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EXECUTIVE LIFE

Nonprofits step up fundraising efforts

Organizations face cutbacks, slimmer budgets

Pulling from different sources

While it's still early to predict this year's donor support for the Greater Cleveland Habitat for Humanity, which is in the middle of its fundraising campaign, the nonprofit is building up efforts to generate revenue from its recycled materials store, said executive director Jeffrey Bowen.

The Habitat's ReStore in 2007 recycled and sold about 500 tons of construction materials and tools, which generated enough income, or about \$300,000, to pay for three full-time staff members and continue its pickup and delivery of recycled construction materials. There still was enough money left over to build a Habitat house, Mr. Bowen said.



RUGGERO FATICA

Volunteer Jennifer McGee stocks tubes of caulk at Greater Cleveland Habitat for Humanity's ReStore in Cleveland. The store grossed about \$300,000 in 2007.