

ONE IMPORTANT BONUS

NEW HOME BUYERS OFTEN OVERLOOK



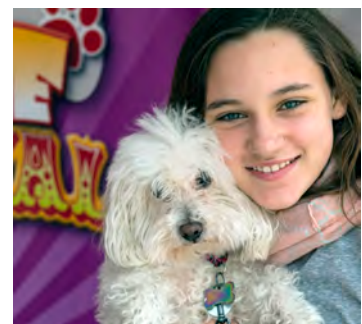
Location, schools and amenities are top motivators in choosing where to buy a new home, but there is one other aspect that often goes unnoticed.



GIVING BACK

What a community is doing to make a difference.

Any Realtor will tell you that location is the primary driver of a home's value, and for some buyers, that's the bottom line. More recently, though, buyers are interested in the values of *the location*. A community with a heart that has become interwoven into the fabric of the surrounding area is a community where they feel good about investing. Compassion, generosity and service make an indelible impression, fostering a pay-it-forward spirit in every family member, regardless of age. And as a practical matter, a community known for giving back draws others by its reputation when it comes time to sell.





Discovering the Heart of a Community

Finding information about a home is as easy as jumping on any of a number of house hunting websites. But how would you go about taking a deeper look at a community's philanthropic profile?

Here are some suggestions:

1. Look at past and current posts on social media, making sure to browse posted events, paying particular attention to co-hosts.
2. Check out websites, especially blog posts. Look at archived articles to see if there is a history of charitable endeavors. (Score the community extra high marks if they are promoting events and/or organizations they have no clear affiliation with.)
3. Visit the welcome center and talk to the staff there.
4. Talk to your Realtor. If he or she recommended the community, they probably have plenty of information to share beyond who builds there.
5. Drive through the community and see what's there. Are there a variety of churches or other houses of worship where you could fulfill your family's or your own spirit of service?
6. Attend public events and ask residents for feedback on charities, non-profits or service opportunities within the community.
7. Check out the elementary schools and see if there is a generous amount of playground equipment. If so, this means the schools have an active volunteer program as most districts only supply minimal play equipment — the rest is funded through donations and money-raising events.



A Shining Example In Greater Houston



Giving back is a defining characteristic of Sienna.

dating back to October 1997 when the very first homeowner moved in. Every school that has served Sienna students has received donations from the community. Big events spanning the decades have benefited local charities, from the 2002 "Cornfused" corn maze adventure, which raised money for the Fort Bend Family YMCA, to the 2010 Couture for the Cause "Escape to Treasure Island," which supported the American Cancer Society, to today's "Go Gold Home Tour" campaign, which is in support of Sienna-founded and based A Shelter for Cancer Families.

Sienna also served as the flagship for a new Community Services Foundation concept introduced by Johnson Development in 1999.

The Foundation is a funding mechanism to support:

- **Schools**
- **Youth-based programs**
- **Technology**
- **Health and wellness**
- **The environment**

...and the Sienna community overall. It is funded by community enhancement/endowment fees assessed on resale transactions. That means the foundation and its efforts grow as Sienna grows.

The foundation has given well over a million dollars to schools that serve Sienna, funded Scouting programs, added community artwork, expanded the community aquatic program, established the Camp Sienna sports complex that serves hundreds of young athletes across the region and much more.



SIENNA CARES

Here are just a few Sienna-based non-profits.



Sienna Women's League

Established in 2017, Sienna Women's League is committed to help unite and better surrounding communities through voluntary service and support of educational and non-profit charitable organizations.

Children's Catastrophic Fund

Part of the Sienna Community Services Foundation, the Children's Catastrophic Fund assists families who are challenged with the financial stress of caring for a child with a chronic, debilitating illness or birth defect.

Connor Man Defeat DIPG Foundation

The Connor Man Defeat DIPG Foundation is committed to finding a cure for brainstem tumors known as Diffuse Intrinsic Pontine Gliomas (DIPG). Established in honor of 4-year-old Connor Michael Olympia who succumbed to DIPG after a short battle, the foundation seeks to make a difference and defeat DIPG both by raising awareness and by providing funding for research into effective treatments.

A Shelter for Cancer Families

Co-founded by longtime Sienna resident Missy Amschwand Bellinger, A Shelter for Cancer Families (ASCF) provides free, tangible support in the Texas Medical Center for families affected by cancer based on their needs and regardless of age, cancer type, treatment status or income. Services include finding housing for out-of-town families, helping patients and their families navigate the cancer journey and helping them celebrate special moments.

Recently, Sienna hosted the Go Gold Home Tour to raise money for ASCF and last fall raised \$5,200 for the organization through a Sip & Stroll event.



Like giving back?
You'll love it here.



GET TO KNOW SIENNA



Looking more closely at grassroots efforts within a community reveals its character and can make a difference in choosing where to buy a home. Sienna merits consideration where giving back is a core value. Start online and then visit our community in person. The Homefinder Center is a good place to start, but please don't stop there. Drive through the community, visit with builders, maybe stop for a bite to eat at one of the many restaurants in Sienna to talk about what you've noticed. Check out our events calendar to learn about the next public event so you can continue your mission of discovery. We think you'll like what you find.

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Visit us at **SIENNATX.COM** or in person
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5777 Sienna Parkway, Suite 100
Missouri City, TX
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