



Homecoming[™]
by KINCAID[®]

Homecoming Positioning Statement

Furnishing a home is so much more than putting furniture in it—it's creating a place where your family feels safe and comfortable and your guests feel welcomed and cherished. The "Homecoming" collection from Kincaid captures the essence of American farmhouses and breathes life into iconic pieces while keeping today's lifestyle trends in mind.

Though times are not as simple as they used to be, families are turning back to the values and ideals that once were—when spending time around the dinner table wasn't challenged by hectic schedules and piling together on the sofa to watch your favorite movie or read a book was the norm rather than a longed-for escape.



"Homecoming" has the bedroom, dining, upholstery and occasional pieces that will add charm and personality to your home, whether your style is transitional or traditional. The collection is crafted in solid maple, solid walnut, solid pine, as well as slip covered upholstery.

"Homecoming" is much more than a new furniture collection—it's the catalyst for a partnership between Kincaid and Habitat for Humanity International. Kincaid will donate one percent of each item's wholesale price to Habitat for Humanity, the 34-year-old nonprofit organization whose mission it is to eliminate poverty housing and homelessness from the world and to make decent shelter a matter of conscience and action.



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Ready to do some good?

Working with your local Habitat for Humanity affiliate is a great way to get your business and your employees better connected with your community and help provide safe, affordable shelter with families in need. Kincaid has made it even easier for participating Homecoming dealers — simply contact our liaison below who will assist you in connecting with your local Habitat for Humanity affiliate.

Cathy Martin — Kincaid Habitat Liaison
Habitat for Humanity International Office
404-979-5955
email: cmartin@habitat.org





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Habitat for Humanity Month June 2011

To further promote our partnership with Habitat for Humanity, Kincaid has declared June 2011 “Habitat for Humanity” Month! We will be offering special promotions and unique retail events for participating Homecoming retailers during this time period. There will be numerous opportunities to engage your staff through a direct connection with your local Habitat for Humanity affiliate, and help realize affordable housing in your community and around the world.



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Point of Sale Materials

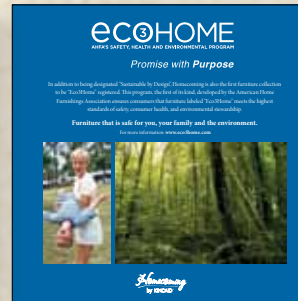
To further drive business for participating Homecoming dealers, we will be providing several Homecoming specific retail point of sale materials (examples shown below) to further explain our partnership with Habitat for Humanity, Homecoming's certification as an Eco3Home collection and the beautiful details of this new group.



Homecoming Hang Tags
6X3 inches

Homecoming 3-Sided POP

10X10 inches



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Retail Activation & Event Planning Guide | Kincaid Dealer Letter

October 12, 2010



Dear Kincaid Dealers:

Kincaid Furniture is proud to announce that it is partnering with Habitat for Humanity International's affordable housing work throughout the world. Kincaid is the first furniture company to support Habitat with a multi-year national relationship.

The cornerstone of the three-year partnership is centered on Kincaid's new furniture collection, Homecoming™, which will debut this October at the High Point Market. For each Homecoming collection item sold, Kincaid will donate one percent of the wholesale price to Habitat for Humanity.

We are hoping that delivering the news of this event to you now will allow you more time to partner with your local affiliate. Holding events in your local area serves as a fantastic opportunity to bring customers into your showroom, generate positive public relations, and raise awareness of this charitable program.

To help facilitate this process, a dedicated national representative has been established to help you connect to the proper local affiliate. Attached you will find contact information, along with ideas on how to activate locally.

Please note that the ideas listed below on how to activate locally are only starting points. We encourage dealers to contact the national chapter, be put in touch with a local affiliate, and work with them directly to best plan a local event or activity.

To further promote an event in your local area, we will give you a generic press release that you can use to communicate your local project or event with an affiliate.

Kincaid encourages you to start reaching out to the local affiliate as soon as possible so that you have enough time to properly plan and execute a great event.

Kincaid Furniture Company
Marketing Department



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Retail Activation &
Event Planning Guide

Activation Ideas



Contact

Kerry Kirkley

kkirkley@habitat.org

1-800-422-4828 Ext. 85275

Ideas for Local Activation:

- Host a table in your showroom where a local Habitat volunteer can sign-up volunteers and answer general questions about Habitat for Humanity
- Assemble a local team of employees and customers to work for a local affiliate on a possible build day
- Provide lunch for volunteers on a build day
- Advertise a promotion to encourage customers to donate their old furniture to the ReStore and the store to handle pick-up
- Make a local matching donation



Retail Activation & Event Planning Guide | ReStore Receipt / Coupon



PO Box 1341
Lenoir, NC 28645
EIN: 56-1760354

Donation Receipt

Date ____/____/____

Received from: _____

Mailing address: _____

Items:

Received by: _____

**Thank you for your generous donation.
Habitat for Humanity greatly appreciates your support.**

COUPON COUPON COUPON COUPON COUPON




Help Another Family & Yours Too!
Bring a copy of your ReStore donation receipt along with this coupon to your local Kincaid dealer to save \$\$ of your next purchase.

COUPON COUPON COUPON COUPON COUPON