

2024 Baessler Homes Impact Report

Public Benefit Corporation



BAESSLER
H O M E S

Introduction – Our History

Baessler Homes was founded in 1968 by Ted and Sheila Baessler. In 2012, Jamie & Sarah Baessler assumed stewardship of the Company and in 2017, the Company was converted to The Baessler Group (TBG). In 2023, the Company became 100% Employee owned, with Jamie Baessler continuing in his role as CEO.

TBG is a public benefit corporation (PBC) and operates as a for-profit ministry with the primary focus of caring for the people that the Lord brings to the Company. Ministry at TBG means “caring for the whole person” in all aspects of their life.

Purpose (Why)

Our Purpose defines why TBG exists as a company. As a Kingdom company and a for-profit ministry, TBG will live in a way that honors God. TBG does this according to Matthew 22:36-39 by loving God and loving others.

The Baessler Group, PBC's Statement of Faith in Action shall be the Corporation's guide for what it looks like to love and honor God as a Kingdom company. Our public benefit statement is as follows:

Our primary purpose for existing as an organization is to reveal the Kingdom of God by loving and serving those we work with and caring for each person in all aspects of their life.

Our Vision (What)

As a homebuilder, the for-profit products/services that we provide to the marketplace are valuable newly built homes. These for-profit activities fund our commitment and calling to the ministry of caring for people. We will focus on providing attainable housing to our marketplace with additional attention on creating homeownership opportunities for individuals and families within our community.

Process (How)

Our Mission and Values are founded on Christian principles, and these define the expectations of how all team members are to contribute to the Company. It is expected that each team member will put the Mission and Values into action daily.

Mission: Through love and service to all, we will steward our resources to maximize our impact for God's Kingdom in a culture that encourages growth of each team member's God given talents. Our Values: Honor, Excellence, Passion & Humility

This Mission led to the formation of BH Impact, the outreach initiative for TBG. BH Impact helps to lead and coordinate the outreach initiatives of our Mission. BH Impact partners with local, national and global non-profit organizations that provide resources and services to people in our communities. Our desire is for every Team Member at TBG to feel a part of something bigger that changes lives, making an impact in the communities we live and build in.

This greater view of generosity expands our opportunities to be generous in numerous ways with those in our community around us. Passion is one of our twenty-one Leadership Characteristics at TBG. As a Leadership Characteristic we define Passion as: Intense desire in all aspects of L.I.F.E.; which means we will be generous with our Labor, Influence, Finances, and Expertise.

Below are some specific examples of how we have applied L.I.F.E as an organization to live our goal of being a Public Benefit Corporation.

Impact Story #1

Homebuyer: A New Beginning

As Community Sales Managers, every day we have the opportunity to make a difference in the lives of our homebuyers, and every buyer has a beautiful background and story that makes their journey special and unique.

Reflecting on this past year, there is one buyer story that really touched my heart and amplified the gratitude that I have to work for a builder that provides a home at a much-needed price point to the Northern Colorado marketplace.

Rewinding back to January, Haley Ivie looked at our townhomes in both our Fort Lupton and Johnstown communities. She was accompanied by her parents and her son Aaron who adorably and proudly sported a Yoda snuggly as his outfit of the day. Haley and Aaron had moved around frequently in the past couple of years and were currently living in an 800 sq foot, one bedroom apartment. While Haley was happy with where they were at stating, “We don’t need much more, we don’t take up a lot of space”, she was hoping to establish roots somewhere for her sweet son.

Haley ended up going under contract on a 2-bedroom, 2.5 bathroom townhome in Johnstown. Aaron’s soon to be room, a space that would be his own, would overlook soccer fields (a sport that he loves). Both Haley and Aaron would have their own attached bathrooms, walk in closets, and most importantly, a stable place they could call home.



Haley was hoping to keep this a secret from Aaron until closing, wanting the certainty of keys in her hands before sharing the exciting news with her son. She simply couldn't wait to tell him. She took him out to the community, Aaron, unknowingly walking through a house that was about to be his home. He excitedly walked through each room until landing in the last bedroom of the home. With a sign in the window stating "home of Haley and Aaron" the sweet boy, wearing the same Yoda snuggly he wore the day they first walked into the model, fell into his mom's arms and together they cried tears of joy. Being in the same room as this strong-willed single Mom, as she made her and her son's dreams come true was humbling, profound, and couldn't help but bring me to tears too.

All buyers have incredible stories and journeys, this one was momentous though. I will never forget Haley and Aaron and getting to be a part of something that was truly life-changing for them both. It was because of what Baessler Homes provided, and Haley's determination, that this single mom was able to turn her into a reality.

Impact Story #2

Non-Profit Support in Northern Colorado

Fellowship of Christian Athletes in Northern Colorado has gone through some formational changes in 2024. These changes are laying the groundwork for FCA in Northern Colorado to establish consistency and alignment the ministry has never had in Colorado. BH Impact and Baessler Homes has been a major partner in developing and resourcing these changes. Two primary ways that Baessler Homes and BH Impact have helped establish these foundational changes has been through leadership development and financial resourcing.

FCA is a ministry that relies on local financial donations to help provide the funds required to hire and maintain full and part-time staff. For decades FCA has relied on a missionary mindset to hire local staff. This mindset is about the individuals on staff fundraising for themselves. As the number of staff grew, this mindset created two significant problems. Donor confusion and a sort of competitive mindset between staff that resulted in a silo effect in the ministry. Both issues needed a solution if the ministry was to grow and move forward. Seven years ago, Jamie Baessler provided counseling for me regarding different ways to fund the ministry of FCA in Northern Colorado and it began the process of developing a financial foundation that reduces donor confusion and also helps the ministry move from "missionary" focused and territorial silos too "mission" focused where FCA staff can start fund raising as a team and for a team united behind one local mission. The first iteration of this move was developing a Donor Advised Fund that could be built over years to come but established an accountability of money donated in Northern Colorado for FCA to stay in Northern Colorado FCA regardless of the staff changes. The hope of this DAF is that the interest can be used annually to provide a percentage of help for all FCA staff in Northern Colorado. The next phase of this transformation taking place began in 2023. In November of 2023 BH Impact became the first major donor we established called Legacy Partners. Instead of major donors being approached

several times throughout the year at multiple FCA fundraising events we decided to group all five of our fundraising events and approach potential donors to become title sponsors for all five events. One conversation instead of five or six. BH Impact became our first Legacy Partner where the funds provide two different benefits. The benefit is the funds are allocated to every department in FCA NOCO as well as impacting every individual in FCA NOCO. It is the most effective way to fundraise as a team for the mission. The second benefit is that funds are duplicated. The funds donated to FCA through the Legacy Partner program more than doubled in the 2024 calendar year. We had four Legacy Partners last year that combined for \$100k (\$25k each) Using those funds FCA NOCO staff raised an additional \$114k in 2024. WOW. BH Impact is laying the groundwork for us to bring on more Legacy Partners in 2025.

Leadership development for FCA NOCO has taken a huge step forward because of the BH Impact “Relational Leadership” training that took place in April 2024. The training content was excellent, but the most value came from the one-on-one coaching between the Baessler team and the FCA NOCO directors. At the end of the training day I realized that our FCA NOCO staff did a great job at relational ministry but was hobbled by our operational side of things. Through multiple conversations with Nate FCA NOCO began to make some changes regarding how we operate. We brought on a COO and began to develop some “SOP’s” standard operating procedures. As our team enters into the 2025 year, we have increased our productivity because we are operating in a manner FCA has never operated before. For the first time in Colorado FCA our team is more mission focused than missionary focused. Our team is operating in individual skill sets instead of being bogged down in administrative operations. Our team has been literally transformed in the past 12 months and I can confidently say that the changes will be lasting as we begin to refine these changes. The generational “silo” mindset has been completely overhauled and I believe this is a direct result of Baessler homes leadership development, but also financial support. BH Impact has allowed me to lead by example and literally put my money where my mouth is. Action speak louder than words, and the actions of BH Impact and Baessler Homes is impacting every place FCA touches in Northern Colorado.

Thank you for the opportunity to share, I am sincerely humbled and honored to be in partnership with BH Impact and Baessler Homes.

Scott Miller Northern Colorado FCA Director

Impact Story #3

Caring Deeply for Team Members

Navigating my daughter’s medical challenges has been one of the most difficult times in my life. For the past three years, this journey has included countless hospital stays, doctor’s appointments, and long commutes to Aurora for her care. Through it all, Baessler Homes has stood by me with unwavering love and support.

They've allowed me the flexibility to work from the hospital when needed and have been understanding about taking time off to prioritize my family. What stands out most is the genuine care the company has shown—not just for me as a team member, but for my entire family. From thoughtful messages to heartfelt prayers, their compassion has made an immeasurable impact during this challenging time.

This battle has been a long and emotional journey, but the love and encouragement we've received from Baessler Homes has made it easier to face. I am so thankful to work for a company that truly embodies its values and supports its people in every way possible. Baessler Homes is more than just a workplace—it's a family, and I will always be grateful for their incredible kindness and support.

Total 2024 Donations

TBG is committed to donating at least 15% of its net profits each year. In 2024 the total of financial donations exceeded \$900,000. We have supported numerous organizations across various sectors, including youth support, international missions, poverty alleviation, assistance for single moms, and many others, working to make a positive impact in communities locally and around the world. Some of the organizations that we supported were:

- A Woman's Place
- United Way of Weld County
- Envision
- Neighbor to Neighbor
- Centennial Elementary School Food Pantry
- Convoy of Hope
- House of Hope
- Serve 6.8
- FCA of Northern Colorado
- Life Stories Child and Family Advocacy

In addition to financial donations from the Company, TBG Team Members contributed more than 500 hours of their time supporting local non-profit organizations by sharing their Labor, Influence and Expertise. Some of the beneficiaries included:

- Weld County Human Services
- Habitat for Humanity, Weld and Loveland
- Serve 6.8
- Weld Food Bank
- House of Hope
- United Way Weld County
- Homebuilders Association of Northern Colorado

For the second year in a row, TBC sponsored a team to travel to Guatemala City to work at an orphanage for a week, helping to upgrade their home and care for the children God has entrusted to them.

Also, in April 2024, BH Impact hosted its first Relational Leadership Workshop. TBC leaders shared their experiences and taught attendees how to grow as relational leaders in their businesses and non-profit organizations. The feedback from attendees was positive, spurring leader growth and challenging them to “care deeply” for the teams that God has entrusted them to lead.

Looking Ahead in 2025

Our Mission will continue to move forward and expand. We made an incredible worldwide impact in 2024. Our hope is to grow that impact by expanding our initiatives and the work that we have started.

In 2025 we will be adding a second mission trip to our plans so we can support one domestic and one international organization with our L.I.F.E. The growth in our reach will allow more Team Members to be involved.

As the vision for BH Impact grows year over year, we are planning to increase the volume of non-profits we support along with the financial impact that we can make.

Our hope is that more Team Members will be involved in serving and giving so the impact we make as an organization and individually will increase throughout 2025.