

## Roof Give Sample Project Plan



Antis Roofing & Waterproofing has been donating roofs to keep families safe and dry from inception. We formally partnered with Habitat for Humanity more than 10 years ago and have donated every roof in Orange County, California since that time – over \$1M in new roof donations. We have also partnered with local non-profits who operate shelters and program centers to help them with their water intrusion issues, and replace their roofs.

### Best Practices:

- Vet the non-profit carefully.
- Partner with your suppliers for material donations or discounted products
- Partner with another roofing company to share in the labor expense

## Preparation

|  | Task  |
|--|---|
|  | Job inspection – determine scope of work, labor requirements, materials required  |
|  | Set expectations with maintenance staff at the non-profit for preparation responsibilities – ensure completion prior to established job start date  |
|  | Reach out to suppliers for material donations – coordinate delivery   |
|  | Partnering with another NRCA member? Invite additional stakeholders, donors and coordinate calendars, expectations, media preparation, branded attire   |
|  | If more than one roofing company, make introduction with everyone and appoint a lead tech, so all techs have direction when they arrive on site   |
|  | Prepare media advisory and press release. Coordinate first with non-profit – emphasis should be on their mission and work, not the donation.  |
|  | Day of -photograph, film, create a banner with all donor’s logos – post on social media and include in newsletters – send to NRCA & NWIR. Videos are a great way to convey a message and do not have to be professionally made. |
|  | Celebrate! Host lunch, coolers of water & gator aid.  |
|  | Consider a commemorative plaque – see samples – to leave at the property and give to key stakeholders. One idea – customized cutting boards: <a href="https://taylorcraftsengraved.com/">https://taylorcraftsengraved.com/</a>  |
|  | <b>Cause Marketing Ideas</b>  |
|  | Send out press release prior to day of the give. Ideally, the press release comes from the local Ronald McDonald House; but the roofing company can also distribute. See sample.  |
|  | Take photos the day of – post on Facebook, Instagram  |
|  | Acknowledge the great work of the house in a Linked In post from the CEO of the roofing company. Be sure your company page is “following” the local house and national RMHC.  |
|  | Tweet during the event to your followers  |

## Sample email invitation to Roof Give

Hi everyone,

We look forward to seeing you this Wednesday! This is an exciting day for both the Camp and the NRCA members, as this is the first project taking place since the Roofing Industry Alliance for Progress announced their official partnership with Ronald McDonald House Charities!

**We will be arriving at the Camp between 10:30am/11am, however the techs and the materials should be there to begin work on the roof at 8am.** The Camp address is **56400 Apple Canyon Road, Mountain Center CA 92561**. We have a videographer, as well as a photographer, coming out for the day. We would like to interview some of you on camera (Why you are involved, how you became involved, the impact, etc). I will be sending you all copies of the photos and video once it's put together for your own promotional use. The photos and video will also be sent to the Alliance/NRCA/RMH to use to promote the nonprofit partnership. It would be great if everyone (techs included) could wear company branded attire (shirts/hats) so all companies are well represented in the photos and video.

There will be a catered lunch from noon to 1pm. We will be wrapping up around 2pm.

Please don't hesitate to contact me on my cell at \_\_\_\_\_ if you have any questions.

Thanks!



## Roof Replacement or Repair

### Sample Set of Expectations for Non-Profit

**Project Location:** Roof Replacement; American Family Housing; 15161 Jackson St, Midway City, CA 92655

|                         |   |
|-------------------------|---|
| Antis                   | <ol style="list-style-type: none"> <li>1. Property Inspection, Estimate Work (completed)</li> <li>2. List of materials required to complete job (completed)</li> <li>3. In process of securing a material donor for the work.</li> <li>4. We will train &amp; supervise (4) of the five AFH maintenance staff to support the re-roofing project</li> <li>5. We will provide the labor and technical expertise to tear off existing roof; and re-roof the building</li> <li>6. We will coordinate receipt and storage location of materials, securing necessary permits for job</li> </ol>   |
| American Family Housing | <ol style="list-style-type: none"> <li>1. AFH will provide maintenance team (4 of the 5 employees) to support the labor requirements of the roofing job during the week(s) scheduled</li> <li>2. Coordinate prior to tear off of existing roof: Existing solar panels must be removed prior to roof replacement/ and if replaced, performed by an appropriate vendor – not Antis.</li> <li>3. Given the age of the roof, it is advised that AFH coordinate the testing for and/or abatement of asbestos and or lead containing materials. Conduct this test prior to the start of the job so that it does not interrupt the permitting process.</li> <li>4. Ensure that the building is in compliance with smoke/carbon monoxide detector requirements (required during the permit process)</li> </ol>                                      |
| Solar Panels            | <p>Note: During the re-roof, solar panels mounted to and/or on top of roof systems that will require removal during new roof installation. The solar system will be interrupted during installation (which could be 2-3 weeks). Upon completion solar panels will be returned to their original location and will need to be re-calibrated for reception by your solar provider. Scheduling of solar service provider and associated costs for recalibration is AFH responsibility. Antis is NOT RESPONSIBLE FOR SOLAR INSTALLATION AND/OR COSTS.</p>   |
| Satellite Dishes        | <p>Note: During the re-roof, satellite dishes mounted to and/or on top of roof systems that will require removal during new roof installation. Satellite reception will be interrupted during installation (which could be 2-3 weeks). AFH is responsible for notifying affected parties – residents, staff - prior to satellite dish removal date and of completion date. Upon completion satellite dish will be returned to its original location and will need to be re-calibrated for reception by your satellite service provider. Scheduling of Satellite service provider and associated costs for recalibration is AFH responsibility. Antis is NOT RESPONSIBLE FOR SATELLITE DISH INSTALLATION AND/OR COSTS.</p>   |
| Timing                  | <p>Antis is prepared to schedule the tear off and re-roof late August – September, weather permitting. A period of 2-3 weeks is required to complete the job. As stated, solar panel removal by AFH required prior to the start of the job.</p>   |
| Disclosures             | <p><i>The following items are specifically excluded from the Antis scope of work:</i></p> <ol style="list-style-type: none"> <li>1. Testing or abatement of asbestos and or lead containing materials.</li> <li>2. Non-visible plumbing and or electrical components.</li> <li>3. Damage to mechanical, plumbing, or electrical items.</li> <li>4. Removal or re-installation of the existing solar panels.</li> <li>5. Termite, mold or other environmental abatement or remediation.</li> <li>6. Payments due to city final inspections delayed due to non-compliant smoke/carbon monoxide detector inspection and/or self-certification.</li> <li>7. Nail pops and/or ceiling, wall cracks due to normal foot traffic, loading and or moving materials that are not due to negligence are not the responsibility of ARW, Inc.</li> </ol> |

## Media Advisory: Roof Replacement, American Family Housing

|  |   |
|--|---|
| <p><b>Project Overview</b></p>   | <p>American Family Housing reached out to Antis Roofing in the Fall of 2017 with a request to assess the roof of one of their buildings. It was determined by Charles Antis, CEO &amp; Founder of Antis Roofing, to be in a need of a completely new roof – a very expensive proposition. He committed to finding a way to provide the roof, donating labor from his company, training four staff from American Family Housing to support the job, and sourcing donations for the materials that would be needed. Robert Stroebel with IB sourced materials donations for the entire project – a significant in-kind donation. Allied donated the delivery and crane to lift the materials to the roof – approximately a \$3K donation. Antis is providing the labor. The market value for this in-kind donation is approximately \$100K.</p>   |
| <p><b>Agency Overview</b><br/> <b>American Family Housing</b><br/> <a href="https://afhusa.org/">https://afhusa.org/</a></p> | <p>AFH provides a continuum of housing and an array of services to support homeless and low income families and adults to secure a stable home, to be an active part of their community, and to achieve a self-sustaining way of life.</p> <p>For every homeless person you see on the street, there are thousands more you don't see; men, women, teens, and children who struggle every day just to survive. At American Family Housing, we give our neighbors what they so desperately need; the opportunity to live in stable housing so they can have a better life.</p> <p>Established in 1985, AFH has been in service to communities in the Southern California for 32 years. American Family Housing (formerly known as Shelter for the Homeless) is a nonprofit organization that provides a continuum of housing and services to ensure long term housing stability. AFH operates in Los Angeles, Orange, and San Bernardino continually expanding housing and services each year to meet the needs of communities and those we serve.</p> |
| <p><b>Project Date 9-11-17</b></p>   | <p>The actual work on site will commence on 9/11/17 with the crane operator arriving to deliver materials on the roof itself. The crews will be working for two weeks on installing the new roof. There will be labor provided by Antis training and supervising four staff from American Family Housing who will assist on the job.</p>  |
| <p><b>Location</b></p>   | <p>15161 Jackson St, Midway City, CA 92655</p>  |
| <p><b>Project Manager Contact:</b><br/> <b>American Family Housing</b></p>   | <p>Sherley St. Juste, MSW<br/>         Director of Community Development<br/>         American Family Housing<br/>         15161 Jackson St, Midway City, CA 92655<br/> <a href="mailto:sstjuste@afhusa.org">sstjuste@afhusa.org</a><br/>         O 714.897.3221x116<br/>         C 714.333.6608<br/>         F 714.893.6858<br/> <a href="http://www.afhusa.org">www.afhusa.org</a></p>  |

## Sample Press Release

FOR IMMEDIATE RELEASE

CONTACT: Cori Vernam, Marketing Manager  
949/461-9222

### Antis Roofing and American Family Housing Join Forces to Address Local Homelessness

IRVINE, CALIF. (September 12, 2017) - [Antis Roofing & Waterproofing](#) (Antis) today announced a collaborative roofing project with partner, American Family Housing (AFH). AFH is a nonprofit organization based in Orange County, dedicated to permanently ending the cycle of homelessness by providing a continuum of housing and necessary services to homeless and low-income families. For over 30 years, AFH has forged alliances with community partners to help combat the issue of homelessness.

As part of its mutual commitment to provide community partners addressing housing issues with skills-based support, Antis Roofing & Waterproofing will work with AFH and other corporate partners on September 18, 2017 to repair the roof of the Van Buren Property, located at 15272 Van Buren Street in Midway City. This project would not be possible without the generous donations of time, money and resources of Antis' partners on the build.

"Our team and partners have put words into action, by making good on the promise to support American Family Housing with this important project," said Charles Antis, CEO of Antis Roofing & Waterproofing. "I committed to this project a year ago, knowing that we had the team, resources and ability to make this a reality. American Family Housing is impacting the lives of many people, and this project is one way we can thank them for the work they do."

"From our family to yours, IB Roof Systems is proud to support the American Family Housing Project in bringing families homes of their own," said Jason Stanley, Chief Executive Officer, IB Roof Systems.

Antis wants to extend thanks to the following collaborators who are coming together to help make this build possible. Robert Stroebel of IB Roof Systems, who sourced all the donated materials. Ben Iglesias at Allied Building who is donating the machinery needed to lift materials to the roof on the big day. Antis' own team – Narcisco Alarcon, Fernando Torres & Jose Vasquez – who worked together to estimate and coordinate the job and lead the installation. Finally, thank you to the AFH team who have allowed us to help them with their continued efforts to help others.

**About Antis Roofing & Waterproofing:** Founded in 1989, Antis Roofing and Waterproofing is a fully licensed, bonded and insured provider of roofing, waterproofing and decking services for homeowner's associations and multi-family residential communities that operates in Orange, Los Angeles and San Bernardino Counties. Utilizing innovative technology, comprehensive photo-documentation systems and the industry's most experienced technicians, Antis has built its reputable brand on superior workmanship, honesty and transparency. With 80 employees, Antis has served Los Angeles, Orange and San Bernardino counties for more than 28 years. Antis is not only one of the most trusted names in the roofing industry, but also a respected leader in community philanthropy. For more information, visit [www.antisroofing.com](http://www.antisroofing.com).