



Welcome to our Fall Newsletter!

*Building Momentum – and Hope – this Fall
October 2025*



Dear Friends,

As fall settles in, we have so much to be excited about at Habitat for Humanity of Sonoma County. Momentum is building at Blankenship Place in Sebastopol, where four families have now been selected to help build and then purchase their future townhomes. The lot has been graded, and we were thrilled to welcome our first group of community members, corporate volunteers, and partner families on site to help build the retaining wall and fence along the south side of the property.

With construction underway, utilizing our subcontracting partners, we are one step closer to making these homes (and the stability they represent) a reality. We will be inviting the full force of our volunteers in early 2026, so be on the lookout for future

Newsletter Snapshot

Letter from our CEO

Meet the Families of
Blankenship Place

Impact of Housing: 2025
Sonoma County Housing
Needs Report

Cars for Homes

Volunteer Spotlight

2026 Volunteer Opportunities

ReStore: Shop with a Purpose

We have places to go from here —and we can only get there together. Thank you for standing with us, for these families, and for the future of affordable housing in Sonoma County.

announcements.

With gratitude,

Thank you for being part of this journey. Your support has carried us to this point, and we know there are even greater opportunities ahead.



Meet the Families Building a Brighter Future in Sebastopol!

The best part of our work at Habitat is helping families achieve their dreams. We're excited to work alongside four incredible families—parents, professionals, and neighbors—who are already hands-on at the job site, shaping a brighter, more stable future.

Alaina

A devoted mother and passionate Sonoma County school counselor, Alaina has made it her mission to support kids and teens in need. She and her daughter currently rent in Santa Rosa, but soon they'll be close to with her daughter's Sebastopol school, a dream they've been waiting for!

Jeremy & Melissa

This Sebastopol couple has weathered years of housing challenges with humor and determination. After living in a small cottage with their two kids, they're ready to create a stable, spacious home where their family can grow and thrive.

Kerrily

A lifelong Sebastopol native and nonprofit leader, Kerrily has faced rising rents and housing instability while raising her two sons. Now she's finally securing a safe, stable home in the community where her roots, and her heart, are.

Maria

A single mother with a college-age son, Maria has spent 20 years dreaming of homeownership while navigating rising rents and limited transportation. After years of caring for her family and community, she's finally on the path to a home to call her own and the chance to become a foster parent.



These four families showcase heart, determination, and a deep love for their community, the very qualities Habitat seeks in our homeowners. Click below to learn more about their incredible stories.

[Read about our families](#)



The Cost of Housing in Sonoma



Turn Your Car into a Home

Did you know your old car, truck, or motorcycle can help build homes in Sonoma County? Through our Cars for

County

Sonoma County continues to face a housing crunch: over 14,000 low-income renters don't have access to an affordable home, and many families are spending more than half their income just to keep a roof overhead. Renters need to earn \$40.48 per hour - **2.3 times** the City of Santa Rosa minimum wage - to afford the average month rent of \$2,105. Rents in Sonoma County have **increased by 15.2%** between Q4 2019 and Q4 2024. This cycle leaves residents unable to save in order to make the jump from renter to homeowner. While State and federal funding for housing production and preservation has grown, none of it supports affordable homeownership, leaving hardworking residents stuck in the rental cycle. From nurses to mechanics, teachers to baristas, the people who keep our community running are being priced out.

We at Habitat for Humanity of Sonoma County are stepping in to create solutions, but we can't do it alone! Click below to read more insights on the Sonoma County 2025 Housing Needs Report and find out how you can help ensure Sonoma County remains a place where everyone can live, work, and thrive.

Thrive Together

Homes program, donated vehicles are transformed into funding for affordable housing. In FY24-25 alone, this program generated \$137,327 in revenue, directly supporting families in need of safe, decent homes.

Donations are easy: we offer free towing if your vehicle has four inflated tires, you may qualify for a tax deduction, and you are giving your old ride a new purpose. Give a car, change a life!

Learn More

Volunteer Spotlight: NorBAR Builds and Gives Back

From September 9–11, the North Bay Association of Realtors (NorBAR) brought energy, enthusiasm, and teamwork to both our Blankenship Place build site and ReStore.

At the Sebastopol site, volunteers mixed concrete, dug footings, leveled ground, staked posts, and built a fence along the south property line, laying the groundwork for four future townhomes. At the ReStore, they merchandised the sales floor, and flipped furniture by sanding, painting, and refinishing items, allowing us to sell them for three times the original price. Every dollar raised directly supports our Habitat mission.

NorBAR volunteer Mike Lagoyda said it best:

"[Volunteering is] part of our mission as a company – we do real estate to strengthen our



*community, not just sell houses.
It's one of our core pillars."*

*"[Volunteering] makes me feel
good. That you're in a spot to give
back. It's a powerful thing."*



We're so grateful for their hard work and enthusiasm. If you'd like to make a difference during your next off-site team bonding day or volunteer day, Habitat for Humanity Sonoma County offers corporate volunteer opportunities for businesses and organizations.

Volunteer as a Team



Get Your Hands on the Build!

Big things are happening at Blankenship Place, and we need YOU to help bring them to life! **Starting in early 2026, community volunteer opportunities will be open on our Sebastopol build site.** Whether it's painting, hanging doors and cabinets, installing baseboards, molding, lighting, and finished plumbing or helping with landscaping, your time and energy directly support families moving into



Shop with Purpose at ReStore

Habitat for Humanity's ReStore is more than just a home improvement store, it's the heartbeat of our mission. Every purchase and every donation directly fuels our work to build and repair affordable homes right here in Sonoma County. When you shop or donate to ReStore, you're not just saving money, you're helping families achieve strength, stability, and independence through housing.

Recently, the *Today Show* spotlighted ReStores in a segment on bargain shopping, showing how shoppers can find quality deals while supporting a cause. By giving new life to gently used furniture,

their new homes.

Don't miss your chance to be part of the action! Sign up now to get early access to volunteer opportunities and join a community dedicated to building homes, hope, and a stronger Sonoma County.

[Lend a Hand](#)

appliances, and building materials, ReStore keeps usable items out of landfills, reduces waste, and strengthens community resilience, all while helping fund affordable housing. We call that the ultimate win-win!

Plus, don't miss our weekly promotions for even deeper discounts on home goods, furniture, and building supplies. Stay in the loop by signing up for our ReStore newsletter below and never miss a great deal or community update.

[Today Show Good Press](#)

[Join the ReStore Mailing List](#)



Habitat for Humanity of Sonoma County Brings People Together to Build Homes, Communities, and Hope



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