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FOR IMMEDIATE RELEASE

May 12, 2016

## Habitat for Humanity Named 'Brand of the Year' in Social Services Nonprofit Category

Based on the 2016 Harris Poll EquiTrend® Study



**brand of the  
year 2016**

Non-Profit Social Services

Palm Desert, CA - May 12, 2016 – Habitat for Humanity has been named “Brand of the Year” in the social services nonprofit category, based on the 2016 Harris Poll EquiTrend® Study. This is the second year the global nonprofit has been recognized for its strength in brand equity. In addition, Habitat for Humanity earned the distinction of being named the “Most Loved” and “Most Trusted” brand within its category this year.

Marty Hartley, Executive Director of Habitat for Humanity of the Coachella Valley, said, “It’s an honor to be part of Habitat for Humanity, here in the Coachella Valley. With the hard work and dedication of our staff, volunteers and donors, we are helping homeowners achieve the strength, stability and self-reliance they need to build a better life for their families.”

Since 1989, Habitat for Humanity of the Coachella Valley has partnered with families in the Coachella Valley to build strength, stability and self-reliance through shelter, by building and rehabilitating homes throughout the valley.

The Harris Poll EquiTrend® Study is an annual survey that measures the brand equity of for-profit and nonprofit organizations in the U.S., ranking them on three key factors: familiarity, quality and consideration.

“It is truly a blessing for Habitat to be honored by the public in this way for a second year in a row,” said Jonathan Reckford, CEO of Habitat for Humanity International. “Every donation and helping hand Habitat has received over the years made it possible for us to help millions of homeowners worldwide create a place to call home for themselves and their families.”

For further information, contact Habitat for Humanity Coachella Valley, 760-969-6917, or [volunteer@hfhcv.org](mailto:volunteer@hfhcv.org)

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FOR IMMEDIATE RELEASE  
May 31, 2016

## **Habitat for Humanity Coachella Valley Receives \$25,000 Award From First Foundation Bank**

**Palm Desert, CA, May 31, 2016...Habitat for Humanity Coachella Valley is honored to receive First Foundation Bank's *Supporting Our Communities* award. The check for \$25,000 was presented on April 20 at the grand opening of the Bank's new offices in Indian Wells. The award consists of both cash and professional consulting services to assist in rehabilitating existing homes in the Coachella Valley.**

Marty Hartley, Executive Director of Habitat for Humanity Coachella Valley, said, "Our thanks to the First Foundation Bank for their generous grant of \$25,000 to Habitat for Humanity of the Coachella Valley. This grant will help us to realize our mission of helping Coachella Valley families achieve the strength, stability and the self-reliance they need to build a better life." First Foundation Bank has supported the Coachella Valley affiliate as Valerie Van Winkle, Vice President and Private Banker, has served on the Board of Directors for nearly seven years. "The work Habitat does for the families in our community is incredibly rewarding, and I appreciate that the Bank encourages and supports my efforts," stated Van Winkle.

Habitat for Humanity Coachella Valley believes that everyone deserves a decent, affordable place to live. Through financial support, volunteering or adding a voice to support building or improving a home, everyone can partner with families in our community to help them build better lives for themselves and their families. Through shelter, we empower.

First Foundation Bank is located at 74850 Hwy 111, Indian Wells, CA 92210.

Habitat for Humanity Coachella Valley is at 34470 Gateway Dr. Suite 100, Palm Desert, CA. 92211. For more information, call (760) 969-6917, or email [info@hfhcv.org](mailto:info@hfhcv.org).



Habitat for Humanity Coachella Valley accepts initial \$5,000 check from First Foundation Bank. L to R: Valerie Van Winkle, First Foundation Bank and HFHCV Board of Directors; Patrick Swarthout, President, HFHCV Board; Gary Topolinski, ReStore Manager; Jeff Wattenbarger, HFHCV Board; Marty Hartley, Executive Director; Pat Rogers, Operations Manager; Pam Troxel Volunteer/Media Coordinator; Jennifer Loretta, Development Coordinator.