



Contact: Peggy Vargas- Habitat for Humanity Coachella Valley
Info@CVHFH.org
www.habitatcv.org
760-770-3723

Contact: Kyle Radke
kradke@jonesagency.com
760-325-1437 x206

Contact: Sheila Grattan
Sheila.grattan@jonesagency.com
760-325-1437 x245

FOR IMMEDIATE RELEASE

**HABITAT FOR HUMANITY TO ‘PAY FORWARD’
\$40,000 COMMUNITY HOUSING COUNCIL DONATION**

Good Deeds by Coachella Valley Doctors Invoke Spirit of Ben Franklin.

PALM DESERT, CA (July 14, 2011) – Ben Franklin’s altruistic inspiration to *pay forward* a good deed, instead of expecting one in return, is embodied in a \$40,000 cash and land donation from the nonprofit Community Housing Council to Habitat for Humanity of the Coachella Valley (HFHCV).

According to David Turner, president of the Community Housing Council (CHC), the \$20,000 in cash and land valued at \$20,000, are the legacy of three physicians who combined trusts and other assets in 1997 to help form the Community Housing Council (CHC), a nonprofit public benefit Corporation based in Palm Desert. The founding benefactors, all with Palm Desert ties, are the Thomas and Angela Birthistle Trust, the Luigi and Lorena Gentle Trust, and Joseph Mc Daniel, an individual.

“These doctors and their friends saw the Valley’s growing need for affordable housing at many levels and dedicated land to the CHC to support housing for seniors and others with low and moderate incomes, along with other charitable housing activities,” Turner explained. “Our only requirement for the gift is to *pay it forward.*”

“Our board is grateful for this generous gift from the Community Housing Council. With our closely-aligned missions, we are delighted to pay this gift forward to help qualifying low-income Valley families achieve home ownership,” said Fred Bell, HFHCV managing director.

Ben Franklin first described the principle of paying forward a good turn in 1784 when he wrote to Benjamin Webb to let him know he would lend him some money but did not want to be repaid directly. Instead, Franklin asked him to pass the money on to an honest man in need. The idea gained contemporary popularity in the 2000 movie *Pay It Forward*, starring Kevin Spacey and Helen Hunt.

About Habitat for Humanity of the Coachella Valley, Inc.:

Habitat for Humanity of the Coachella Valley, Inc., is a nonprofit, ecumenical Christian housing ministry that seeks to eliminate substandard housing. The organization is committed to helping low-income families finance and construct their own affordable homes. The affiliate has built or remodeled 29 homes to date.