**Ranya Hasan**

**BA 2196 Section 12: Professor Cirillo**

**Writing Assignment: Philanthropic Proposal**

**8/4/14**

Housing and Urban Rental Company (HURC) is one of top rental companies in the Philadelphia Area. HURC is an organization that buys housing prosperities in and around the Philadelphia area, restores them, and rents the restored apartments and houses to people that value urban living at a reasonable price. HURC’s main office is located in North Philadelphia. Barbra Conner is the Executive Manger of the company, and her job is to find the prospective properties, retaliators, and contractors for different projects that the company wants to work on. She would be the key person to contact for a philanthropic proposal.

**To:** Barbra Conner

**From:** Ranya Hasan

**Subject:** Philanthropic Proposal- Habitat for Humanity

Habitat for Humanity International, also known as Habitat for Humanity, is a non-profit organization that focuses on trying to eliminate homelessness all over the world. Because our company is in the housing business like Habitat for Humanity, it would be a perfect choice for a philanthropic partnership. If this company is able to donate building materials to help with one (or more) of Habitat for Humanity’s projects then the company would have a chance in increasing recognition in the Philadelphia community, give the opportunity for employees to see how the housing business could be for the greater good, and company can successfully recycle unwanted building material.

**More information about Habitat for Humanity!**

* **Close to *Home*:**

Habitat for Humanity has a similar mission to HURC: trying to produce livable housing for people. Over 600,000 people in the United States are homeless, and more than 16% of American families live in poverty. Habitat for Humanity mission is to reduce and completely remove these issues of homelessness and poverty in the United States and around the world. Habitat for Humanity has successfully built and repaired over 800,000 homes and assisted more than 4 million people from all over the world.

* **Why Habitat for Humanity:**

This origination is very focused on spending the maximum time and money on its projects. The website Charity Navigator states that Habitat for Humanity spends 84.7% of its finances on its programs, and the rest goes to administrative work and marketing.

**What do we do?**

Homeless Awareness Month is in November, and HURC should take the opportunity to give back to the community in this time. I propose to set up a collection site for recyclable and reusable building materials that we accumulate from our reconstruction projects around the city. The HURC has a great amount of materials that many times are not used completely in construction projects, which leaves the material needed to be recycled. The problem with this is we do not know if the material is being used after recycling, and this is why donating it to Habitat for Humanity is a better plan.

**Building Material Drive:**

* **Location:** Main Office parking lot, collection bins
* **When:** Month of November
* **Who:** This material drive will be open to the employees, especially the contractors, as well as the public for anyone in the community that is able to donate decent building supplies.
* **Estimate Cost:** The accounting department estimates that the drive will collect over 15 thousand dollars of recycled building material.
* **Program detail:** This drive will be for the Habitat for Humanity *ReStore* program, which its specific purpose is to collect recycled building material.

**How will this drive help our Company?**

* **Marketing**- This drive will give out company promotion to the community.
* **Philanthropy**- the whole propose of this drive is to do something for the greater good of the community, and that is a reason that can go on.
* **Increasing knowledge**- this is an opportunity for the employees to see other aspects of the housing industry
* **Recycling**- this is a way for the left over materials from our projects to go to a good cause. We would know where the materials are going, and not wonder if it is really being used.

By having this “building material drive” we will be able to give back to the housing industry, show the Philadelphia community we are a business with good intentions, and have a way to find better purpose for our recycled building material.

Please email me back with a time and date that you would like to meet and discuss this proposal in further detail.

Ranya Hasan

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HURC

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