



# Legacies

A newsletter by the Planned Giving department  
of Habitat for Humanity® International

## A message from Habitat's CEO



Dear Habitat partners,

**T**ickets are selling fast across the country to people who are anxious to see Melissa Gilbert take on the role of "Ma" Ingalls in "Little House on the Prairie: The Musical." Some can't believe the years are spinning past, and they are eager to see the show out of sheer nostalgia.

But many at Habitat for Humanity are also drawn to Little House because the story seems familiar on another level. The saga of the Ingalls family struggling with the challenges of the harsh life on the prairie parallels the difficulties that many families around the world face every day as they seek to survive in changing environments.

The concept of home spans generations and resonates with diverse populations. For Whirlpool Corporation, which sponsored its fourth annual Whirlpool Building Blocks program in September this year in Atlanta, improving people's lives in the communities in which they live and work has become such a crucial part of their identity that they feel compelled to partner with Habitat for Humanity on an unprecedented level. In addition, they have seen tremendous value in encouraging their employees around the world to volunteer on Habitat building projects.

Their connection with Habitat for Humanity is not simply that of a donor; they have become a true partner who realizes that together we are stronger and that together we can make a difference.

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## Audrey L. Hedlund, long-time Habitat supporter, leaves legacy of service

By Ruth E. Dávila

**U**.S. military nurse, ardent human rights activist, globe trekker, caregiver for the sick and elderly, and advocate of youths – these are just some of the roles Audrey L. Hedlund assumed during her 86 years.

After supporting Habitat for Humanity consistently since the mid-1980s, Hedlund died in April leaving an estate gift to help end poverty housing.

"Her father was a construction contractor and very active in the progressive party, so she was always aware of what was going on in the country and the world," said Florence McKenna, 82, a friend of Hedlund's.

Born in 1922 in Hibbing, Minn., Hedlund was taught to fight for her beliefs. Her core motivation was to change the world, and she felt she could best accomplish that by reaching out to those in need.

Hedlund attended nursing school and was commissioned as a second lieutenant in the Army Nurse Corps during World War II. When the war ended, she returned to Minneapolis to work at a Veterans Affairs hospital.

Her free time was spent pursuing her greatest passion: adventure travel. By the end of her life, Hedlund had toured every continent in the world except Australia.

In 1964, she accompanied her cousin, Bettie Wennevold, on an unforgettable journey.



Audrey L. Hedlund

"I was in my 20s and she was in her early 40s," Wennevold said. "That trip, she started out in Africa for six weeks; then I met her in Cairo, and we traveled through Europe together. She had already gone all through Africa on a photographic safari."

Hedlund's wanderlust eventually steered her from Minnesota to Los Angeles, where she remained for several decades.

"She bicycled in L.A. and at the beach in Santa Monica," Wennevold said. "She was also a docent at California State University, Northridge, in their art gallery."

Although Hedlund filled her time with cultural pursuits, it was by serving that she made an immeasurable impact.

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As grateful as I am for the generosity of Whirlpool, I am equally touched by the gifts of individuals like Audrey L. Hedlund. She was a regular donor in her lifetime and left a modest personal bequest to Habitat in her estate. Outraged at social injustices, she lived a rich life of service to many people – making a conscious choice to support affordable housing.

The Little House musical that begins its tour this fall will also offer support to Habitat for Humanity across the nation. The show will make a donation to Habitat in each market, and the cast and crew will help build Habitat homes in each performance location.

People respond to the needs of others for a variety of reasons. For that I am grateful. Personally, I can relate to the Apostle Paul who says in Galatians that he was to remember the poor, the very thing he was eager to do. Many years ago, God placed a desire in my heart to serve the poor, and I continue to feel that calling.

The wonderful thing about making the gift of a home is that you don't have to be famous, and you don't have to represent a global corporation. It is the generosity of people like you that allows us to continue to transform lives and communities around the world. Thank you for making a difference.

Blessings,



Jonathan Reckford  
Chief Executive Officer  
Habitat for Humanity International

“When she looks back, she might say:  
I might not have had everything I wanted,  
but I was able to help thousands of students  
in my career.”

#### Spirit of service

Hedlund spent more than 20 years working as an inner-city school nurse. Often, she went beyond the call of duty, McKenna recalled.

“She volunteered to give shots to the L.A. city schools,” McKenna said. “She worked downtown in a bad district, and they were looking for volunteers to give immunizations, so she did that for years.”

Hedlund was outraged by the injustices that disadvantaged elementary children suffered in their home lives – abuse, neglect and inadequate housing. “She would get them in touch with charitable organizations to provide food and clothing,” McKenna said.

Once Hedlund started working in high schools, she had found her niche.

“She was so accessible to those students; they would come to her with all their problems. She talked to them honestly and answered their questions honestly,” McKenna said. “She had so much knowledge of social services; she could do so much help.”

A variety of causes – aiding the poor, fostering responsible youth and protecting the environment – kept Hedlund busy. In addition, she avidly

protested against nuclear weapons and promoted peace with the Soviet Union.

Above all, selflessness was her most striking quality.

In the 1980s, Hedlund took an early retirement to care for her elderly mother and aunt, until their deaths at 99 and 102.

Finally, a couple of years ago, she moved into a retirement home in Oregon to be close to her cousin.

Family was Hedlund's greatest treasure, Wennevold said. McKenna adds that Hedlund valued her work with young people, particularly since she never had children of her own.

“When she looks back, she might say: I might not have had everything I wanted, but I was able to help thousands of students in my career,” McKenna said.

Audrey L. Hedlund proves that it is the legacies we leave – of service, hope and investment in social welfare – that we most remember and are remembered for.

*Ruth E. Dávila is a writer/editor for Habitat for Humanity International based in Atlanta, Ga.*

## Whirlpool support for Habitat reaches 10-year milestone

The kitchen is the heart of the home, and the home is the heart of Habitat for Humanity's mission. That's why Habitat's partnership with Whirlpool Corporation – a leading manufacturer of household appliances – was an ideal collaboration from the start.

Having supported Habitat for Humanity for the past decade in myriad ways, Whirlpool broadened its commitment to include a larger goal: to touch every Habitat home around the world by 2011, either through appliance donation, monetary contributions or volunteer work.

Given the logistical difficulties of crossing borders with appliances, and crossing cultures with monetary and volunteer support, this goal is no small feat. But the Whirlpool team is up for the challenge.

"Our vision of 'every home, everywhere,' means a great deal to our employees," said Jeff Noel, corporate vice president of communications and public affairs for Whirlpool. "I think we understand the connection between being a part of a great company that makes great appliances around the world and also helping to change society through our partnership with Habitat for Humanity."

Whirlpool is one of Habitat for Humanity's largest corporate partners and has an active partnership with Habitat in 19 countries. The company's most recent pledge, which runs through 2010, will bring its aggregate Habitat contributions since 1999 to more than \$63 million.

### A Worldwide Movement

The Whirlpool-Habitat partnership was built on the belief that every family deserves a home, a safe place to put down roots and nurture a hopeful future.

Since 1999, Whirlpool has donated more than 100,000 appliances to Habitat houses – a range and an ENERGY STAR® qualified refrigerator for every new home built in North America. Habitat homeowners are also eligible for discounts on additional Whirlpool appliances purchased through their local Habitat for Humanity affiliate.

This year, Whirlpool has expanded its donations, becoming the first partner to give \$1 million in planned product donations to Habitat ReStores (outlets that sell used and surplus goods to the public at a fraction of the retail price to help local Habitat affiliates fund house construction).



GREG PACHKOWSKI

Whirlpool employee Ram Jadhav of India works on house 12 along with homeowners Meena Suresh Bhalarao and her son.

Beyond appliances and funding, Whirlpool boasts a deep-rooted employee engagement program, connecting its people with the end-product of Habitat housing. Whirlpool volunteers converge each year at Habitat house builds around the world. Interested employees serve on Habitat affiliates' boards of directors and offer other committee and office support.

Going forward, Whirlpool plans to mobilize volunteer participation to at least 10 percent, company-wide.

"I believe we're going to quadruple the number of Whirlpool-Habitat loyalists, who really want to become a part of the movement," Noel said. "And any time that we can grow the numbers of people, the legions of people who care so much about others, it helps change lives and helps build great housing."

### One Community at a Time

Inspired to eliminate substandard housing, Whirlpool has created many inventive programs to raise awareness over the past 10 years.

For example, Whirlpool has been a long-time supporter of the Jimmy & Rosalynn Carter Work Project, and in 2006, the company developed a Whirlpool-sponsored annual blitz build – Whirlpool Building Blocks – to honor an outstanding U.S. Habitat affiliate. Whirlpool assembles volunteers and supplies to host a week-long build in the affiliate's community, building a cluster of homes for low-income families. These blitzes have been held in Nashville, Tenn.; Phoenix, Ariz.; Dallas, Texas;

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# Asset gifts: A tangible end to shacks

## Habitat for Humanity Legacy Society

The Habitat for Humanity Legacy Society recognizes the importance of legacy gifts in eradicating poverty housing.

To become a member of the Habitat for Humanity Legacy Society, you must plan to benefit Habitat for Humanity after your lifetime—whether in the form of a bequest, annuity or other planned giving arrangement—and notify Habitat of your plans.

Join the Legacy Society today! Just contact the Planned Giving department at (800) 422-4828, ext. 7692, or at [plannedgiving@habitat.org](mailto:plannedgiving@habitat.org).

## Contact us

There are several ways you can find out more information about planned giving:

**Write:** Planned Giving department  
Habitat for Humanity International  
121 Habitat Street

Americus, GA 31709-3498

**Call:** (800) 422-4828, ext. 7692

**E-mail:** [plannedgiving@habitat.org](mailto:plannedgiving@habitat.org)

**Web:** [www.habitat.org/giving/planned](http://www.habitat.org/giving/planned)

*Habitat for Humanity International is a nonprofit, ecumenical Christian organization dedicated to eliminating substandard housing and homelessness worldwide and to making adequate, affordable shelter a matter of conscience and action.*

One of the joys of working for Habitat for Humanity is the opportunity to visit with our faithful donors. It is especially heartening to hear from them in these troubled economic times. These partners often ask how Habitat is doing and express their desire to be able to offer help.

Shortly after one of these conversations, I received a call from a gentleman who specializes in helping charities collect and liquidate fine art, jewelry, antiques and other tangible assets. He recalled an estate gift he assisted us with several years ago. In that case, Habitat for Humanity received a collection of jewelry, including a large diamond ring that was ultimately sold for more than \$20,000 at a Sotheby's auction. To put that into the perspective of our ministry, such a gift could be used to build five simple, decent homes in Guatemala.

This collaborator also spoke of several non-profits that have been able to fill gaps in

their budgets through gifts of tangible assets, and he suggested that Habitat for Humanity would benefit by encouraging this kind of gifts as well. Frequently, he said, the owners of these assets are delighted to learn that they can be used to advance the missions of their favorite charities.

Please know that Habitat for Humanity is very interested in considering gifts of tangible assets—and we already have an expert in place to assist us. The tax consequences of this kind of gift can be a bit complicated, so it is best to discuss these plans with your personal advisors.

Habitat for Humanity can only accept certain categories of tangible gifts, so please contact me at 404-962-3471 or [rschmidt@habitat.org](mailto:rschmidt@habitat.org) to discuss your options.

*Robert Schmidt is the director of Planned Giving for Habitat for Humanity International.*

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and, most recently, Jonesboro, Ga. The first project in Nashville inspired jazz singer and songwriter Anna Wilson to write "A House, A Home" to capture the spirit and emotion of the experience.

Another high-profile effort was Whirlpool Corporation's partnership with Grammy award-winning country music artist Reba McEntire. From 2005 to 2007, Whirlpool sponsored McEntire's U.S. concert tour, raising close to \$1 million for Habitat via ticket sales and donations.

"The vital need for affordable housing exists throughout the world," said Jonathan Reckford, CEO of Habitat for Humanity

International. "Whirlpool Corporation's unwavering partnership demonstrates the company's understanding of this need and their desire to respond by supporting our work to build simple, decent and affordable housing. We are grateful for their continuing support and their vision for the future."

*For more information about Whirlpool Corporation's partnership with Habitat, visit [http://www.whirlpoolcorp.com/responsibility/building\\_communities/habitat\\_for\\_humanity.aspx](http://www.whirlpoolcorp.com/responsibility/building_communities/habitat_for_humanity.aspx).*



**"Little House on the Prairie: The Musical" star Melissa Gilbert helped build a house with fellow cast members at a Habitat for Humanity New York City build site in August. The musical began its 34-week, 25-city tour in October and will make a minimum donation of \$1,500 per market to Habitat for Humanity through June 2010. In addition, the cast and crew will help local Habitat for Humanity affiliates build homes in each performance city.**