



News From: Habitat for Humanity of St. Charles County
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Habitat for Humanity of St. Charles County kicks off 'Frame the Future' Gala *KSDK-TV's Art Holliday tapped as honorary chairman for virtual event*

ST. PETERS, Mo. (Oct. 20, 2020) – Habitat for Humanity of St. Charles County is building on its annual countywide holiday tradition by launching Frame the Future, an initiative in which individuals, businesses and organizations can play a critical role in the continuing efforts to create quality, affordable homes where families partner, build and buy.

A free, virtual Frame the Future Gala will be held Saturday, Nov. 14, at 6 p.m. Art Holliday, the award-winning journalist who has served for 40 years at KSDK-TV, the NBC affiliate in St. Louis, Missouri, will be honorary chairman of the event. The veteran news anchor and sports reporter was raised in St. Charles, Missouri. In addition, the Rotary Club of St. Charles is a presenting sponsor.

Habitat for Humanity of St. Charles County has hosted an annual holiday gala for two decades. In recognition of this anniversary, the evening features a "Roaring 20th" theme and includes:

- **The holiday tree auction!** In keeping with the tradition of the annual Celebration of Trees Gala in years past, dozens of artificial holiday trees, as well as wreaths and tree toppers professionally decorated by local artists, interior design and decor experts, will be on display starting Oct. 31 at the Habitat St. Charles County ReStore, 186 Mid Rivers Center in St. Peters. Items will be available to the highest bidder during the virtual Frame the Future Gala. Sponsorships of these auction items are available. Winners of a holiday tree may schedule its delivery to a home or place of business. Delivery is provided at no charge by Habitat St. Charles County staff.
- **Gift basket silent auction!** A wide variety of gift baskets will be available in a silent auction via mobile bidding on BidPal, created by OneCause®, in which participants can sign in on their cell phones and make a donation or bid on specific items.
- **Sponsorships, sponsorships, sponsorships!** Sponsorships for the evening make a tangible, lasting difference in the lives of those in desperate need. In addition to sponsorships of auction items and in conjunction with the evening's theme, "Jitterbug" and "Charleston" sponsorships are available. The names of sponsor companies, organizations or individuals will prominently be featured in the evening's program and presentation.
- **Entertainment!** A video will highlight the year's successes, share Habitat family stories and more.
- **Visit www.hfhgala.org** to become a sponsor, decorate a holiday tree or donate a basket for the silent auction. Please RSVP by Oct. 31. For more information, call 636-978-5712 extension 123.

Frame the Future Gala – How to Participate Virtually

- To bid on raffle baskets in the silent auction or on holiday trees, wreaths and tree toppers, individuals must first register at www.hfhgala.org. There is NO CHARGE to register.
- Find us on Facebook! The Frame the Future Gala is free and open to the public. To view the event virtually on Facebook the evening of Nov. 14, visit habitatstcharles.org. However, to actively participate, individuals must register at www.hfhgala.org.

All proceeds from the Frame the Future Gala directly benefit Habitat for Humanity of St. Charles County to continue its mission to bring people together to build hope, homes and communities and increase the number of families it serves in St. Charles County. "In these unprecedented times, the importance of having a decent, affordable home is more important now than ever," said Michelle Woods, executive director, Habitat for Humanity of St. Charles County. "By supporting the Frame the Future event and initiative, donors can help local families get one step closer to a home."

About Habitat for Humanity of St. Charles County

Habitat for Humanity of St. Charles County builds safe, decent and affordable homes with hard-working families in St. Charles County. The nonprofit community-level affiliate acts in partnership with and on behalf of Habitat for Humanity, an international, non-governmental, nonprofit organization devoted to building strength, stability and self-reliance through shelter. Habitat for Humanity of St. Charles County has built 89 homes for Habitat families since 1997, with more than 2,000 volunteers donating 14,000 hours each year.

Habitat for Humanity of St. Charles County offers a 'hand up' opportunity that transforms lives, builds a strong foundation and forges lasting relationships with communities for a bright future. Applicants and co-applicants selected for a Habitat home agree to perform a minimum of 150 "sweat equity" hours each, for a total of at least 300 hours, in the building of their home or other Habitat projects. In collaboration with community partners, Habitat for Humanity of St. Charles County offers free financial coaching and skills to potential homeowners through the Homebuyer Readiness Program, in which participants learn about credit, debt, budgeting, setting goals and saving money. In addition, the organization guides homeowners through an affordable mortgage repayment process.

To help fund and support these efforts, Habitat for Humanity of St. Charles County operates Habitat St. Charles ReStore habitatstcharles.org/restore/ a retail outlet located at 186 Mid Rivers Center in St. Peters. ReStore, which opened in 2007, has diverted over 100,000 tons of waste from local landfills by selling donated new and used building materials, appliances, furniture and select home goods items back to the general public at fair prices. Funds raised allow Habitat for Humanity of St. Charles County to be self-sustaining, with nearly 100 percent of every dollar donated going directly toward building simple, decent, affordable homes for deserving families in St. Charles County.

In addition, Habitat for Humanity of St. Charles County hosts the annual Frame the Future Gala as its premier fundraiser in November, a trivia night each spring and sponsors Women Build, an international effort to empower women to help families build strength, stability and independence through hands-on learning.

About Habitat for Humanity International

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. The Christian housing organization has since grown to become a leading global nonprofit working in local communities across all 50 states in the U.S. and in more than 70 countries. Families and individuals in need of a hand up partner with Habitat for Humanity to build or improve a place they can call home. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage. 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. To learn more, visit habitat.org

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