

**FOR IMMEDIATE RELEASE**



**Contact:** Megan McDonough, Executive Director  
Office: 413-586-5430 x106, Home: 413-624-5128  
[megan@pvhabitat.org](mailto:megan@pvhabitat.org)  
[www.pioneervalleyhabitat.org](http://www.pioneervalleyhabitat.org)

## **Backyard ADUs of Western Massachusetts announced as Pioneer Valley Habitat for Humanity's 2020 Small Home Hero Award Winner**

(Florence, MA, January 21, 2021) – Pioneer Valley Habitat for Humanity is pleased to announce that Backyard ADUs of Western Massachusetts has been selected as the 2020 Small Home Hero Award winner. Backyard ADUs has advocated for small lot zoning since its inception, and built its first homes using energy-efficient modular construction, all while changing the landscape of the Pioneer Valley around small homes and alternative land ownership structures.

The Small Home Hero Award is an annual award that recognizes a local organization, business, or individual who is making use of innovative techniques to increase access to homeownership through the building, financing, design, and/or zoning for small homes. The award is an initiative of Pioneer Valley Habitat's Big Enough Project, funded by the Community Foundation of Western Mass. The project aims to revolutionize how we think about homeownership in Franklin and Hampshire counties by advocating for and building simple, durable, and affordable small homes.

Anyone can submit a nomination, and winners are chosen by a Small Home Advisory Committee that is convened by Pioneer Valley Habitat. The committee is comprised of volunteers who themselves have demonstrated a commitment to the small home movement in their own work. Previous winners include the City of Northampton and a Greenfield resident who built her own small home.

In the words of a nominator for this year's award winner, Backyard ADUs "is actively engaging the community in advocating for amendments to zoning ordinances to allow small lot development." Backyard ADUs has also been successful during the challenges of 2020 by advocating for long-term changes to zoning, putting downward pressure on the cost of quality housing, and simplifying new home construction so it's accessible to everyone. Bringing innovative, durable, and naturally affordable housing to the broader market cannot be done by one person or organization alone, and the advisory committee believes that Backyard ADUs exemplifies the kind of change the Big Enough Project has hoped to inspire.

The 2020 Small Home Hero Award is celebrated [in this video](#). Please join Pioneer Valley Habitat in recognizing Backyard ADUs for their efforts this past year.

To learn more about [Backyard ADUs](#), visit [www.backyardadus.com](http://www.backyardadus.com). To learn more about the Small Home Hero Award and the Big Enough Project, visit [www.pvhabitat.org/big-enough](http://www.pvhabitat.org/big-enough), read the [2020 Big Enough Report](#), or watch the [foundation-to-finish documentary](#).

**About Us**

Since 1989, **Pioneer Valley Habitat for Humanity** has built decent, affordable homes with 46 families with low incomes in Hampshire and Franklin Counties. We build our homes with volunteer labor and donations of material, supplies, land, and services. At the onset of homebuilding, a family is selected and enters into a long term partnership with Pioneer Valley Habitat. Future homeowners contribute 250 hours of labor during the construction of their home alongside volunteers from the community. Upon completion, the home is sold to the family with an affordable mortgage. Habitat is a hand-up, not a hand-out: the organization has a perpetual legacy in that all mortgage funds received are reinvested to build more homes. We are a housing organization helping to bring stability to families, bringing more stability into our neighborhoods and communities. Learn more at [www.pvhabitat.org](http://www.pvhabitat.org).

# # #