



Greater Ottawa
Habitat for Humanity®
Habitat pour l'humanité®
La Grande Région d'Ottawa

Gift-in-kind Sponsorship Package



every gift

can help families build strength,
stability and self-reliance.

Habitat GO brings communities together to help local families achieve the dream of homeownership. Since 1993, Habitat GO has served 72 families in the Greater Ottawa area.

Our future homeowners build their home alongside volunteers and then pay an affordable mortgage. Your support will help bring independence to families in need of a decent place to live.

Partnership with Habitat GO means that you're teaming up with one of the most trusted and recognized non-profit organizations in Canada and the U.S. We offer your firm the opportunity to build a visible legacy of your commitment to strengthening your community.

In 2017, Habitat for Humanity Greater Ottawa (Habitat GO) embarked on the largest project it has ever undertaken. The development consists of 16 townhomes on a parcel of land in Orléans. Phase I began in the spring of 2017 with the construction of four townhomes. In 2018, four families will receive the keys to their new homes, and we will break ground on the next four townhomes for Phase II. Phase III will begin in 2019.





Build teams. Build hope. Habitat GO's Build Days offer organizations a chance to invest in their employees while making a real difference in the lives of families in need of affordable housing. Working alongside future Habitat homeowners, your team members will roll up their sleeves and work together to help families build their homes.

Habitat GO's team building opportunities are an experience like no other. Employees of all skill levels will learn useful skills as they work side-by-side in a safe environment under the leadership of experienced Habitat crew leaders. While the work will be challenging, it will also be rewarding. Together, your team members will have fun, connect with their fellow colleagues in a truly meaningful way, and leave the build site proud of their accomplishments, their colleagues and their organization.

build your brand



while building homes.

Not only is partnering with Habitat GO a great way to help families and communities, it's good for business. The Harris Poll 2016 Equitrend Equity Score ranked Habitat for Humanity as one of the world's most recognizable brands.



Habitat brand perception quality scored within the top 10% of all brands tested, and was scored as one of the top five brands considered when choosing a charity to engage with. Additionally, Habitat received top scores for emotional connection and social impact.

Based on these scores, and for the second consecutive year, Habitat for Humanity was named Brand of the Year in the social services non-profit category.

Key consumer insights:

-  84% of Canadian consumers would switch brands to one associated with a good cause if price and quality were the same.
-  95% of people agree that companies should support good causes.

Key employee insights:

-  80% of employer-supported volunteers believe that group volunteering strengthens their relationships with colleagues and clients.
-  Engaging in hands-on employer supported volunteer programs resulted in higher productivity and engagement scores.

every partner

helps build the foundation for a stronger community.



	\$75,000	\$50,000	\$25,000	\$10,000	\$5,000
A Habitat GO home named after your company, foundation or an individual	🏠				
Opportunity to present the house keys to the homeowners at the Key Ceremony	🏠				
Opportunity to speak at the Groundbreaking and Key Ceremonies	🏠				
Sponsor photo ops during Groundbreaking and Key Ceremonies	🏠				
Partnership announcement in Habitat GO's e-newsletter, sent to over 8,000 subscribers	🏠	🏠			
Prominent logo placement on build T-shirts worn by all volunteers	🏠	🏠			
Company highlighted during the CEO's speech at annual Steel Toes & Stiletos Gala	🏠	🏠			
Company name included in build-related press releases, and potential opportunity for media interviews	🏠	🏠			
Prominent signage on the build site with your company logo	🏠	🏠	🏠		
Inclusion of company logo on Habitat GO's website and promotional social media content (Facebook, Twitter, LinkedIn)	🏠	🏠	🏠		
Company logo recognition at the Annual Steel Toes & Stiletos Gala	🏠	🏠	🏠		
Signage on the build site with your company name	🏠	🏠	🏠	🏠	
Permission to use Habitat GO's logo on your website for one year	🏠	🏠	🏠	🏠	
Habitat Build Day for 10 members of your team on a date of your choice (\$5,000 value)	Up to 8 days	Up to 5 days	Up to 2 days	1 day	1 day
Photo ops during your build day(s) including group photo with logo	🏠	🏠	🏠	🏠	🏠
Inclusion of company name on Habitat GO's website and promotional social media content (Facebook, Twitter, and/or LinkedIn)	🏠	🏠	🏠	🏠	🏠
Company name recognition at annual Steel Toes & Stiletos Gala	🏠	🏠	🏠	🏠	🏠
Sponsorship acknowledgment in Habitat GO's Annual Report and at its AGM	🏠	🏠	🏠	🏠	🏠



every family

deserves a decent place to live.

Currently, 15.3% of households in Ontario are in core housing need. Habitat for Humanity helps free up much needed space on social housing wait lists by providing affordable homeownership opportunities. Currently, there is a seven year wait list for social housing in Ottawa.

Habitat for Humanity families are happier, healthier and more financially secure after moving into their Habitat home:

- 89% say their family life improved
- 86% reported being happier
- 70% reported improved health, including reduced colds and flu, allergies, asthma symptoms and stress
- 65% reported an improvement in their children's confidence
- Participation in extracurricular activities increased by 61%
- Partner families reduced their use of food banks by 60%
- For every \$1 invested in a Habitat home, \$4 in social benefits are returned to the community

Habitat GO's future homeowners are selected based on the following criteria:

- 1 Must have dependent children;
- 2 Household income must fall between \$46,933 and \$69,542 to enable payment of Habitat GO's interest-free mortgage. Payments are based on 25% of the family's gross income, including the property tax, so the home is always affordable for the family;
- 3 Must be living in substandard or poverty housing;
- 4 Must be willing to complete 500 volunteer hours before they can purchase their home (350 hours for single-parent families).

All mortgage payments are reinvested into our "Fund for Humanity." This means that the more Habitat GO builds now, the more we can build in the future.

For more information, please contact:

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