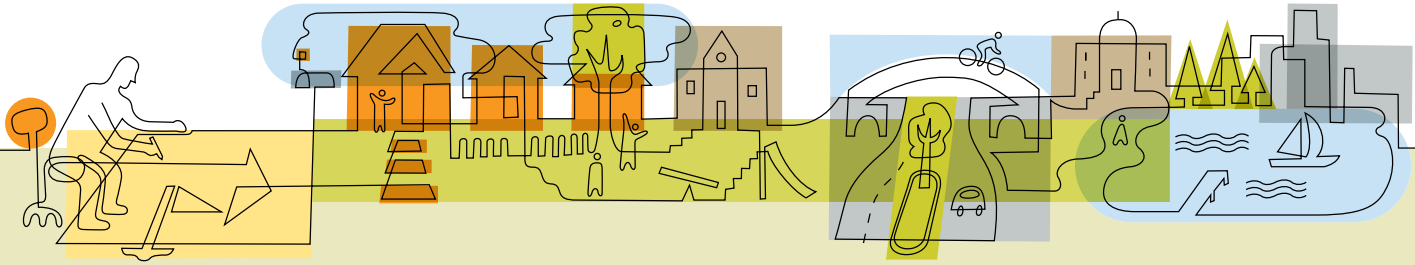


# Be a Partner in Something Big.



It all begins with

# Home.

Home is a place where big plans grow. More than a refuge from the world outside, a home provides safety, stability, and self-esteem to the families that our communities are built upon.

## For those who lack a home—especially children—the impact can be devastating:

- **Health.** Children with inadequate housing have an increased risk of slow growth and are 10 times more likely to contract meningitis, respiratory problems or asthma.<sup>1</sup>
- **Education.** Children living in overcrowded or toxic conditions are less likely to graduate from high school.
- **Employment.** Children who live in inadequate housing have lower educational attainment and a greater likelihood of being impoverished and unemployed as adults.<sup>2</sup>
- **Longevity.** More than 10 million people worldwide die each year from conditions related to substandard housing. That's nearly 20 people dying every minute.

At Habitat for Humanity Canada, we have big plans:  
To bring together community and corporate partners and volunteers to build homes that make our families stronger and our communities better.

<sup>1</sup> Emory University

<sup>2</sup> Harker, Lisa CHANCE OF A LIFETIME: The impacts of bad housing on children's lives. Shelter. September 2006.

## TOO CLOSE TO HOME

1 in 6 Canadian children live in poverty.

More than four million Canadians need affordable housing right now.

In 2006, the United Nations reported that, “Canada is facing a national emergency on poverty, welfare, homelessness and housing.”

A plan to build homes and hope.

# Together.

Habitat for Humanity Canada is a national, non-profit organization striving for a world where everyone has a safe and decent place to live. Our mission is to build affordable housing and promote homeownership as a means of empowering families and breaking the cycle of poverty.

## At a glance

### Founded

- 1976 internationally
- 1985 in Canada

### Volunteerism

- Over 50,000 volunteers in Canada
- Millions around the world

### Reach

- 72 Canadian Affiliates in 10 provinces and two territories
- Over 2,000 Affiliates in 90 countries

### Brand

- Habitat brand valued at \$3.1 billion (Interbrand, 2006) Equivalent to Starbucks and Johnson & Johnson

EVERY  
10 MINUTES,  
A NEW  
HABITAT  
HOME  
IS BUILT  
SOMEWHERE  
IN THE  
WORLD.

# A plan to make a difference.

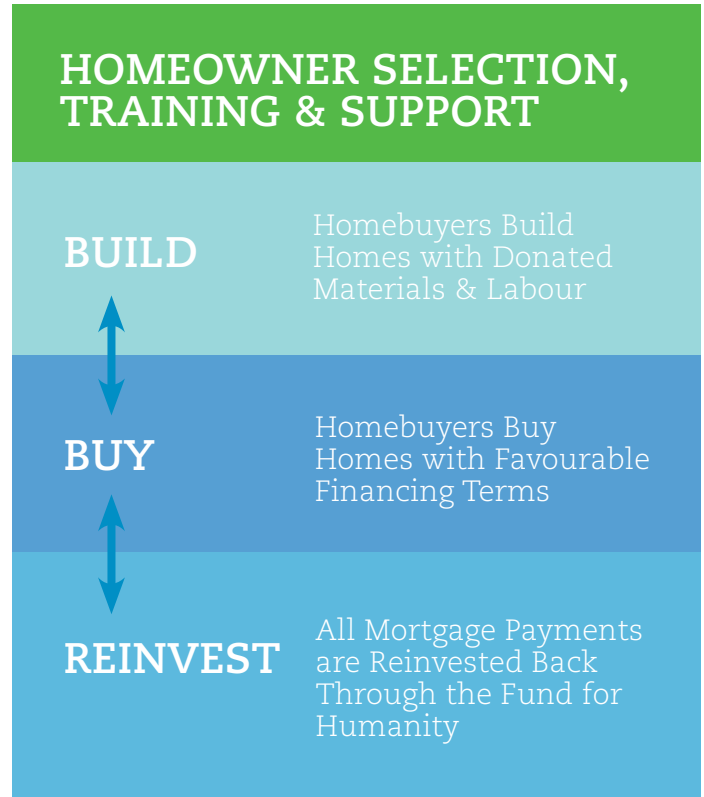
When you work with Habitat for Humanity Canada, you'll be supporting a Homeownership Program that helps low income families buy simple, healthy, affordable homes.

## It's a hand up—not a hand out.

Through volunteer labour, efficient management and donations of money and materials, Habitat builds and rehabilitates simple, decent houses with the help of the future homeowners. Habitat houses are sold to these partner families at no profit and financed with affordable, no-interest mortgages. The homeowners' monthly mortgage payments go into a revolving fund, known as the Fund for Humanity, which are used to build more houses.

Habitat for Humanity is not a “free hand out.” In addition to mortgage payments, each homeowner invests hundreds of hours of their own labour, called “sweat equity”, into building their own house and the houses of others.

The impact of this program is nothing short of transformational—for those who become homeowners, for the volunteers who take part, and for the communities we touch.



# From the Families' Hearts.

## The Little-Hokea Family (Saugeen Shores, Ontario)

In 2002, Michelle Little-Hokea and her family were renting a duplex in Durham, Ontario. Living conditions were appalling. Black mould lurked everywhere. Michelle's six-year-old son, Donald, had asthma. One day, feeling hopeless, he told her, "I can't go anywhere to get better because there is nowhere better to go."

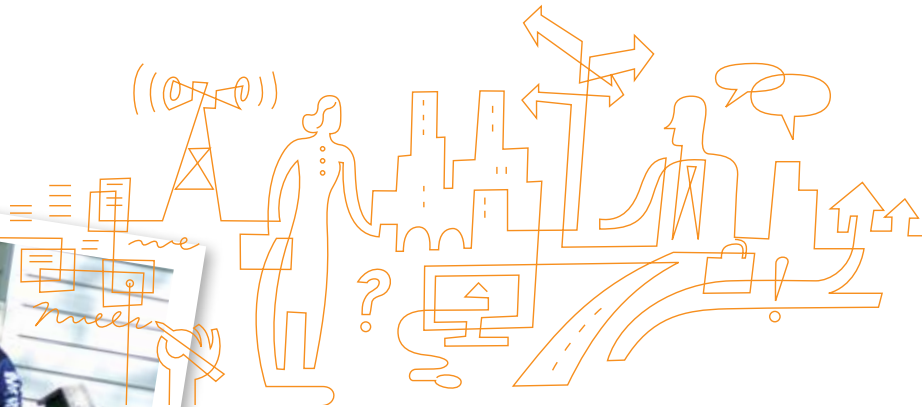
Habitat for Humanity happened to be building a home nearby. In spite of their own difficulties, Michelle and her husband, Tom, decided to volunteer their labour to help someone else in need.

That's how they learned about Habitat for Humanity. What they found out gave them hope. Through the "sweat equity" they put into helping another family, and the determination to improve their own lives, Michelle and her husband were eventually approved to become Habitat for Humanity homeowners themselves.

For the first time, the family had a sense of hope and place. Michelle recalls the excitement on her children's faces the day they moved in. For the first time, they had windows, a backyard, a good neighbourhood, and good schools. A chance.

"Home is a place where we have security and where my family feels safe," says Michelle. "Owning a brand new home that a community came together to build, with their love because they wanted our family to succeed... it's a wonderful feeling. Being given a chance to start fresh with something to build on and having the potential to do it, makes a big difference."

"We didn't just help build our home, this home helped build us."



72% of Canadians believe that corporations have an important role to play in helping to make affordable housing more accessible.

- Habitat for Humanity Canada, 2008 National Brand Tracking Study

# Building on Our Mission.

While the Homeownership Program is at the core of what we do – Habitat also operates a number of special programs aimed at engaging distinct groups in the delivery of our mission.

## **Global Village Canada**

The world's a village. Send employees to more than 30 countries around the world where they can gain a greater understanding of development issues and share a life-changing experience that can strengthen team spirit and business ties.

## **Women Build Program**

51% of single mothers in Canada struggle to afford basic housing. Sponsor or participate in a Women Build, where female volunteers can learn construction skills in a safe, supportive environment, and

extend a legacy that has already built more than 30 homes across the country and more than 1,400 internationally since 1998.

## **Youth Build Program**

Sponsor a Youth Build and encourage young people to develop leadership skills, practical skills, and the confidence necessary to be strong adults with greater employment opportunities.

## **Aboriginal Housing Program**

Aboriginal households have a homeownership rate that is 17% less than the non-Aboriginal population. And 25% of Aboriginal households live in core need vs 15% in the non-Aboriginal population – many paying more than 50% of their income on shelter. Join key supporter Canada Mortgage and Housing Corporation (CMHC) to partner with Aboriginal organizations and communities to increase homeownership in this vulnerable group.

### **National Building Program (National Gift-in-Kind Program)**

To help build more homes for families in need, access to quality products and support is vital. Donate your much-needed product to 72 affiliates across Canada through our National Building Program. We make the process easy by centralizing the ordering process and providing guidance, administration and support services to affiliates on their product donation needs.

### **Renovation Program**

Help existing low income homeowners maintain a safer and healthier living environment with Habitat's Renovation Program. Assisting with specific household maintenance and repairs allows families to stay in their homes longer. Support this valuable initiative that restores hope and dignity to their lives.

### **ReStores**

ReStores are retail operations that sell new and used building supplies donated from corporations and individuals. Run by affiliates, the revenue generated from ReStores funds critical operation and building costs. Restores are also effective environmental stewards. Each year, ReStores divert and resell over 15,000 tonnes of building products that were destined for landfills.

### **Sustainable Building Program**

Energy efficient homes can reduce greenhouse gas emissions by up to three tonnes per year, and homeowner costs by up to 30%. Help us reduce our environmental impact by empowering Habitat affiliates to employ environmentally sustainable building practices.

# Our plans are built around yours.

All of our activities are powered by the support of our partners. There are three ways to get involved with Habitat for Humanity: **Donate, Participate and Advocate.**

Donors that take an integrated approach by investing in all three areas achieve the greatest impact.

## **DONATE**

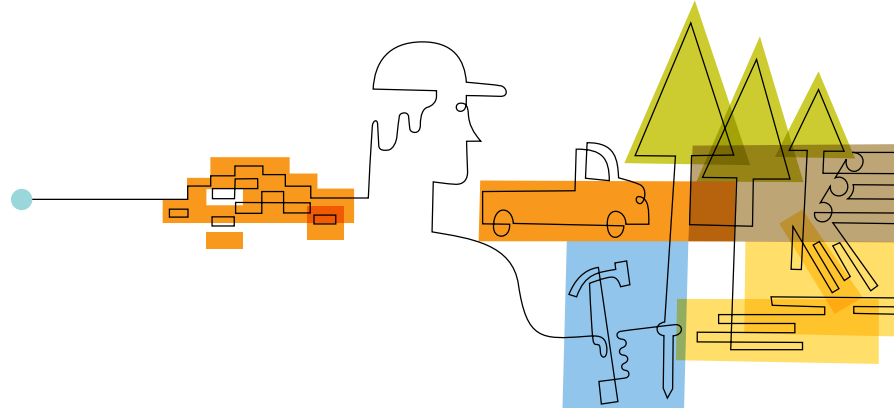
### **Home Sponsorship and Building Grants**

- Be the named sponsor for a new home
  - › Home Sponsorships Range: \$40,000–\$140,000 depending on the location
  - › Opportunity to support sustainable construction projects

- Immediate impact of helping a family
- Long term impact through the Fund for Humanity
- Present the keys to a new homeowner family
- Be recognized in national and local publications, in major promotional materials, and media outreach activities
- Corporate signage on the build-site

### **Gift-in-Kind**

- New product for Home Builds
- New or used product for ReStores
- Product and services for Affiliates and National Office
- Donations of land
- Professional services



## **PARTICIPATE**

### **Employees on the build-site**

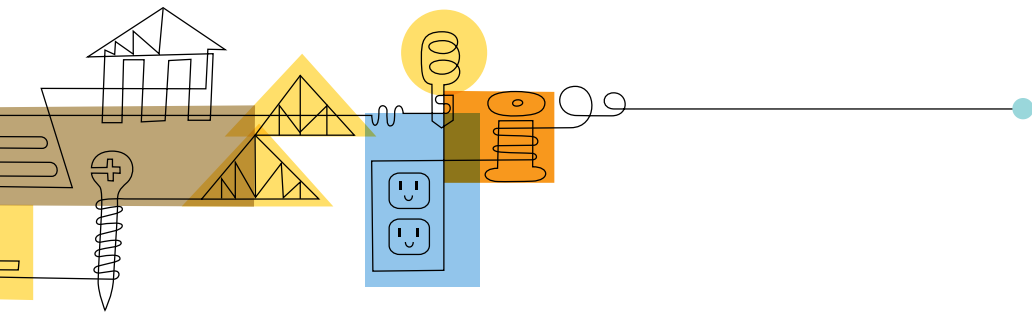
- Volunteers will benefit from the team-building aspect of their day(s) and from the satisfaction of making a relevant contribution to their community by building homes. Here are some examples:
  - › Corporate Adopt-A-Days: ranges from \$2,500–\$10,000 per build day depending on the location
  - › Volunteering on sponsored homes: part of Home Sponsorship program
  - › Global Village trips: donation amount depends on trip

### **Employees as fundraisers**

- Corporate matching
- Employee led fundraising events/challenges
- Online giving
- Payroll deduction

### **Customer engagement**

- Involve customers in your philanthropic commitment
- Campaigns, awareness building, ongoing % of profit from particular products or services



## ADVOCATE

Advocacy is about raising awareness of the issue of affordable housing and of the Habitat for Humanity solution. Here are some examples of how your organization can support in this area:

### Build awareness

- Through partnership marketing and public outreach

### Open doors

- To new partnerships and supporters

### Champion the cause

- Leadership and employee engagement on a personal level

“...corporate volunteerism is gaining momentum in Canada as more and more companies understand the business case for participating in charitable work. Doing good for others also means doing good for themselves and their employees by helping to develop a variety of staff skills”

– from *team building to leadership*. Shirley Won, *Globe and Mail*

Thanks to the generosity of partners across the country, Habitat for Humanity has already housed more than 1,350 families in Canada. However, the need for affordable housing has never been greater. We want to more than double the number of families we serve. We have big plans, and we can only get there with the help of leaders like you.

# Be a partner in something big.

What are your organizational strengths and goals? As a Habitat for Humanity Canada partner, we'll develop a customized plan based on the funds, expertise, or products you wish to donate, and the strategic objectives you aim to achieve. For example, we can help you:

- Contribute to local communities of interest
- Boost employee team spirit
- Engage customers and vendors
- Generate invaluable goodwill
- Elevate your corporate profile
- Gain local, national and even global recognition

**THE RESULT?  
BIG RETURNS  
THAT CAN BE  
MEASURED IN  
MORE THAN  
JUST DOLLARS.  
YOUR SUPPORT  
WILL HELP US  
TRANSFORM  
LIVES FOREVER.**

# Big results start with a plan.

At Habitat for Humanity, we've experienced first hand how addressing the housing needs of just one person has the power to uplift an entire community. We've seen a newfound sense of confidence reflected in a child's eyes. We've witnessed the transformation of a parent from defeat to dignity. That's why we're committed to keeping our big plans in motion.

Providing affordable housing is more than an act of generosity.

It is a strategic investment in the future.



Please join us. 1.800.667.5137  
[www.habitat.ca](http://www.habitat.ca)

CONCEPT & DESIGN Soapbox [www.soapboxdesign.com](http://www.soapboxdesign.com)

ILLUSTRATION Doug Ross [www.dougross.com](http://www.dougross.com)

WRITING Wickware Communications [www.wickware.com](http://www.wickware.com)

Wickware Communications is a Toronto-based agency that creates marketing solutions exclusively for financial services organizations—with one major exception. They're also a proud partner of Habitat for Humanity Canada.

Since 2006, the talented team at Wickware has helped us tell the stories of our families and communities, share our big plans, and spark mutually-rewarding partnerships with Canada's corporate leaders.



**Habitat for Humanity®**  
**Habitat pour l'humanité®**

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