



70 C-Suite Executives Build New Home for Habitat for Humanity of South Palm Beach County

The 2022 CEO Build helped provide new housing for a South Florida family.

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Over 70 CEOs and senior-level business leaders in South Florida ditched their offices to help construct a home for a local mom during Habitat for Humanity of South Palm Beach County's annual CEO Build fundraising event presented by CP Group and Rack Electric. The event's co-chairs recruited the leaders, Angelo Bianco, Managing Partner at CP Group, and Jesse Rack, Vice President at Rack Electric, who came together to demonstrate "Corporate Leadership in Action" by raising funds and awareness for the need for affordable housing.

The house will eventually be purchased by Rose Geneus, a local mother of one. She works as a healthcare facility supervisor and is excited to partner with Habitat to build stability for her daughter. The mother-daughter duo currently lives in a small studio apartment and for the last five years, had to move every year due to continuous increases in rent. After completing a minimum of 300 hours of sweat equity, financial education courses and home maintenance workshops, the Geneus Family will purchase the house from Habitat with an affordable 30-year, zero-interest mortgage.

"It is truly a life-changing opportunity that otherwise would not be possible without the generosity of the CEO Builders, and from the top to the bottom of my heart, I am so grateful," Rose says.

During the CEO Build experience, Habitat's president and CEO, Jennifer C. Thomason and co-chairs emphasized the need for affordable housing by encouraging attendees to support Habitat's mission year-round. The group was joined by Florida State Senator Lori Berman, Palm Beach Commissioner Mack Bernard, and Faith in Florida Leader Rev. Rae Whitley for an affordable housing panel discussion moderated by Kristyn Cox of Thrive Collective during Friday's lunch program.

"We hope by bringing together high-profile corporate leadership, government officials, and the communities we serve through events like CEO Build, we can shine a light on the critical need for affordable housing and collaboratively work together to address it," Thomason says.

This year's CEO Build was sponsored by CP Group, Rack Electric, *South Florida Business & Wealth*, Akel Homes, Berkadia Commercial Mortgage, Butters Construction, Capitol Lighting, CJM Construction, Cushman & Wakefield, Distinctive Workforce Solutions, El-Ad National Properties/ALJINA Residences, James H & Marta T Batmsian Family Foundation, Mainstreet Capital Partners, Moraca Builders, Penn Florida, Sunflower Landscaping and Maintenance, The Home Depot Foundation, Vertical Bridge, Boca Raton Airport, First Republic Bank, Wietnsma & Lippolis Construction, Modernizing Medicine, AvalonBay Communities, First Horizon Foundation, Milwaukee Tools, Imperial Roofing, Pebb Capital, Gator Gypsum, GRS Community Management, Law Offices of L.H. Lodge, P.A., Jerry DeFalco Advertising, Las Olas Capital Advisors, Valley Bank, Square 2 Capital, Tito's Handmade Vodka and Grimes Events & Party Tents.

Habitat for Humanity of South Palm Beach County is a 501(c)(3) organization and an affiliate of Habitat for Humanity International. The nonprofit was founded in 1991 and serves low-income families, veterans, and seniors in Boynton Beach, Delray Beach and Boca Raton.