



**Habitat
for Humanity®
Windsor-Essex**



Celebrating the Past
Building the Future

Building the Future in Kingsville, ON



August – December 2019



Habitat for Humanity helps individuals and families achieve **strength, stability and self-reliance** through **shelter**.

As active participants in building a better future for themselves and their families, **qualified Habitat homebuyers are...**

in need of better housing

Potential homebuyers might be dealing with poorly made, unhealthy or inadequate housing; unaffordable rent; homes inaccessible for their disabilities or damaged by natural disasters; or have other shelter needs.





willing to partner with Habitat

Habitat homebuyers put in hundreds of hours of "sweat equity" helping build their own home and the homes of others in the program. This might also include classes in personal finances, home maintenance and other homeownership topics.

able to pay an affordable mortgage

Habitat offers homebuyers an affordable mortgage. Their mortgage payments cycle back into the community to help build more affordable houses.



In addition to building new homes, Habitat also...

 <p>Repairs and renovates existing housing</p>	 <p>Leads holistic neighborhood revitalization efforts</p>	 <p>Advocates for fair and just housing policies</p>
 <p>Helps communities clean up and rebuild after natural disasters</p>	 <p>Accepts and re-sells donated household materials through our ReStores</p>	 <p>Provides microloans for home improvement in many international locations</p>

LEARN HOW YOU CAN HELP AT

habitat.org



The need for affordable housing is at an all-time high

One in 7 Canadian households, including 735,000¹ children, do not have a safe, decent, affordable place to call home. Many Canadian families live month to month, finding it nearly impossible to pay for their basic necessities. Families are often forced to decide between paying for food or paying their rent — a choice that no family should have to make.

Our work gets results

At Habitat, we know that when families own their homes, they have ownership over their futures. We also know that **communities thrive when families have access to affordable homeownership**, meaning supporters' dollars make a lasting, compounding impact.

Research shows that in Canada, **every \$1 invested in Habitat yields about \$4 of societal benefits**. For every family who partners with Habitat, this equates to \$175,000² worth of social benefits through happier and healthier families, improved employment and education opportunities, and a decreased burden on social programming.

Homeownership allows families to move out of social housing, freeing up spaces for those on waiting lists. Research reveals that after becoming Habitat homeowners, families' reliance on food banks decreases. **Children of Habitat homeowners have lower high school dropout rates, and many more earn a bachelor's degree or higher** compared with a control group. Families also donate time and money to charities. What's clear is that when families own their own home — and gain strength, stability and self-reliance — they can focus on their health, education and quality of life.

We need your support

Results like this don't happen on their own. It takes the incredible commitment of sponsors, donors, community partners. Every contribution has four times the impact thanks to the social return on your investment.

1. *Core Housing Need Status for the Population, by Selected Characteristics and Gender, Canada, 2011*, Canada Mortgage and Housing Corp.

2. *Transforming Lives: The Social Return on Habitat's Work in Canada*, The Boston Consulting Group, May 2015.

Meet the Ford Family (Build #66):



Habitat for Humanity Windsor-Essex is excited to be building in Kingsville with the Ford Family to help them build a safe, decent, affordable home that they can call their own.

Sons, Kaleb and Dakota have a rare autoimmune disorder and their mother Melody is challenged by mobility issues due to complications from birth.

What will a Habitat Home mean for the Fords? A dream long since forgotten. Melody will be able to move safely and freely in an accessible home designed to meet her needs and allow her to care for herself and her family without fear of falls and trip hazards. The boys will be free from the worry of contamination in their brand new home – food will never have touched a surface without Charmaine and Melody's knowledge. That sense of security and well being is priceless. Health of their family no longer in question, the Ford Family will be able to put down roots and focus on their lives together and the future for their happy family.

Read their full story at habitatwindsor.org

Meet the Fortuna Family (Build #67):



Nicole and Serafim, with their two sons Dean and Logan, will soon have a real HOME.

The Fortunas have been navigating the waters of the overpriced rental market and geared to income housing wait lists for years. With the current housing sales market they have been flipped out of their homes so many times the boys no longer unpack. The temporary accommodations they managed to find were in areas where crime flourished, with rents that left the family financially overwhelmed. The Fortunas yearn to establish permanence in their community and provide the stability and security for their sons.

With your support the boys will now know that they can graduate from the high school they start and feel the sense of belonging and hope that only HOME provides.

Local Families, Local Impact!

Our 2018 home build not only provided affordable housing to a family in need, it has also revitalized a neighbourhood street that was negatively impacted by an abandoned house. Thanks to the support of Leamington City Council, Habitat was able to purchase a dilapidated house for one dollar. All salvageable materials were removed from the house and it was then torn down, and a brand new decent affordable home stands in its place.

2018 Real Renewal on Askew St.:

Before:



After:



For every \$1 invested, there is a \$4 return to your community!

Sponsorship that Reaches Hearts and Minds

Sponsorship of a Habitat Build offers an opportunity like no other:

- An unparalleled team-building experience: your employees, clients, partners, family members or other stakeholders will help build homes in partnership with Habitat families in your community.
- Valuable marketing and promotional opportunities for your brand.
- Alignment with a high-profile and widely respected international charitable brand.



Your investment has a lasting impact on:

- **Windsor / Essex:** Every \$1 invested has a \$4 impact on local communities.
- **Your brand:** Association with a Habitat Build gives you exposure and positions you alongside one of the world's most recognizable brands. Habitat for Humanity has been named "Brand of the Year" in the social services nonprofit category based on the 2016 Harris Poll EquiTrend® Equity Score.
- **Your team:** Members of your organization will leave feeling more engaged and more connected to your company.

We invite your organization to consider the following sponsorship opportunities:



Community Sponsor

\$30,000 – Presenting Sponsorship on both Kingsville Home Builds*

The choice to sponsor a Habitat home build offers incredible benefits – not only to the sponsor, but also to Habitat partner families and the entire community.

- † Habitat Homeowners become taxpayers that contribute to the municipal tax base
- † Local houses are repaired or rebuilt
- † Community members to come together and work side by side in a meaningful way

Partner families always benefit from affordable homeownership, which offers a qualified family in need an opportunity to:

- † Dramatically improve their lives and the future of their children
- † Purchase an affordable home at a 0% interest rate with no down payment
- † Invest 500 hours of sweat equity surrounding the build of their home

The benefits to your organization in partnering with Habitat for Humanity Windsor-Essex are many. Title Sponsors take a lead role in providing affordable home ownership in our community. Your sponsorship includes

- † Recognition on corporate sponsor sign at all build sites
- † Four (4) Team Build Days (see Team Build page for full event details)
- † Exclusive Sponsor Logo on all Build Volunteer T-shirts (worn by thousands)
- † Title sponsorship noted on all build related media releases
- † Extensive social media coverage including boosted posts
- † Advertising recognition on digital display at both ReStore locations
- † Recognition at Ground Breaking & Dedication Ceremonies

*Amount may be annualized, flexed, or combined with other sponsorships for past Habitat for Humanity Windsor-Essex sponsors



Home Sponsor(s)

\$5,000 – Collaborative Sponsorship of a Ford City Home Build in 2019 or 2020

The choice to sponsor a Habitat home offers incredible benefits – not only to the sponsor, but also to Habitat partner families and the entire community. Partner families and the community will always benefit from affordable homeownership, which offers a qualified family in need an opportunity to:

- † Dramatically improve their lives and the future of their children;
- † Purchase an affordable home at a 0% interest rate with no down payment;
- † Generate equity and pride of ownership in a home;
- † Invest 500 hours of sweat equity surrounding the build of their home;
- † Ease the financial burden of living in substandard, poverty housing; and
- † Generates tax revenue for the municipality

The benefits to your organization in partnering with Habitat for Humanity Windsor-Essex are many. Title Sponsors take a lead role in providing affordable home ownership in our community. Your sponsorship includes

- † Recognition on corporate sponsor sign at the build site(s)
- † Two (2) Team Build Days (see Team Build page for full event details)
- † Build day media releases
- † Extensive social media coverage
- † Recognition at Ground Breaking & Dedication Ceremonies



Team Build Days

\$1,000 (1 – 7 Team Builders)

\$1,500 (8 or More Team Builders)

Working on a Habitat for Humanity Windsor-Essex build project is a great way to bring your group together to focus on teamwork, serve the community, meet new people and have a great time! We welcome groups of all kinds to join us as we strive to reverse the cycle of poverty through affordable homeownership. You and your team get to work alongside the homeowner and change the life of a local family forever.

All Team Build Days include the following:

- † A build day for members of your group/team/staff;
- † A Build t-shirt for each of your group's volunteers;
- † Team Build orientation covering team building goals and build project specific skills;
- † Framed Team Build photograph;
- † Lunch and snacks and refreshments provided;
- † Recognition on our website: www.habitatwindsor.org
- † Invitation to Home Dedication Ceremony

It would not be possible for Habitat for Humanity Windsor-Essex to provide affordable homeownership opportunities without the support of individuals, service organizations and corporations like yours.



Habitat for Humanity Windsor-Essex

Founded in 1994, Habitat for Humanity Windsor-Essex is a non-profit, faith-based organization working for a world where everyone has a safe and decent place to live. Our mission is to mobilize volunteers and community partners in building affordable housing and promoting home ownership as a means to breaking the cycle of poverty. For more information, please visit www.habitatwindsor.org

FOR MORE INFORMATION, CONTACT:

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Habitat for Humanity Canada

Founded in 1985, Habitat for Humanity Canada is a national, charitable organization working toward a world where everyone has a decent and affordable place to call home. Habitat for Humanity brings communities together to help families build strength, stability and independence through affordable homeownership. With the help of volunteers, Habitat homeowners and 54 local Habitats working in every province and territory, we provide a solid foundation for better, healthier lives in Canada and around the world. Habitat for Humanity Canada is a member of Habitat for Humanity International, which was established in 1976 and has grown to become a leading global nonprofit working in more than 70 countries. For more information, please visit www.habitat.ca



Habitat for Humanity®
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