



Habitat for Humanity Canada

Electro-Federation Canada

2019 impact report

A message from Electro-Federation Canada to our members

Electro-Federation Canada (EFC) strongly believes that everyone deserves a safe and affordable place to call home and is proud to partner with Habitat for Humanity. The 2019 program achieved over \$1 million dollars in support resulting in over \$4 million in societal impact.

“It is rewarding to see that EFC members are strong supporters of the program as many organizations listed in this report not only contribute financially, but also provide product and volunteer support to Habitat affiliates across Canada,” said Russ Morgan, EFC Chair, Habitat for Humanity and Vice -President, Sales at IPEX.

“This Habitat program not only supports Canadian families,” said John Jefkins, EFC Vice-President, Member Engagement and Corporate Partnerships. “But it also demonstrates that the electrical industry is a driver in corporate social responsibility which is important in attracting and retaining talent.”



Partners in building strength, stability and independence

Dear Electro-Federation Canada (EFC) and its members, thank you for your support of Habitat for Humanity Canada this year, and for partnering with us to empower more people through access to decent and affordable housing. By working with Habitat for Humanity organizations in countries around the world, we're ensuring that the housing solutions are both by and for the community, meeting the unique needs of each neighbourhood. Decent and affordable housing builds stronger and healthier communities, but far too many people are living in inadequate housing.

I want to tell you about Yandira, a single mother of two who had to make the difficult decision to check themselves into a shelter because she was unable to find an affordable rental and her rental at the time was falling apart and unsafe to live

in. After eight months living in the shelter, she was able to rent an apartment. But, as Yandira shares, she had to “sacrifice spending time with my kids to take on second jobs or weekend shifts in order to pay the rent.” Her new Habitat home means she can now build more financial stability that will open up future opportunities for herself and her children.

Every day, more families are caught in punishing cycles of unpredictable rent increases, overcrowded conditions and a lack of affordable housing. These families live with a constant burden of uncertainty, stress and fear – especially their children. But Habitat changes all that. Your support helps change all of that. Collaboration is vital to our success. Together, we can empower families to build healthier, more financially stable lives.

Thank you,

Jennifer Hearn,
Vice President, Philanthropy Habitat
for Humanity Canada

Thank you to EFC members who donated to the 2018-2019 campaign

3M

Bartle & Gibson

Bosch

Cree Lighting

Eaton*

Electro Cables

Electrozad

Gerrie Electric

Glen Dimplex*

Hubbell

Ideal Industries

IPEX

Legrand

Leviton

Liteline

Techspan

Napco

NCS

Nexans

Nexleds

Robertson

Roney

Signify*

Southwire

Stelpro*

* Denotes major donors to the campaign.

Impact at-a-glance



Donations to Habitat Canada impact over 400 communities across Canada, helping people who are living in core housing need become Habitat homeowners. During the 2018-2019 campaign, Electro Federation Canada members invested over \$40,000 in cash and almost \$1,050,000 in build and ReStore gift-in-kind donations in support of local Habitat homebuilding projects across Canada.

On average, Habitat generates \$175,000 of benefits to society per home. These benefits come in the form of Habitat homeowners' reduced reliance on social housing and food banks, better educational and employment outcomes, and improved health. That means for every dollar invested into a Habitat home, \$4 is returned to the community in the form of social benefits, quadrupling the impact of your donation. But supporting Habitat for Humanity in Canada is not just good for the community – it makes good business sense as well. A study on corporate social responsibility (CSR) showed

ELECTRO
FEDERATION
CANADA **EFC**



Impact in numbers



\$1,090,000

invested in
Habitat Canada



\$4,360,000

in societal impact

\$1 invested in Habitat Canada = \$4 in social good

Team building

Habitat Canada's Team Building opportunities are a unique and engaging way to connect your employees to an important cause – helping them build stronger relationships with one another while they build homes for people in need of decent housing. The best part? Volunteers don't need any special skills, just enthusiasm and a willingness to learn.

Working alongside future Habitat homeowners, community volunteers and seasoned Habitat construction staff, your team members showed up to swing a hammer on build sites in Mississauga and Oshawa. Thank you for providing us with some truly amazing volunteers, who helped future Habitat homeowners build not just a decent and affordable house, but a place where they can make memories with their families for generations to come. Thanks to partners like IPEX and Signify, these homeowners are also building financial stability and independence.



Pictured below: Signify team members on site in Oshawa.



Want to engage? Consider a build day



Employees experience a **strengthened relationship** with their colleagues.



A Habitat Build Day is an opportunity to **learn new skills**.



Build days **will enhance your team's understanding** of Habitat's mission.



Your employees get to make a **meaningful and positive impact** in their community.

Pictured below: IPEX team members on site in



Overcoming adversity

Yandira's story is one of resiliency and perseverance. A single mother of two, she's overcome much adversity to give her children the best life possible. The journey which led her to become a Habitat homeowner is living proof. The first home Yandira and her children lived in together started to deteriorate soon after moving in. She did not know at first, but after a few months, she noticed mold growing in the home. Yandira let her landlord know about the situation but he refused to do anything about it. Over time, the home continued to fall apart. The heater broke, and when the service provider came to fix it, Yandira was informed that they almost experienced a gas leak, which would have put their family's safety at risk. At around the same time, the landlord started to limit their hot water use, and would shut off their power for periods at a time. He would even lock the door to the laundry room so they couldn't wash their clothes when they needed to. "The landlord neglected us and had no concern for our safety and well-being," says Yandira. "My children wore jackets inside because it got so cold at times. I had no choice but to contact the authorities and escalate the matter to City Hall, but nothing came out of it."



Yandira was advised to get a new place but couldn't find a decent, affordable rental unit suitable for her family in the city. She decided that the best move they could make at the time was to check themselves into a family shelter. "It was one of the hardest decisions I have ever had to make," says Yandira. "But it was the only way for us to have a roof over our heads while I continued to work, and save money to get a decent place for us to live."

After eight months of living in the shelter, Yandira was able to save enough money to rent their own place. But four years later, the family has already outgrown the unit. It has been difficult for the children to find the space and privacy they need to do homework. And their grades started to suffer.

Yandira had no choice but to look for new housing options. Through her search, she came across Habitat for Humanity GTA's affordable homeownership program and decided to apply.

"Over the four years of living in our previous home, I've paid more than \$80,000 in rent to our landlord," says Yandira.

"I've had to sacrifice spending time with my kids to take on second jobs or weekend shifts in order to pay the rent."

After being accepted to become a Habitat homeowner at Pinery Trail, the family was relieved. They've moved into their Habitat home that they own, and one day Yandira can pass down to her children.

"I've had to sacrifice spending time with my kids to take second jobs or weekend shifts in order to pay the rent."

Yandira, Habitat homeowner



Thank you

On behalf of Habitat Canada, local Habitats across the country and proud, new Habitat homeowners, we would like to thank Electro-Federation Canada for its support and generous commitment to helping Canadian families build strength, stability and independence through affordable homeownership.

Thank you for continuing to support our vision of a world where everyone has a decent place to live.

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everyone
deserves a place to call home.



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