

Home for the Holidays Wins National Recognition

The Acadian Home Builders Association & KATC-TV 3 recently won a Communitas Award for their annual Home for the Holidays! Communitas is the pro bono recognition program of the Association of Marketing and Communications Professionals, a several thousand member group that honors creative achievement and fosters partnerships with charities and community organizations. Home for the Holidays won in the Philanthropy category - quite an honor and well deserved recognition for this wonderful project.

Throughout its 50 year history, the Acadian Home Builders Association has donated hundreds of thousands of dollars to various shelter related agencies and construction related education programs. AHBA members have made this continuing commitment to their community, even though AHBA is itself a non-profit trade association which depends upon member dues and yearly projects to fund its own operations.

AHBA's various fundraising efforts have enabled the association to supply substantial funding support to Habitat for Humanity, The Children's Shelter of Acadiana Youth (for abandoned & abused kids), Faith House (for victims of domestic violence) and St. Michael Center for Homeless Veterans. Additionally, AHBA has funded an Endowed Professorship in construction technology at the University of Louisiana at Lafayette, along with donations to career programs in construction trades at the high school level.

In November 2005, the Acadian Home Builders Association established a new project geared to provide a more stable and predictable source of funding. They called it "Home for the Holidays", and each year the builder members and associates of AHBA build and raffle a new home, with the profits dedicated to funding shelter and education related charities. In the project's third year, AHBA forged a partnership with KATC-TV 3. The station's prestige in the community and relentless marketing of the project brought Home for the Holidays to a new, higher level of ticket sales and charitable giving!



Since its inception six years ago, AHBA & KATC's Home for the Holidays has awarded \$800,000 to its adopted charities and has established an endowed fund with the Community Foundation of Acadiana to build future charitable funding capacity.

