



A representative from Duke Energy, a MaxLite partner, encourages consumers to switch to energy-efficient lighting.

# partnership report

## To our friends at MaxLite,

Over the course of the 10-year partnership between Habitat for Humanity and MaxLite, we have come to rely on you to help our homeowners and communities build brighter futures. Like Habitat, you continue to recognize the importance of helping homeowners lower their energy costs to make housing more affordable while also focusing on the necessity of environmental stewardship.



Your donations of more than \$13 million in lighting products and funding since 2012 have helped hundreds of Habitat homes become more energy efficient, and your focus on educating the consumer has no doubt had a positive impact on communities across the country. We are grateful that we will be able to help even more families in the coming year with your support.

Habitat ReStores work with affiliates throughout the country to build more homes, engage more volunteers in our mission, and protect the environment by recycling and keeping materials out of landfills. We are proud to call MaxLite a partner in these endeavors, and we are so thankful for your ongoing support. Together, we can bring light to those who need it most.

In partnership,

A handwritten signature in black ink that reads "Jonathan Reckford".

Jonathan T.M. Reckford  
Chief Executive Officer  
Habitat for Humanity International



MaxLite products save energy and help protect the environment without sacrificing features or performance.





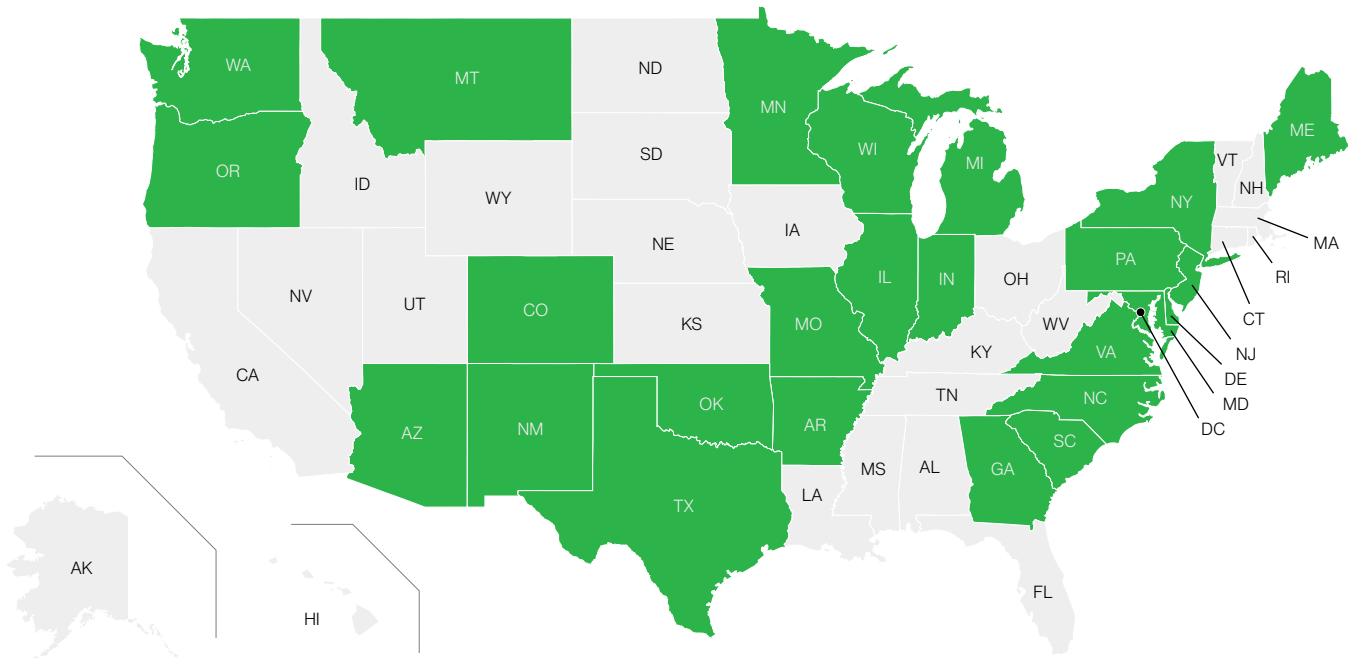
## Executive summary

Educating and encouraging consumers to make the switch to energy-efficient lighting is at the heart of MaxLite's mission. Habitat for Humanity has been proud to partner with MaxLite for 10 years to help build brighter futures by helping homeowners lower their energy costs to make housing more affordable.

Through programs with utility companies in various states across the U.S., MaxLite donates ENERGY STAR-certified LED bulbs, lamps, fixtures and other energy-saving products to Habitat ReStores. These items save energy and help protect the environment. MaxLite products have become staple items in over 200 Habitat ReStores, attracting repeat shoppers and increasing overall sales. These products earn the ENERGY STAR rating, as they

use less energy and prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the Department of Energy. MaxLite light bulbs, lamps and fixtures use up to 90% less energy, last at least 15 times longer, and produce about 70% to 90% less heat to help cut energy costs associated with cooling a home. Our partnership with MaxLite helps Habitat ReStore customers save money and increases affiliate funding to build more Habitat homes with families.

With energy costs and global warming top-of-mind, MaxLite and Habitat are committed to offering solutions that help families save money, conserve energy and improve our environment.



**States where affiliates receive MaxLite donated products**

FISCAL YEAR	TOTAL NUMBER OF DONATED PRODUCTS (LIGHT BULBS)	ELECTRICITY COST SAVINGS (ANNUAL TOTAL)
FY2015	377,899	\$2,645,293
FY2016	359,652	\$2,517,564
FY2017	424,538	\$2,971,766
FY2018	1,484,249	\$10,389,743
FY2019	667,443	\$4,672,101
FY2020	462,092	\$3,234,644
FY2021	555,665	\$3,889,655
FY2022	805,917	\$5,641,419
<b>TOTALS</b>	<b>5,137,455</b>	<b>\$35,962,185</b>

Consistently saving **85%** on electricity with ENERGY STAR

# Testimonials from Habitat ReStore employees



Jason, a store supervisor at the Asheville Area Habitat for Humanity ReStore, sees firsthand how much customers love MaxLite products.

“One-time shoppers become repeat customers when they see how affordable efficient lighting can be. We often get customers returning for more MaxLite products after trying one or two.”

– Jason, Asheville Area Habitat for Humanity, North Carolina

“We have had MaxLite bulbs in ReStore Chicago since soon after we opened at the end of 2014. They have provided a consistent product in our ReStore and have been a great partner throughout our years of operation. MaxLite has offered a good variety of bulbs to select from their order form, and I have enjoyed a good relationship with their representative over the last few years. He has been open about their operations, especially during the supply-chain issues that many have had to deal with over the last two years. Overall, we have enjoyed our partnership with MaxLite and have greatly appreciated having their products in ReStore Chicago.”

– Chris, Habitat for Humanity Chicago, Illinois



# Testimonials from Habitat ReStore employees



Habitat ReStores are proud to sell MaxLite products to local homeowners and businesses.

“The MaxLite program has been a huge benefit to us here at the Charlotte Region ReStores. We have a number of customers that come in specifically for the bulbs/fixtures. It goes without saying that most of them take a look around the store and purchase other items while they are there. We have significantly increased our average item per sale and sell a large number of MaxLite items. We are very happy with the program and very thankful to be part of it.”

– Caitlin, Habitat for Humanity of the Charlotte Region, North Carolina

“The Green Bay ReStore has been able to work with MaxLite for many years. They have been great to work with within the program. MaxLite has always been very responsive to sale needs and kept our ReStore in stock until the program’s funds ran out for the year. This year they have been able to expand the program for donations in Wisconsin. We used to have one or two bulbs available to us; now we offer 11 different types of LED bulbs. Our customers love it!”

– Carl, Greater Green Bay Habitat for Humanity, Wisconsin



“Six months ago, we moved into a new space and were able to designate a large section, right as shoppers walk in, just for MaxLite. People can’t miss it!”

– Amanda, Hanover and King William Habitat for Humanity, Virginia



# everyone

## needs a place to call home

Gina Caballero

Corporate Development Officer, Donated Product, Habitat for Humanity International  
285 Peachtree Center Ave. NE, Suite 2700, Atlanta, GA 30303-1220  
gcaballero@habitat.org · habitat.org

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285 Peachtree Center Ave. NE, Suite 2700, Atlanta, GA 30303-1220 USA  
322 W. Lamar St., Americus, GA 31709-3543 USA  
(800) 422-4828 fax (229) 928-8811 publicinfo@habitat.org habitat.org