

**Northeast Texas Habitat for Humanity, Inc.**

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## **New Name. Same Mission.**

### **Longview Habitat expands and changes its name.**

**June 1, 2018 - Longview, TX.** – The Longview-based affiliate of Habitat for Humanity has a new name to reflect an expanded service area that will allow the organization to provide housing for more people across the region.

The organization long known as Longview Habitat for Humanity Inc. now is called Northeast Texas Habitat for Humanity Inc. It serves three East Texas counties: Gregg, Harrison and Upshur.

“People that need decent homes live everywhere,” Habitat Board President Jim Malone said of Habitat’s decision to broaden its reach. “We are expanding our service area to allow more supporters and volunteers to join the mission to eradicate poverty housing and to offer more of our neighbors the opportunity to create healthier, safer and more affordable homes.”

Executive Director LaJuan Hollis-Gordon said several factors combined to lead the 33-year-old affiliate to pursue the expansion.

“In 2015 and again in 2016, Habitat received grants that allowed us to offer military veterans, senior citizens and persons with disabilities living in all three counties the opportunity to correct health and safety issues in their homes,” she said. “Previously these funds were only available for projects in the city of Longview. The applications for assistance poured in and we soon realized the need, particularly in rural communities, was tremendous and no other organization offered this particular type of help in those areas.”

The grants were renewed and stakeholders in Harrison and Upshur counties expressed interest in partnering, Hollis-Gordon said. The push gained more momentum in 2017, when the Habitat affiliate in Marshall decided to dissolve its operations.

Longview Habitat offered its assistance in that process, including taking over servicing of the Marshall Habitat homeowners’ mortgages. Several years earlier, Longview Habitat had provided the same assistance to the Gilmer Habitat affiliate upon its dissolution. Then, in 2017, Kilgore Habitat left Habitat International.

“These changes left a large number of our neighbors to the north and east with no options and left those communities’ volunteers and supporters with no way to help in their own cities,” Hollis-Gordon said. “The needs, the opportunities, and the relationships converged last summer and we prayerfully decided to move forward. With a larger operating area and more volunteers, donors and supporters, we will help more people create safe, decent and affordable homes.”

Northeast Texas Habitat’s Critical Repair, Veteran Repair and Brush with Kindness programs are immediately available in all three counties. Its Home Ownership program is expected to be available in early 2019 in Harrison County and 2020 in Upshur County.

### **About Northeast Texas Habitat for Humanity**

Northeast Texas Habitat for Humanity is a non-profit housing, non-denominational Christian charitable organization dedicated to eradicating poverty housing. The organization was founded in Longview, Texas, in 1985 and expanded its service region in 2018. It partners with people to build strength, stability, and self-reliance through the creation of decent homes. Northeast Texas Habitat provides four programs in Gregg, Harrison and Upshur counties: home ownership, home repair, beautification and maintenance, and a ReStore home improvement and donation center.

To learn more, to volunteer or to donate, visit [www.netxhabitat.org](http://www.netxhabitat.org) or call 903-236-0900 ext. 204.