



Home Builders Institute

The Workforce Development Arm of the National Association of Home Builders



Project HEART (Homeless Employment And Related Training)

Home Builders Institute, the workforce development arm of the National Association of Home Builders (NAHB), founded Project HEART (Homeless Employment And Related Training), an innovative program designed to train and place homeless men and women in employment in the home building industry. Funded by the U. S. Department of Housing and Urban Development, Project HEART has worked with Home Builders Associations (HBAs) and other likeminded organizations to assist homeless people in finding sustainable employment in the construction industry.

Industry Involvement

Project HEART helps meet the labor demands of the home building industry while providing homeless men and women with the skills and job opportunities to build a career and a better life. “Labor availability” remains a serious concern in nationwide surveys of NAHB members. HBAs provide mentors, graduation speakers, supplies and construction projects for Project HEART students while increasing their involvement in the community’s affordable housing issues.

Outcomes and Results

Since 1990, more than 700 homeless people have received valuable construction trades training through Project HEART programs in New York, Massachusetts, Maryland, Virginia, North Carolina, South Carolina, Kentucky, Tennessee, Florida, Utah, and Oregon. The most recent HEART program in South Carolina achieved a 99 percent placement rate, at an average wage of \$9/hour for its graduates.

Community Service

Community service is one of Project HEART’s key elements in enabling once homeless individuals to reintegrate themselves into their community as productive employees and citizens. Training funds are leveraged to complete construction projects for organizations such as:

- South Carolina Coalition Against Domestic Violence & Sexual Assault
- Habitat for Humanity
- Christmas in April/Rebuilding Together
- Columbia Housing Authority

