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**PICKENS COUNTY HABITAT FOR HUMANITY RECEIVES \$50,000  
FOR 40<sup>TH</sup> ANNIVERSARY HOME**

**PICKENS, S.C. (April 27, 2021)** – Pickens County Habitat for Humanity will build a 40<sup>th</sup> Anniversary home for a family in need thanks to the generosity of Michael Nieri of Great Southern Homes and the Nieri Family. Nieri pledged \$50,000 toward the 40<sup>th</sup> Anniversary home which is planned for 2022 to commemorate the organization’s four decades of building affordable homes in Pickens County. This gift is the largest individual donation the organization has ever received.

Jill Evans, Executive Director of Pickens County Habitat for Humanity says Nieri’s donation will cover half the cost of materials for a new Habitat home and help change the trajectory of a family’s future.

“Michael Nieri has been active with our organization since 2019, providing professional expertise on our builds and donating valuable in-kind services, along with his generous financial support,” Evans said. “Not only are we extremely grateful for the support that Michael and Great Southern Homes have provided, but also the way in which their gift challenges the community to participate in the ministry of Habitat.”

In May of 2020, Michael Nieri was awarded the Hearthstone BUILDER Humanitarian Award which recognizes home builders dedicated to community service. Habitat for Humanity has always been a program worth investing in for Nieri and Great Southern Homes who were also the primary supporters of the 2020 “Have a Heart for Habitat” fundraising campaign, contributing to a total of \$22,000 raised for affordable housing in Pickens County.

“I’ve watched the Habitat system work for many individuals and I have helped build a few homes,” Nieri said. “As busy as we are now, it made more sense to donate money than build a home. Pickens Habitat being more rural seemed like my donation would go further.”

Nieri's gift kickstarts a three-part fundraising campaign that began in March. The campaign is an annual fundraising effort by Pickens County Habitat for Humanity called "Have a Heart for Habitat" which is typically held in-person, but due to the ongoing pandemic has been temporarily reimaged. Pickens County Habitat for Humanity board members were challenged to raise a 40 percent match of the major gift by Michael Nieri of Great Southern Homes and the Nieri Family and have successfully accomplished this goal. Pickens County Habitat for Humanity will now seek \$5,000 from the community at large to bring the fundraising total to \$75,000 – three quarters of the cost to build a Habitat home. The affiliate hopes to secure the final \$25,000 needed to build the 40<sup>th</sup> Anniversary home by the end of 2021.

This is not the first example of involvement by Michael Nieri of Great Southern Homes and the Nieri Family with Pickens County Habitat for Humanity. In 2019, the Nieri Family Student-Athlete Enrichment Center partnered with Clemson Athletics and Pickens County Habitat for Humanity to help fund, supply, and build a Habitat home in Clemson for a family of five alongside more than 330 student-athlete volunteers.

"As a son of Clemson University, I like the idea of being involved in projects that my friends at Clemson get behind," Nieri said. "I know the student-athletes come out and help and that makes me proud that they are giving back. It's a full circle life that the more fortunate should help with a hand up to make others' lives better."

### **Great Southern Homes**

As one of the Southeast's fastest-growing builders and Builder Magazine's 44<sup>th</sup> Largest Builder in the country, Great Southern Homes knows the housing market better than anyone. Since our beginning, we've built homes on the solid foundation of exceptional quality, industry-leading construction standards and brilliant energy-smart and cost-efficient features. Great Southern Homes currently builds new homes throughout South Carolina with operations in the Midlands, Greenville/Spartanburg, Clemson, Charleston, Myrtle Beach/Georgetown, Florence, Sumter and Aiken/Augusta.

### **Pickens County Habitat for Humanity**

Since 1981, Pickens County Habitat for Humanity has built more than 100 homes to help local residents build a better life for themselves and their families. With the focus of putting God's love into action by bringing people together to build homes, communities, and hope, Habitat for Humanity partners with families who need a safe and secure home to call their own. To help further the mission of Habitat for Humanity, visit [www.PickensHabitat.org](http://www.PickensHabitat.org) to volunteer or donate.

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