

your 2021 impact



Electro-Federation Canada

with **YOUR** support
we partnered with
212 working families

all that is possible, with YOUR support

Dear Electro-Federation Canada,

This year continued to be an unpredictable year for all of us, but more so for the many families living with lower income for whom the pandemic has pushed homeownership further out of reach. The pandemic has highlighted the importance of housing and we need to make sure that everyone in Canada has access to the stability and security that come from having affordable and equitable housing.

At Habitat for Humanity Canada, we know that housing is so much more than bricks and mortar. Beyond the build, decent housing transforms people's futures, strengthens communities and fosters resilience and stability that drive positive social and economic outcomes for all. Every single Habitat home transforms lives, not only the lives of the families who help to build their own homes and pay an affordable mortgage, but also the lives of volunteers and Habitat supporters who give back to their community through donations, volunteering and support.

Homes are an investment in the future health and sustainability of the communities we serve. Your generosity helped ensure that local Habitats across Canada were able to continue building, so that families had access to safe and affordable housing when they needed it the most.

On behalf of Habitat for Humanity Canada and every local Habitat across the country, please accept my heartfelt thank you for continuing to partner with us, and for opening doors for even more families to have a safe and affordable place to call home.



A handwritten signature in black ink that reads "Julia Deans". The signature is fluid and cursive.

Julia Deans,
President and CEO
Habitat for Humanity Canada

with **YOUR** support

212 families moved into their new Habitat homes. These families included **484 children, 88 single parent led households, and 22 Indigenous families.**

DONATIONS

In 2021, EFC invested \$216,218 in cash and \$803,104 in ReStore and build gift-in-kind donations in support of home-building projects of local Habitats across Canada. Investing in Habitat Canada has a long-term impact that goes far beyond four walls. Did you know that every Habitat home generates \$175,000 in benefits back to the community? And for every dollar invested into a Habitat home, \$4 are returned to the community in the form of societal benefits, quadrupling the impact of your donations. That means EFC's investment in building stronger families and stronger communities had a \$4M impact.

\$216,218

PARTNER CASH
DONATION

\$588,192

PARTNER RESTORE
DONATION

\$214,912

PARTNER BUILD GIK
DONATION

***\$4M**

SOCIAL GOOD
*\$1 = \$4

* For every \$1 invested in a Habitat home, \$4 in social benefits/benefits are returned to the community.



with **YOUR** support

Over **15,000 volunteers** helped local Habitats across Canada **build homes, operate Habitat ReStores and engage their communities** in the work of Habitat for Humanity.



HABITAT BUILD DAYS

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, EFC member Schneider Electric employees showed up to swing hammers on build sites in Montreal, Ottawa, Oshawa, Calgary, and North Saanich. 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.

83

VOLUNTEERS

600

VOLUNTEER
HOURS

7

COMMUNITIES
SERVED

with **YOUR** support

Thank you for investing in Habitat for Humanity through the EFC Day of Giving. By leveraging your support, we were able to raise **\$216,218** for local Habitats across Canada so they can continue building homes for families in need of safe and affordable housing. Through this campaign we reached over **29,680** people who now know EFC supports Habitat and its mission.

EFC DAY OF GIVING

On October 4, 2021, World Habitat Day, EFC members and their business partners joined forces for the first annual EFC Day of Giving campaign in support of Habitat for Humanity. The campaign was a great success, exceeding the initial fundraising target of \$100,000, to raise \$216,218 to help families build strength, stability, and independence through affordable homeownership.

The campaign was promoted to EFC members and the wider public on electrofed.com and habitat.ca, through the EFC member newsletter, and on social media, earning 29,238 impressions.

\$216,218

FUNDS RAISED

29,238

IMPRESSIONS

442

WEBSITE VIEWS



ELECTRO
FEDERATION
CANADA

EFC

DAY OF GIVING

OCTOBER 4
2021

IN SUPPORT OF



Habitat
for Humanity
Canada

EFC DAY OF GIVING

Habitat Canada is incredibly grateful to the following EFC members for the donations they made during the EFC Day of Giving campaign.



ELECTRO FEDERATION CANADA **EFC** DAY OF GIVING OCTOBER 4 2021

IN SUPPORT OF



with **YOUR** support

Over 518,100 **pounds** of
product diverted from landfills.

RESTORE GIK

EFC members' gift-in-kind product donations allowed us to provide quality items for sale at Habitat ReStores across Canada. With more than 100 stores across Canada, Habitat ReStores are an innovative social enterprise, and the money generated is used to fund local Habitat for Humanity homebuilding projects and operations. It's also an environmentally conscious decision, as much of the product donated is new, gently used or customer returns that would otherwise end up in a landfill.



\$588,192

TOTAL VALUE OF
PRODUCT DONATED

518,100

LBS. DIVERTED FROM
LANDFILL

20

LOCAL HABITATS
SUPPORTED



BUILD GIK

EFC members' generous product donations helped build more homes for families in need of safe and decent housing. Building materials like these don't just help off-set construction costs by allowing local Habitats to build more homes, they also ensure that we're building with high-quality materials. This year 15,000 volunteers from across the country, including new Habitat homeowners, built homes with your donated product. To Habitat homeowners, your donations are an integral piece of a safe and decent home – a home that will provide a solid foundation for them to live out today's realities and prepare for tomorrow's transformations.

\$214,912

TOTAL VALUE OF PRODUCT DONATED



your 2021 impact



**“It gives us
stability. I want my
kids to get a good
education. To do
well and succeed.**

- Chelsey,
future Habitat
homeowner

HOME IS FOR PUTTING DOWN ROOTS

For Chelsey and Owen, finding out they would be Habitat homeowners has felt like winning the lottery. “My father still lives in the same home that I grew up in. There are so many memories. Knowing that you can come back to the home you grew up in, for holidays and family dinners – there’s comfort in that. And that’s what I want for my family,” says Chelsey.

Chelsey and Owen have a beautiful, blended family. They have five children and initially couldn’t live together under one roof as their place was too small. But when their eldest daughter, Bailey, moved out to go to college, they were able to squeeze in together, although with four growing boys, aged 10, 14, 14 and 17, the place was still cramped. Finding a new apartment at a price they could afford with the space they needed was next to impossible.

“It’s been a struggle. We live in a rental and while it’s not the worst of neighbourhoods, it’s not the best either. There’s limited housing in our area and we just couldn’t come up with a down payment to buy a home,” shares Chelsey.

Years ago, a college classmate who volunteered for Habitat for Humanity, told Chelsey about Habitat’s homeownership program. A single parent at the time, she applied but didn’t have the necessary income to qualify. However, when Habitat for Humanity Cornwall & The Counties reached out to Chelsey two years later, this time Chelsey and Owen applied together and were accepted.

The land Chelsey and Owen’s home will be built on was donated by the Mohawk Council of Akwesasne. Owen belongs to the Band, and the land is across from Pilon Island, where Owen’s grandfather used to live. Many years ago, Owen’s grandfather sold his property on the Island to the Mohawk Council, and in partnership with Habitat Cornwall, the Mohawk Council donated land for Chelsey and Owen’s family to live on. This land too, has significance and memories. It

was the meeting place where Owen’s grandfather would pick him up before they canoed over to his property to spend time together. The groundbreaking for the family’s new home was held this past October and was attended by Mohawk Grand Chief Abram Benedict.

Although Chelsey and Owen’s home build was delayed due to the pandemic, the family is close to finishing their 500 mandatory volunteer hours. Pre-COVID they volunteered at the Habitat ReStore and at several Habitat fundraisers. During the summer of 2020, Owen who is a carpenter, built over 50 bird houses and feeders and the family painted them, giving them to their local Habitat ReStore to sell. They plan on helping on the build site once construction is underway.

For Chelsey, homeownership means safety and security for her children and putting down roots in a forever home so that her family can thrive. It means a place for making memories. They’re looking forward to the extra space, privacy, and creating a vegetable and herb garden and canning backyard produce.

Their new home will be a warm and inviting place for family and extended family to gather for holidays and dinners. And most importantly, their new home will also be a launching pad for their children’s future.

“It gives us stability. I want my kids to get a good education. To do well and succeed. That’s my dream.”

“I’ll have a home to provide for my children when they’re ready to leave for college or university. If they want to come back, there’s that option. In the future, it’s where my grandchildren will come visit – I’ll have that for them, too. That’s how far I’m thinking into it. I want that reassurance for my family and for their children,”

- Chantel, future Habitat homeowner

HOME IS FOR GENERATIONS TO COME

For Chantel, home is an intergenerational gift. An everlasting place of belonging. A gift she will pass on to her children, whom she hopes will later pass on to her grandchildren, and then her great-grandchildren after that. When Chantel got the phone call from Habitat for Humanity Manitoba, letting her know that her application was accepted, she was immediately thinking towards the future.

For many like Chantel, home will always be more than four walls and a roof over their head; it will be a place to return to. Chantel wants her children to have that option — to have somewhere to come back to. This is one of the many, many advantages ‘home’ provides.

“I’ll have a home to provide for my children when they’re ready to leave for college or university. If they want to come back, there’s that option. In the future, it’s where my grandchildren will come visit – I’ll have that for them, too. That’s how far I’m thinking into it. I want that reassurance for my family and for their children,” says Chantel.

As a single mother to three children, aged 16, 12 and 10, Chantel truly does it all to support her children. Recently, she decided on a significant career change — from Early Childhood Education to Human Resource Management — to provide more for her family and is currently studying alongside her full-time job. She has an impressive work ethic and is constantly striving to create a better future for her children – this is where Habitat comes in.

Chantel first heard of Habitat for Humanity’s Homeownership Program about ten years ago. She didn’t think much of it at the time,

assuming she wouldn’t qualify, and spent the next ten years renting from Manitoba Housing. But after her family started outgrowing their rental, Chantel decided to take a chance and apply. Much to her excitement, her application was successful.

The process has been moving quickly. Within weeks of partnering with Habitat Manitoba, Chantel started working towards her 500 hours of mandatory voluntary service. The entire family has been cutting grass all summer, and her children are always more than excited to help. They’re eager to participate as often as they can, because they know what’s next. They’re looking forward to having a bigger house, to finally having their own rooms, and having space for the hobbies they all enjoy.

Most of all, they’re looking forward to being together in a space that is their own.

Chantel foresees her new home being a place for growth – both for herself and her children. As she looks towards the future, she sees new opportunities within their grasp, and she can’t wait to take full advantage of the strength and stability a Habitat home provides.



“Finally, our dream of having a stable and safe place to live for Owen and our future baby is going to become a reality thanks to the generosity of Habitat

- Mary-Claire, future Habitat

HOME IS FOR MAKING DREAMS COME TRUE

Mary-Claire's family's story began in 2014, when she left her four-year old son, Owen, and husband Phillip, in the Philippines to come to Canada to work as a live-in caregiver. Ever since she was a little girl, she had always wanted to live in Canada – it was a dream come true. “Coming here alone was very hard. Being away from my young son and husband was hard and at times I felt incredibly lonely. It was a big change moving from the Philippines – the culture, the food and the language were all new to me,” shares Mary-Claire.

Three years later, Mary-Claire applied to become a permanent Canadian resident and to have her son and husband join her. Her goal? To own her own home so that Owen would have a stable place to grow up. But that would have to wait. The family moved into a 100-year-old two-bedroom townhouse rental in an unsafe

neighbourhood, where yearly rent increases and fixed costs were eating up 60 percent of their income, and the house was showing its age with leaky pipes among other issues.

Mary-Claire and Phillip wanted to find a permanent home for their family to ensure that Owen grew up in a stable home and safe neighborhood. This past summer, while speaking with a co-worker about how expensive it was to buy a home here in Canada, Mary-Claire's colleague asked if she had heard about Habitat for Humanity.

“I had no idea what she was talking about. The next day, I researched Habitat and learned that we could own our own home with affordable mortgage payments geared towards our income,” says Mary-Claire. “All I could think about was what if we couldn't make enough to pay





rent and save money for Owen to go to university? Phillip and I made the decision to apply to Habitat for Humanity Greater Ottawa's Affordable Homeownership Program the very next day."

On September 16, 2021, their lives changed forever. Mary-Claire and Philip received a letter of acceptance into the program from Habitat Greater Ottawa. Serendipitously, this was also Phillip's birthday and the day they found out they were expecting their second child. They were elated.

"Finally, our dream of having a stable and safe place to live for Owen and our future baby is going to become a reality thanks to the generosity of Habitat donors and volunteers."

Families who partner with Habitat for Humanity are also required to volunteer 500 hours. Mary-Claire and Phillip have been volunteering at the Habitat Trainyards ReStore and Phillip has been hard at work on the build site working alongside future neighbours. "Not only is Phillip helping to build our future home, but he is learning so many skills that can be used to do things around our house."

Mary-Claire and Phillip are counting down the days to receive the keys to their future home. Owen is excited to make new friends. They can finally rest easy knowing that there will be enough room for their entire family and that their children will be able to go outside and play with friends in a safe neighborhood.

Between working and volunteering, the family is decorating their rental for Christmas. Says Mary-Claire, "all I can think about is celebrating the holiday season next year in our new home. As a child, my house was always busy with friends, neighbors and family coming over to celebrate special holidays and we cannot wait to do the same in our new home."

Electro-Federation Canada

Thank you!
for YOUR support

Contact

Relationship Manager

Kathy Brett
Manager, Fund Development
kathy.brett@habitat.ca

Account Managers

April Gibson
Director, Partner Services and Stewardship
agibson@habitat.ca

Shilo Darling
Coordinator, Build Gift-in-Kind Program
sdarling@habitat.ca