

A message from our Chief Executive Officer and Board Chair



Alexis Ashworth Chief Executive Officer



Ken Merkley Chair, Board of Directors

2014 was a remarkable year for Habitat for Humanity Greater Ottawa (Habitat GO), which included another successful build in Orléans, exciting partnerships and new plans for the future.

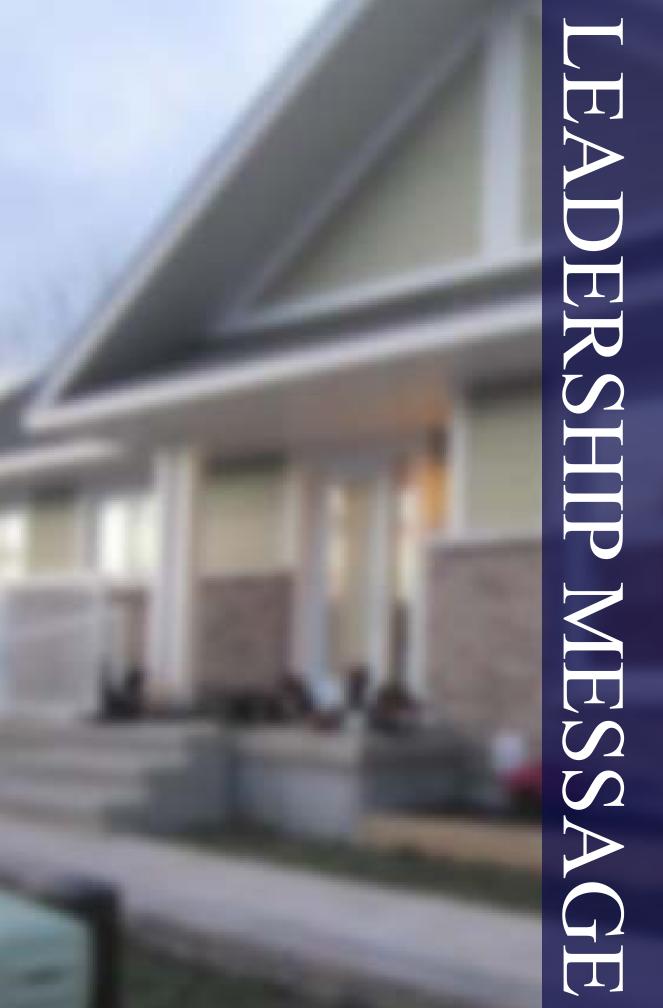
One of the most memorable moments of 2014 was the Dedication Ceremony for the four homes we built from May to December on Nantes Street in Orléans. The event, which took place in one of the new homes, had a lasting impact on everyone in attendance. As Owen Stanton-Kennedy, a Store Manager with the Wine Rack, our lead sponsor, handed the keys for the new homes to our partner families, the warmth, goodwill and optimism were palpable.

The ceremony not only celebrated our new homeowners and marked the completion of our build, it also commemorated the launch of our new 2015 – 2020 Strategic Plan. Earlier in the year, our Board of Directors and CEO set new objectives and outlined five strategic pillars: Capacity, Resources, Quality, Branding and Chapter Development. Developing these five pillars will lay a strong foundation on which our organization can grow. The plan's ultimate objective is to increase the number of safe, decent and affordable homes that we will build in the Greater Ottawa Area each year.

Since 1993, Habitat GO has built, on average, one or two homes per year. In 2014, we added to those numbers by building four new homes, which were purchased by four families comprising of eight parents and 15 children. We have now built a total of 47 homes, renovated another nine, and served more than 55 families.

This annual report gives us the opportunity to celebrate the successes of the past year, reflect on our challenges and look towards the future of the organization. The potential that lies within our affiliate is mighty; we have a passionate staff, dedicated volunteers and loyal sponsors and donors. Many families are still in need of decent, affordable homes in Ottawa, and we must amplify our impact on affordable housing in our community. As long as there are parents who cannot provide safe, decent homes for their children, we must strive to do more.

We have ambitious aspirations for the future. We are planning to complete our 50th home in Ottawa in 2015, but we already have our 100th home in sight. Between now and then, we will rally the incredible community support we have been fortunate to receive over the past 21 years. It is only with the generosity of our donors, sponsors, volunteers, suppliers and tradespeople that we can continue to affect change in Ottawa, one family at a time. Thank you for playing your part in the Habitat GO story.







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OPPORT BUILD

STAFF

Alexis Ashworth Chief Executive Officer

Myrna Beattie Director of Retail Operations

> Denyse Campeau Director of Development

Kristin Harold Director of Engagement

Marilyn Denison Chapter and Family Services Manager

Peggy Winstan Volunteer Program and Services Coordinator

Steve Walsh Construction Manager

Alice Wareham Executive Assistant

> Julie Li Book Keeper

Tasha McDonald Theme Build Coordinator

> Tom Cormier Intern

Alan Avis Assistant ReStore Manager

Brenda Larkin Assistant ReStore Manager

BOARD MEMBERS

Ken Merkley, Board Chair

Richard Lauzon, Secretary

Chris Jerome, Treasurer

Kevin Barwin, Director

Neel Bhatt, Director

Roberto Campagna, Director

Gord Erskine, Director

Elizabeth Maiden, Director

Janice Menezes, Director

Donna Miller, Director

Richard Poole, Director

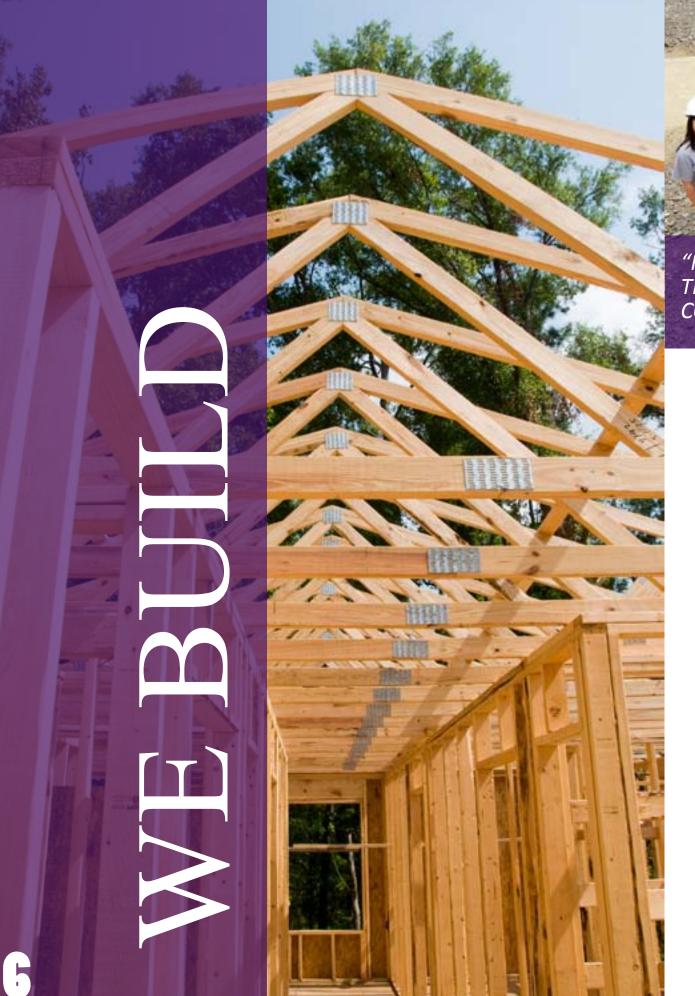
Elizabeth Rae, Director

Robert Ridley, Director

Magda Seydegart, Director

Anne Van Delst, Director

Bruce Wolfgram, Director





1.5 million Canadian families continue to need a safe, decent and affordable place to live. That is about one family on every block, in every community.

OWE BUILD

EXTRAORDINARY COMMITMENT Mission, Vision and Values

Mission

To mobilize volunteers and community partners in building affordable housing and promoting homeownership as a means to breaking the cycle of poverty.

Vision

A world where everyone has a safe and decent place to live.

Values

- All people should have access to safe, decent and affordable housing.
- Every human being has dignity and worth. We respect the people we serve and those who help us.
- We can best achieve our mission through meaningful and mutually beneficial partnerships with others.
- We serve and work with people of all faiths and beliefs in a spirit of justice and compassion.
- We are committed to enriching our organization through diversity and there is a role for everyone committed to our vision, mission and values.

Habitat GO had a year filled with memories and milestones. Here are some of the special moments from the past year.

STEEL TOES & STILETTOS GALA

Thanks to the hard work and creativity of our 2014 Steel Toes & Stilettos Gala Committee and Habitat GO staff, the 9th annual gala was another sell-out success. It raised more than \$67,000, while attracting new friends, building solid relationships, garnering positive media coverage, and creating a memorable evening. The event took place at the Canadian War Museum, and featured dinner catered by The Westin, the music of Jackson Miles and casino tables, as well as live and silent auctions. Thank you to all who attended and supported the 2014 Gala!



BLITZ BUILD

It was not your typical Habitat for Humanity build. The Blitz Build was a partnership between the Greater Ottawa Home Builders' Association (GOHBA), Algonquin College and Habitat GO to raise money for Habitat GO. Over the course of three days in May, volunteers braved below-seasonal temperatures, rain, sleet, and darkness as they worked around the clock for 72 hours to complete the home. Starting from a pre-laid foundation, work began as Mayor Jim Watson kicked off the build with a news conference. Just three days later, the home was finished with only a few minor touch-ups needed on the inside. Once those were complete, the house was put on the market. Susan Vacheresse of Re/Max Absolute Realty sold the Tartan Homes model, located in Barrhaven, for \$426,000, netting almost \$200,000 for Habitat GO.

ZOMBIE RUN FOR HUMANITY

250 runners and zombies came together for the second annual event on October 4, 2014 and raised over \$5,100 for Habitat GO. Habitat's Build Committee volunteers worked hard to help the organizers build the course obstacles and still had the energy to participate in the 5 km run!

CANADIAN STONE CARVING FESTIVAL

Habitat GO was the charity of choice for the Canadian Stone Carving Festival, which took place in July 2014.
Stonecarvers from Canada, the U.S. and Europe carved blocks of limestone into one-of-akind works of art that were auctioned off and raised more than \$11,000.

"20 DOORS FOR 20 YEARS" AUCTION

In honour of its 20th anniversary, Habitat GO asked 20 local artists and art students to answer the question – "What does home mean to me" – and transform 20 doors from the ReStore. Thanks to support from Wyecroft Trim, Caneast Shows and the Shaw Centre, the one-of-a-kind doors were put up for auction and raised more than \$11,000.







by 104 Board and Committee members

Committees are vital to the success of Habitat GO. With a small staff, Habitat GO depends on its committees to help fulfill our mandate. The committees, which are entirely made up of dedicated volunteers, apply their skills or interests in a certain field, support Habitat GO's staff and help spread the Habitat message to the community. Volunteers on Habitat GO's committees are involved in fundraising, special events, faith relations, finance, and communications, etc., depending on the talents they offer.

BUILD

The Build Committee reviews build plans and schedules, maintains a tool inventory and tracking system, establishes safety procedures, and appoints "primes" for each build site. It also provides health and safety training, arranges for first aid training, and oversees the construction of Habitat GO's houses.

COMMUNITY & FAITH RELATIONS

The Community and Faith Relations Committee promotes Habitat GO as a charitable organization and works in partnership with local churches, community groups, service groups, etc.

FAMILY PARTNERING

The Family Partnering Committee partners directly with selected Habitat families to provide guidance and education on becoming a homeowner. They offer financial and homeowner education to the families, and work with them to answer questions while guiding them through the homeownership process.

FAMILY SELECTION

The Family Selection Committee is tasked with the role of selecting and recommending Habitat partner families to the Board of Directors. They offer families support during their application and interview period, and develop the processes and policies for selecting those of greatest need.

FINANCE

The Finance Committee monitors the financial health of Habitat GO and makes recommendations related to the financial management and control to the Board of Directors.

FUND DEVELOPMENT

The Fund Development Committee is responsible for increasing the profitably of the affiliate and strengthening both community and corporate relationships.

GOVERNANCE

The Governance Committee makes recommendations to the Board of Directors about the current governance model, applicable policies, procedures and best practices.

HUMAN RESOURCES

The Human Resources (HR) Committee assists the Board of Directors in fulfilling its legal and statutory obligations related to human resources, including performance, succession and compensation.

LAND ACQUISITION

The mandate of the Land Acquisition Committee is to maintain an adequate supply of building locations to meet the affiliate's strategic plan. The committee seeks opportunities on the open market, through contacts in the development industry, and contacts with public agencies.

MARKETING AND COMMUNICATIONS

The goal of the Marketing and Communications Committee is to continually raise and maintain awareness in the community of Habitat GO's work.

RESTORE

The ReStore Committee oversees and provides expertise and support to the operations of the Habitat GO ReStores in cooperation with the Director of Retail Operations and the CEO. The committee focuses on areas of retail development and marketing, product acquisition, partnering, volunteer management, events planning and internal relations.

YOUTH BUILD

The Youth Build Committee helps develop and implement the first Youth Build in Ottawa. This initiative will provide youth with opportunities to participate in the construction of Habitat homes, organize and participate in community awareness campaigns and fundraising initiatives, and support the mission of Habitat.

WOMEN BUILD

The Women Build Committee is responsible for developing and implementing Habitat GO's Women Build and promoting the involvement of women in the construction of Habitat homes and helping families in need.

CREATING A CYCLE OF HOPE

Every Canadian has the right to a home they can afford.



The more homes we build, the more homes we can build.

We identify eligible homeowners and prepare them for homeownership.



We reinvest all donations and mortgage payments back into the omeownership program.

6

We help them to build their homes with donated funds, materials and volunt labour.



to

Their interest-free mortgage is amortized ensure payments are no more than 25% of their income.

ReStore profits help offset
Habitat GO's operating costs,
ensuring that more of your
donations go directly to
building homes and serving
families





The family purchases their home with a down payment of 500 volunteer hours.

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At Habitat GO, we believe in making affordable housing accessible to hard-working, low-income families who could not otherwise achieve the dream of homeownership.

We make this possible for our partner families by:

- Building homes using volunteer labour and donated materials
- Selling these homes to partner families with a required commitment of 500 volunteer hours
- Offering families an affordable and sustainable no-interest, no down-payment mortgage
- Setting the families' monthly mortgage payments at 25% of their gross income (this includes principal repayment and property tax)

Habitat homes help families avoid making impossible choices between rent and other basic necessities by providing them with a mortgage they can afford. An affordable mortgage allows our partner families to ensure their needs are met – including childcare, transportation, groceries, education, school supplies, medical and dental expenses, clothing, furniture, and more.

Partner families' monthly mortgage payments go into a revolving fund called the "Fund for Humanity." This fund is reinvested into the community, and is used to build more homes for low-income families in need.





Habitat for Humanity helps families and strengthen communities. Research shows that:

86%

of Habitat families report being happier 70%

of Habitat families report improved health 65%

of children experience improved confidence

* CMHC, 2012



HOW YOU CAN HELP

GIFTS OF CASH

We rely on your donations as we receive no government funding. Cash donations of \$20 or more will be given a tax-deductible receipt. Donations can be made by cheque, credit card or pre-authorized payments through your bank account; and you now have the option of donating online from our website, by phone, or via mail. You can also make a gift in honour of a loved one, or to celebrate a special occasion.

JOIN BUILDERS CLUB

The Builders Club is our monthly donor's club. By joining the Builders Club, you will provide Habitat GO with much-needed steady, reliable funding. Depending on your giving levels, you may be eligible for discounts on ReStore purchases, tickets to the annual Gala, and more.

DONATE LAND

Finding affordable land to build on is one of our biggest obstacles, and is crucial to our success. Donated land is always preferable; however, we will consider paying part cash and part tax receipt or purchasing land at below market value.

GIFTS OF SECURITIES

Publicly traded securities (shares, bonds, mutual funds) can be donated as an alternative to cash. These gifts are exempt from any capital gains tax with the tax receipt reflecting the full market value of the gift on the day of transfer.

GIFTS IN KIND

Valuable non-cash gifts (artwork, gift certificates, etc.) are gladly accepted. We also accept in-kind gifts of supplies and materials for our many builds and special events.

PLANNED GIVING

You will create a legacy when you remember Habitat GO in your will, or through your life insurance provider. As a "Legacy Builder," by choosing to leave a bequest, you will know that you are helping to create an enduring legacy of hope, while enjoying possible tax benefits during your lifetime. You simply need to discuss this option with your lawyer, and supply Habitat GO's official name (Habitat for Humanity National Capital Region) and our charitable tax number (#140290735RR0001).

CORPORATE GIFTS & SPONSORSHIP

Corporations can offer Habitat GO support through sponsorships and donations. We can offer your company a unique spectrum of marketing opportunities and a chance to make a difference in the community. Options for corporate involvement range greatly from builds, team building days and special events.



The Muse-Mohamud Family

For Abdirizak and Saida, becoming homeowners in their adopted country is something that was only a dream for a very long time. The couple arrived in Canada from Somalia approximately 20 years ago and they have six children: Zakaria, 18; Sumaya, 15; Sundus, 12; Zubair, 11; Abdurahman, 8; and Sinwan, 6.

The family lived in subsidized housing in an Ottawa south neighbourhood known for criminal-related activity. The family was really looking forward to having a place to call their own in a safe community in Orléans as they realized their dream of homeownership.

Abdirizak works as a custodian for the Ottawa Catholic School Board and Saida is a busy stay-at-home mom who volunteers at the children's schools. Saida and Abdirizak are devoted parents to their children and are very involved with their church.

They were determined to build and purchase a home for their children that they could call their own and where they could realize the big dreams they hold for the future. Research shows that the safety and security afforded by a safe, affordable home is a major contributor to long-term life success.

The children are all good students and the results are evident in their glowing report cards. Zakaria, their oldest son, is in his final year of high school and has plans to enroll in the Police Foundations program at Algonguin College. He volunteered alongside his parents at the ReStore as they worked hard to complete their required 500 hours of "sweat equity."

The El Bayadi Family

The El Bayadi family moved from Rabat, Morocco to Ottawa in 2008. Abdelkrim El Bayadi was a finance controller in Morocco, and is currently working at la Cité Collégiale. His wife, Nadia, who was a teacher in Morocco, now teaches French at a private school in Ottawa.

Their oldest of two sons, Hicham, is 15 and is currently in Grade 10. Being among the top students at his public school, he had the opportunity to participate in a program of mini-courses through the University of Ottawa. He enjoys playing soccer and is a member of the local Air Cadets. Nine-year-old Youssef is in Grade 4 and enjoys drawing, cycling and playing video games.

Abdelkrim and Nadia worked hard on the construction site, which is where they accumulated most of their 500 volunteer hours. They enjoyed helping build their home, and the homes of their future neighbours, alongside of the other build volunteers. They are infinitely thankful for the efforts of Habitat GO's volunteers, donors and sponsors for helping make the dream of homeownership a reality for their family.



Habitat GO is making a big difference in the community and they are helping people to have the opportunity of homeownership.

Nadia El Bayadi - Partner Family



"Omigod, it looks so good! This is beautiful! It's so pretty — I love it!"

Johanne Leduc - New Homeowner



The Leduc Family

Louis and Johanne Leduc are people who inspire confidence. They've come through thick and thin and are the type of people you feel like you've known all your life. Their pride and joy is their son, Carlo, 16, who is a whiz in math and science and totally immersed in music. Louis works in retail sales, while Johanne uses her creative skills to create amazing floral designs. In fact, she created all of the centrepieces used at Habitat GO's annual Steel Toes & Stilettos Gala as part of the family's "sweat equity" volunteer hours. They also worked in the ReStore and helped with Habitat GO's fundraising initiatives.

Louis and Johanne were excited about owning their own home and they worked hard towards that goal. They moved from a mold-infested rental unit to a cramped apartment in Orleans as they waited to purchase their new semi-detached home.

They are grateful to Habitat GO and the many sponsors and volunteers who helped them became homeowners. This family is truly embracing the "hand up" they are receiving and they are looking forward to becoming active members in their family-friendly neighbourhood.

The Ahmed-Haji-Dahir Family

Mohamed Ahmed, Zahra Haji-Dahir and their six children officially became a Habitat GO Partner Family in November 2011. Words could not describe the elation and relief that the family felt upon hearing the news that they would one day receive a Habitat home. Homeownership in Canada has been a dream over a decade in the making.

In 1997, Mohamed and Zahra moved their family from Kenya to Halifax, having left their native Somalia years before. They remained in Halifax for two years before moving to Ottawa in search of greater employment opportunities. Mohamed, an industrial engineer in Somalia, now works as a commissionaire for the federal government, while Zahra focuses her energies on raising their six children (Fardowsa, 19; Alsha, 17; Fadumo, 16; Hafsa, 14; Kassim, 13; and Abdu-Rahman, 9).

The family put in countless hours volunteering in their community, working at the ReStore and they were excited about participating on the building site of their own home.

They are happy that their new home is a good environment for their children and they plan to begin to start saving for their future. They are excited about realizing their dream of homeownership and becoming part of their new community in Orléans.







When I retired I was looking for something completely different and a 'cause' I could identify with. Habitat fulfilled these goals and it was willing to take me in at a very basic skill level. Over 10 years I have found a home for my volunteer life. We all need a sense of place and Habitat provides that for its many volunteers.

Roger Short - Dedicated Voluntee.

Volunteers are the backbone of Habitat GO. There are many ways as a volunteer at Habitat GO, whether its an individual, corporate team, community group, or a small group of friends, with industry skills or not. Like many charities, we rely on volunteers to help achieve our objectives. Our volunteers go above and beyond, and are as diverse as the work that Habitat GO does. They help build houses, volunteer in the ReStore, pick up donated materials, work at tradeshows, complete special projects (such as salvaging, demolition, etc.), and serve on one of our many committees. Please join us to make the dream of homeownership a reality for deserving families in the Greater Ottawa.

Build Volunteers

345 volunteers contributed more than 11,690 hours

ReStore Volunteers

102 volunteers combined for over 6,459 hours

Committees

2,023 hours served by 104 Board and Committee members

Events

82 volunteers donated 421 hours for tradeshows and events

Office

600 hours by two very dedicated office volunteers

Total volunteer hours: 21,193

There is something for everyone to do and volunteers are received and treated with the greatest of respect. When I retired I wanted something worthwhile to do with my time . . . this is my mission!



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PLANNING FOR THE FUTURE

Strategic Objectives



Capacity

Habitat GO will become a sustainable organization with strong governance and a qualified, productive and efficient staff.



Resources

Habitat GO will establish sustainable funding sources, a land bank and thriving ReStores.



Quality

Habitat GO will have documented policies and procedures and will operate in an effective manner.



Branding

Habitat GO will be recognized as a leading voice of affordable homeownership in Ottawa.



Chapter Development

Habitat GO will establish a Chapter network to increase the size and scope of our operations.



In the fall of 2014, the CEO and Board of Directors embarked on an in-depth strategic planning process.

The purpose of the resulting Strategic Plan is to ensure that the Board of Directors and staff share a common understanding of our current position, as well as our future vision for the organization.

The plan aims to identify goals to be accomplished during the 2015 – 2020 period and start the next phase of the organization on a solid foundation.

The goals outlined on the adjacent page – Capacity, Resources, Quality, Branding and Chapter Development – were identified as key pillars of the plan. These goals will be implemented through two companion documents: the Operating Plan and Budget. The Strategic Plan is intended to be incremental and address operational objectives first, followed by addressing growth objectives.

These documents will provide a strategic focus to the organization in the coming years, which will assist us in accomplishing our goal of building more homes with families in need.

The process and final result have been made richer through the involvement of our staff, volunteers and stakeholders.



REDUCE.
REUSE.
RESTORE.



Great prices, great possibilities



Habitat for Humanity runs a social enterprise called the ReStore, a retail operation that helps us fund the organization's administrative costs. The Greater Ottawa ReStores accept donations of quality new and gently used home, building and renovation supplies from individuals, homeowners, businesses and organizations and sells them back to the public at deeply discounted rates. Plus you never pay HST!

New inventory is always arriving from a variety of generous supporters, so every trip to our Greater Ottawa ReStores offers a unique opportunity to discover a fantastic deal, a one-of-a-kind item, or the missing piece in your design inspiration. Shopping at the Restores is also an environmentally conscious

decision, as much of the product sold would otherwise have ended up in a landfill.

Serving the Community

There are two ReStores in Ottawa - ReStore East, located at 768 Belfast Rd., behind the Trainyards, and ReStore West, located at 7 Enterprise Ave., near the intersection of Hunt Club and Merivale.

Along with our full- and part-time employees, we depend on volunteers at our ReStores. In 2014, our volunteers committed 6,035 hours to testing, fixing, cleaning and delivering donations. ReStore staff and volunteers also processed a total of 8,077 donations in 2014.



A good deal

Saving the Environment

The Greater Ottawa ReStores divert more than 1.7 million pounds of waste from our local landfills each year. The ReStores recycle all cardboard and unusable metal that come in on otherwise good resaleable product.

In 2014, the ReStores' electronic waste (e-waste) recycling campaign raised \$25,500 and the scrap metal campaign raised \$11,400.

What you can find at the ReStore:

Kitchens Lumber
Windows Light fixtures
Doors Appliances
Paint Tiles
Hardware Furniture
Home decor Tools





THANKYOU

MAJOR SPONSORS







Crabtree Foundation



Ziebarth Electrical Contractors Ltd.

Building On Fait

SPONSORS

Accenture Inc. **Appraisal Institute** Assembly of First Nations Barry J. Hobin Architects Bell Canada Benefaction Foundation Bethel Pentecostal Church **BMO Nesbitt Burns** Calvary Christian Reform Church **Capital City Church** CLV **CMHC** Coldwell Banker First Ottawa Realty Cornerstone Housing for Women Delta Ottawa City Center

Emmanuel United Church First Baptist Church Five Star Enterprise **GDI Integrated Facility Services Genworth Financial Services Giant Tiger GWLRA** Hallmark Housing Halogen Software Inc. **IBM Global Business Services SAP Practices** Jani-King of Ottawa Carleton Keller Williams Realty Manulife Investments Metropole Home Church Minwaashin Lodge MPAC Nissan Canada

Old Navy Ottawa Carleton School Board Ottawa Insurance Brokers Parkdale United Church PCL Constructors Ottawa district **Prov Serv Window Cleaning Realtors Care Foundation** RON Engineering Schneider Electric Sustainable Forestry Initiative Taillefer Plumbing & Heating TD Bank Group The Brick Toromont **Underwriter Lab** U.S. Embassy Western Union

SUPPLIERS, TRADES & DESIGNERS

AB See Productions
A&W
Aditek
Canarm
Cedar Ridge Designs
CGE
CIPH
Dayton
Grace Presbyterian Church
HireSmart HR
Home Depot

Dymon Storage

Hunter Douglas
Louisiana - Pacific Canada
Lunasole Restaurant & Bar
Magnum Roofing
Portobello Manor
McDonalds
Merkley Supply Ltd.
Metro
Motion Specialties
Mr. Rooter Plumbing of Ottawa
Orléans United Church

Owens Corning Canada
Sherwin Williams
Sobeys
Subway
Sylvania
Tim Hortons
Transport Brisson
VHA Health & Home Support
Whirlpool Canada
Woosley Canada



A LIFE-CHANGING EXPERIENCE

Habitat for Humanity Canada invites you to join the thousands of volunteers from around the world who are working hand in hand to eliminate poverty housing, one house at a time.

Global Village teams bring invaluable support to the communities they visit around the world. Their concentrated people power and enthusiasm give homeowners a real boost. More homes are built each year because of the financial donations Global Village teams make to the hosting Habitat affiliates.

If you have a sense of adventure, are in good health and are willing to work hard, you can be part of a Global Village team.

A Global Village trip can be a life-changing experience. It's an opportunity to gain a greater understanding of development issues and to learn more about another culture and yourself.

You will be more than a tourist; you will be welcomed into the community by your hosts and introduced to the local culture as a guest. You will work and laugh together, share stories, and make new friends. As you let go of many of the comforts of home, you will start to focus on things that really matter. For more information, go to www.habitatglobalvillage.ca.

