



Allison Holker and tWitch



Glynn Turman, "Sugar" Ray Leonard, and Erin Rank

"Habitat for Humanity is a perpetual motion miracle; everyone who receives, gives and everyone who gives, receives. If you want to live complacent and uninspired, stay away from Habitat. Come close to Habitat and it will change you and make you part of something that changes the world."

RANDALL WALLACE, FOUNDER,  
HOLLYWOOD FOR HABITAT FOR  
HUMANITY

**Hollywood for Habitat for Humanity (HFHFH)** is an entertainment industry partnership with Habitat for Humanity of Greater Los Angeles (Habitat LA) which was founded in 2000 by Screenwriter, Director and Producer Randall Wallace (Braveheart, Heaven is for Real, Secretariat). HFHFH's goal is to promote Habitat LA's mission through financial and in-kind support, volunteerism and awareness.

#### MUSIC TOURING PROGRAMS

Touring campaigns include elements such as: artists building Habitat homes at tour stops, donations of \$1 per ticket sold, co-branded merchandise, onsite and online video clips, tickets for Habitat partner homeowners to attend shows, VIP concert experiences and "Win a Chance to Build with the Band" online auctions.

#### SET DONATIONS

As part of their effort to be "green", studios and productions donate their sets to the Habitat LA ReStores which are then sold to the general public with all proceeds going toward building and renovating more homes with Habitat partner homeowners.

#### AUCTIONS

We hold celebrity and athlete driven VIP auctions throughout the year, creating many opportunities for fan bases to donate to our cause.

#### PSA'S AND PRINT

Artists and athletes create PSA's and ads with Habitat LA messaging to be shared during their concerts, special events, on-site and via their social networks.

#### ON SCREEN

Television shows and commercials shoot at Habitat build sites and incorporate the work of Habitat into their storylines.

#### FAN BUILD DAY

TV/Film cast/sports teams come together to build with their fans. (e.g. General Hospital Fan Build Day, L.A. Dodgers, L.A. Lakers, L.A. Sparks, Murs/Guerilla Union Build Day, Shameless/House of Lies, 30 Seconds to Mars, etc.)

#### CONTACT

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