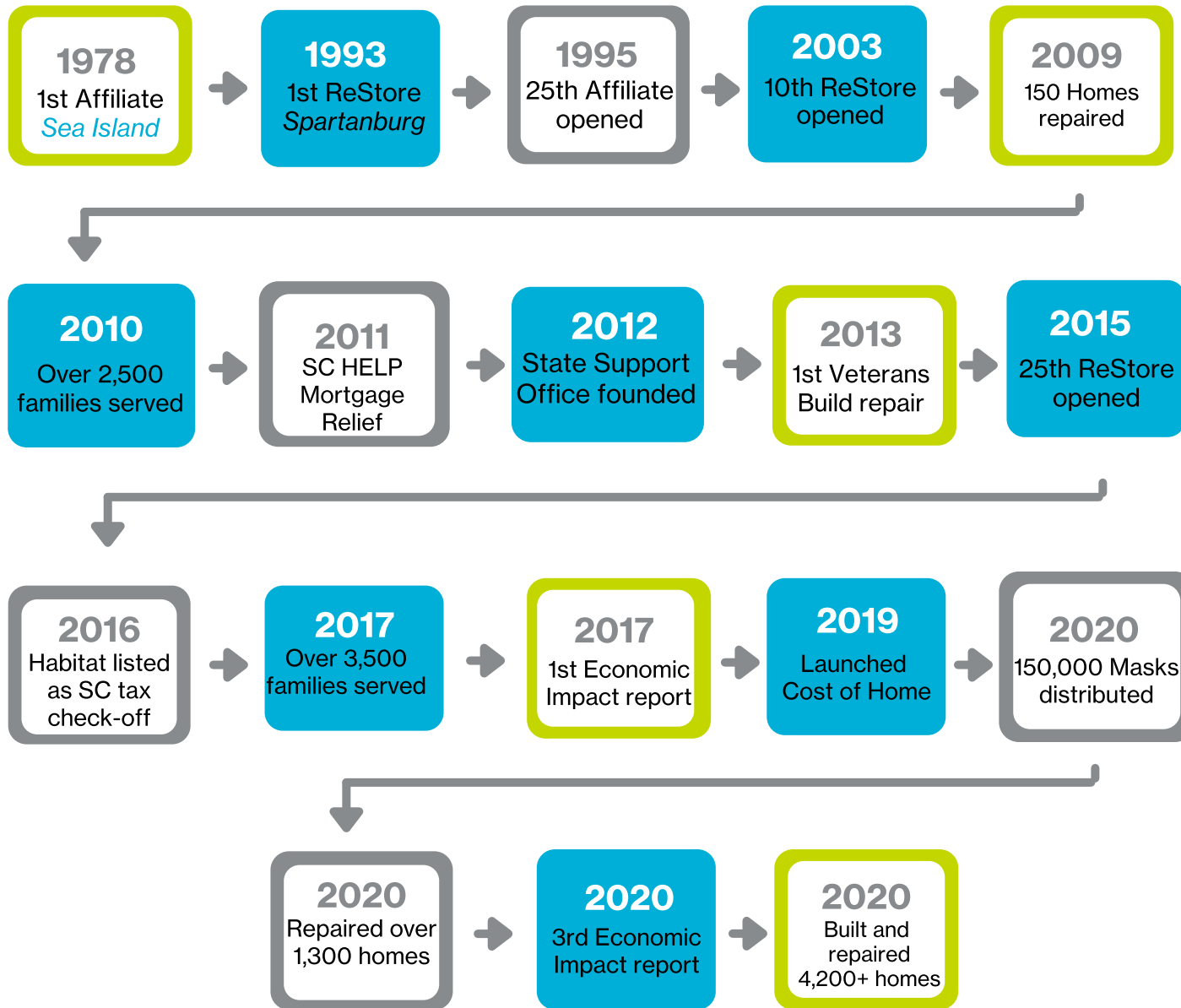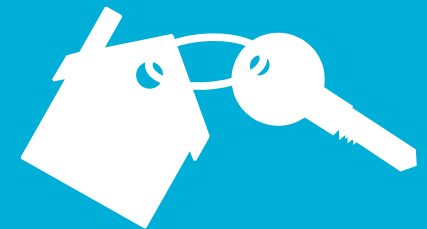
In partnership,

Nancy Lee
Executive Director

history

1978
1st Affiliate
Sea Island

1993
1st ReStore
Spartanburg

1995
25th Affiliate
opened

2003
10th ReStore
opened

2009
150 Homes
repaired

2010
Over 2,500
families served

2011
SC HELP
Mortgage
Relief

2012
State Support
Office founded

2013
1st Veterans
Build repair

2015
25th ReStore
opened

2016
Habitat listed
as SC tax
check-off

2017
Over 3,500
families served

2017
1st Economic
Impact report

2019
Launched
Cost of Home

2020
150,000 Masks
distributed

2020
Repaired over
1,300 homes

2020
3rd Economic
Impact report

2020
Built and
repaired
4,200+ homes

Paying an average monthly mortgage of $500 for a three-bedroom home, Habitat for Humanity partners are participants in building a better home and future for themselves and their families. According to the "Out of Reach Report 2020," the fair market rent for a two-bedroom unit is $900. Habitat is a more affordable option than renting for families and has a greater economic impact on the state. Every Habitat home is both an investment and one answer to a critical need. Habitat affirms that stronger homes create stronger communities.

economic impact analysis

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.

Since 1978, Habitat has worked alongside local families in South Carolina to build, repair, and rehabilitate over 4,200 homes. Our work drives important social and economic outcomes for those households. It also stimulates other sectors of the economy--driving additional spending and creating local jobs. This report shares how our investments had a ripple effect in the local economy and generated significant economic activity in 2020.

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.

data collection

Two financial documents were collected from Habitat for Humanity affiliates: IRS 990 (or 990-EZ) and audited financial statements for FY2020.

From these documents, data was extracted on expenditures and employment. The annual Housing Production Report and start and completion dates were used for housing production numbers. Geographic service areas were rounded up to the county line to define geographies.

data compilation

Affiliate expenditure was aggregated into 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; and
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 run independently, applying industry-specific multipliers to generate the local impact. IMPLAN reported results in 2020 dollars.

economic impact in 2020

Collectively, the Habitat for Humanity network in South Carolina invested **$33.6 million** over the past year, helping **232 families** as they achieved their goal of homeownership and directly employing **333 staff** members.

our work

$33,567,046
invested in operations, construction, rehabilitation, and renovation

our impact

$61,680,839
economic impact of our investments

518
total jobs supported, generating

$22,417,475
in wages paid into the local economy

$8,702,709*
in local, state, and federal taxes paid

Federal, state, and local governments benefitted from the tax revenue produced from constructing and repairing houses. At the state and local levels, these taxes include such items as Social Security taxes for employees, sales taxes, and taxes on motor vehicle licenses. At the federal level, these include excise taxes, customs taxes, and corporate profit taxes. This revenue equaled $8.7 million in state, local, and federal taxes.

*Habitat homeowners paid an additional estimated $2.2 million in property taxes to local counties.

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.

| health outcomes | environmental outcomes | civic and social engagement | educational outcomes | financial stability and wealth building | 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

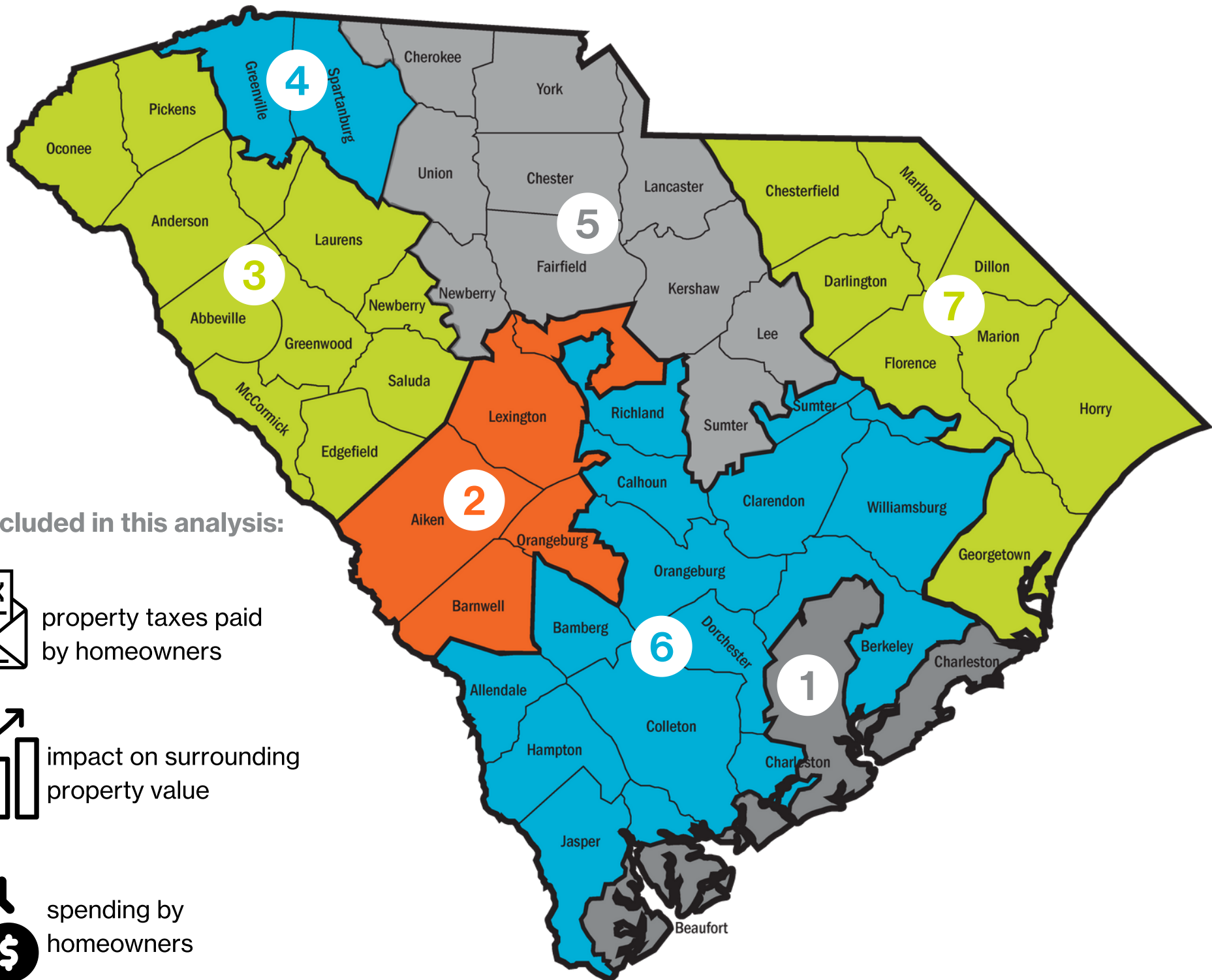For every dollar donated, **$6.22** was added to the state's economy

$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

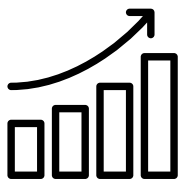# the ripple effect of our investments by congressional district

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

affiliate listing

Abbeville/McCormick County
Habitat for Humanity
w: web.wctel.net/~habitathomes
o: (864) 852-9094

Aiken County Habitat for Humanity
w: habitataiken.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: habitathhi.org
o: (843) 681-5864

Habitat for Humanity of Horry County
w: habitathorry.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
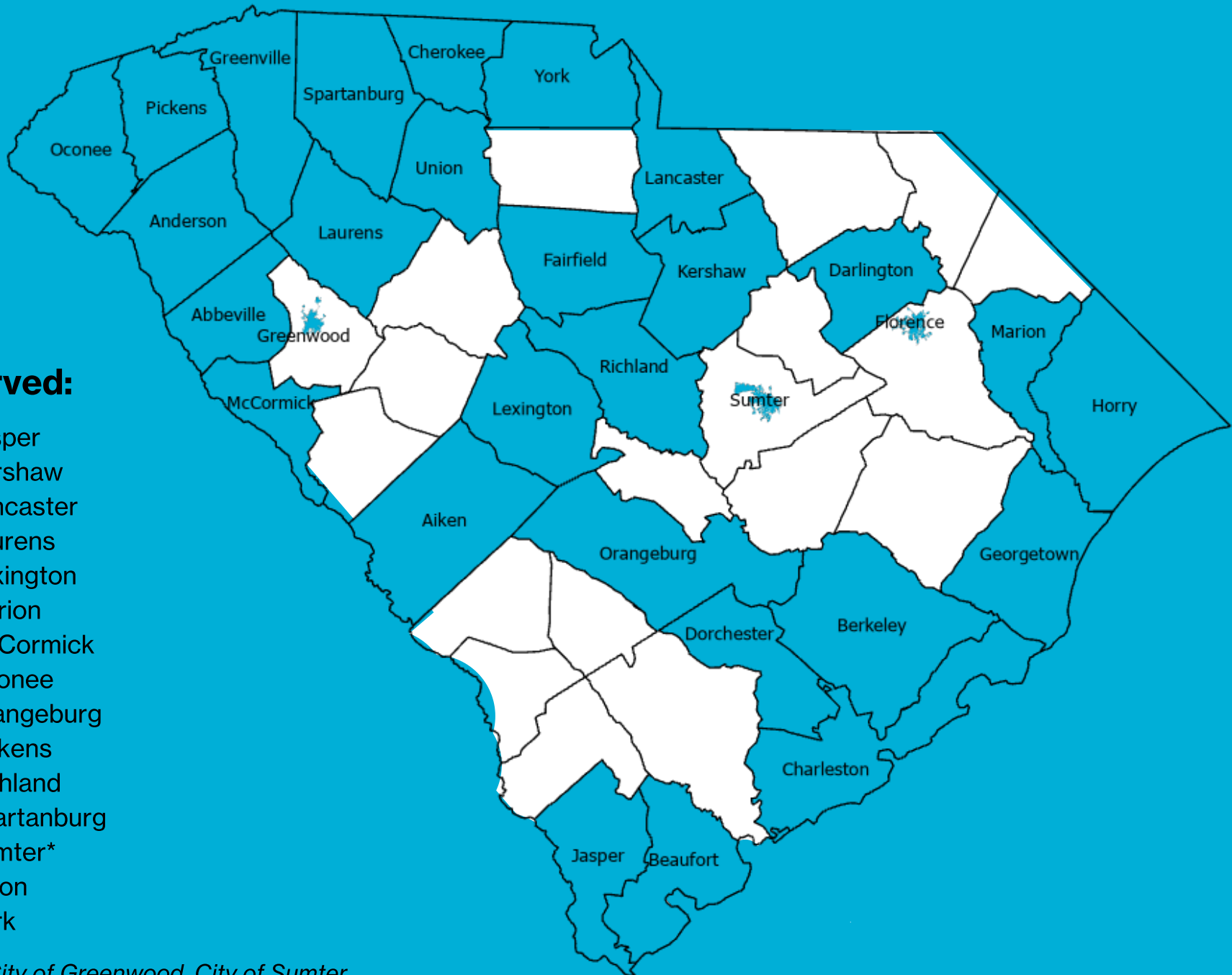w: seaislandhabitat.org
o: (843) 768-0998

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

where we build

counties served:

Abbeville	Jasper
Aiken	Kershaw
Anderson	Lancaster
Beaufort	Laurens
Berkeley	Lexington
Charleston	Marion
Cherokee	McCormick
Darlington	Oconee
Dorchester	Orangeburg
Fairfield	Pickens
Florence*	Richland
Georgetown	Spartanburg
Greenville	Sumter*
Greenwood*	Union
Horry	York

City of Florence, City of Greenwood, City of Sumter

our vision
A world where everyone
has a decent place to live.

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

🌐 southcarolinahabitat.org

ⓕ habitatsouthcarolina

📷 habitatsouthcarolina

🐦 habitatsc_org

in habitat-for-humanity-south-carolina