

Luxury Institute Gives Habitat Highest Rating

From Habitat for Humanity International's Planned Giving Department Newsletter

In February 2006, Habitat for Humanity received top honors from a survey conducted by the New York-based Luxury Institute. The institute's Luxury Brand Status Index (LBSI) rated 34 nonprofits on their worthiness for a significant donation, and Habitat received top honors for uniqueness and the highest rating in terms of overall reputation.

The Luxury Institute conducted LBSI research for leading nonprofit institutions among consumers with a net worth of at least \$5 million. 90 percent of the people surveyed are or have been contributors to one or more of the nonprofit organizations in the last 18 months.

"The results of this survey demonstrate that Habitat is having an impact on the communities it serves," said Habitat for Humanity International CEP Jonathan Reckford. "The dedication of Habitat volunteers, staff and partners worldwide is remarkable, and the survey is evidence that potential donors recognize that commitment."

According to the Luxury Institute, the LBSI surveys wealthy consumers in the U.S., using four "pillars" of value:

- consistently superior quality,
- uniqueness,
- people who are admired and respected donate to this nonprofit, and
- donating to this nonprofit contributes to a great cause.

Based on these four pillars, the LBSI found Habitat for Humanity was the most recognized and respected nonprofit among the 34 organizations measured in the survey, ranking about such renowned institutions as the Salvation Army, Public Broadcasting System and St. Jude's Children's Hospital.

Overall, the survey respondents felt Habitat and its mission of eradicating substandard housing worldwide are the most recognized and respected among its peer organizations, making Habitat one of the premier nonprofit institutions in the U.S.

Habitat for Humanity's Ranking Among Its Peer Institutions

- Uniqueness – **Habitat ranked #1**
- Consistently superior quality – **Habitat ranked #2**
- Donating to this nonprofit contributes to a great cause – **Habitat ranked #2**
- People who are admired and respected donate to this nonprofit – **Habitat ranked #3**