

# MN CUSTOM HOMES

NEIGHBORHOOD CHAMPION

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very year, one custom luxury home being built in the Puget Sound area is also funding support for public schools and families, helping to provide everything from youth sports to grocery services, English-as-a-second-language classes, before- and after-school care, tutoring, job training and medical and dental care.

That's thanks to a partnership between Bellevue-based homebuilder MN Custom Homes and Jubilee Reach.

"The focus on community is deep-rooted for each and every employee we have," the company told the Business Journal. "We work incredibly hard to build neighborhoods to be stronger and more connected by the homes we design."

MN Custom Homes designates one home from its portfolio every year as its "Jubilee Reach" home and donates all of the profits from its sale. It partners with its vendors to lock in discounts and donations on services to maximize the donation and celebrates the sale with a party for Jubilee Reach and MN's own 150 employees, each of whom spend a day volunteering with the organization every year.

## INSIGHTS

From MN Custom Homes Director of Marketing Jackie Lang:

**What is your No. 1 piece of advice for how the region can tackle its affordable housing shortage?** Solving the affordable housing crisis requires a unified effort between the public and private sectors. Our advice is to foster stronger partnerships among local governments, developers, nonprofit organizations and community stakeholders to streamline processes, share resources and align around common goals.

**How has your giving strategy evolved since your company got started?** Since MN Custom Homes was founded in 2011, giving back to the community has always been a core part of who we are. In the early days, our contributions were more grassroots, but as we've grown, so has our



capacity to make a broader impact.

Over time, we've developed a more strategic approach to our giving. Today, we focus on partnerships that align with our mission of building not just homes, but stronger, more resilient communities. This includes investing in affordable housing initiatives like those from Imagine Housing, and funding local nonprofits like Jubilee Reach that address housing insecurity and community development. We also spend multiple days each year where our employees do hands-on service work with Jubilee Reach, helping homeowners who need support with home maintenance.

**How can companies keep up their philanthropic efforts even in down years?** For us, philanthropy isn't just a line item in the budget – it's part of our identity. Even in slower

years, we believe it's possible to continue making an impact by being intentional and creative with our giving. We prioritize long-term partnerships with organizations that align with our values, like Imagine Housing and Jubilee Reach. These relationships allow us to support causes in meaningful ways, even if contributions need to shift from financial to in-kind, like volunteering our time doing service projects.

We also plan ahead. By building philanthropy into our overall business strategy and budgeting for it in good years, we create the flexibility to continue giving during leaner times. Even in a down year, MN Custom Homes will find ways to provide hope and support for our community.

– Marissa Nall, associate editor

## GIVING SNAPSHOT

MN Custom Homes

**Headquarters:** Bellevue

**Industry:** Construction and building

**Washington employees:** 155

**2024 cash giving:** \$250,000

**Organizations supported:** Jubilee Reach, Imagine Housing

*MN Custom Homes employees donate their time and services to Jubilee Reach Service Days, helping build fences, paint houses and improve classrooms among other projects.*

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