



Greater Ottawa

**Habitat for Humanity®**  
**Habitat pour l'humanité®**

La Grande Région d'Ottawa



# every team

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

With the help of volunteers and Habitat homeowners, Habitat Greater Ottawa builds safe, decent and affordable homes, including single-family and multi-unit houses. Habitat has been building homes in Ottawa since 1993, and has served 76 local families over the last 26 years.

Habitat does not give away free homes — the families who partner with us pay an interest-free mortgage geared to their income and volunteer 500 hours with our organization. As Habitat homeowners pay off their mortgage, the funds are reinvested into a revolving fund, which we then use to build more homes for more families in the community. Our model of affordable housing bridges a gap for low-income working families by providing them with the opportunity to purchase their own Habitat home and build a better future for their family.

In 2020, Habitat Greater Ottawa will break ground on Wateridge Village. The build consists of an 8-unit stacked townhome centrally located on the former Rockcliffe Airbase in a growing neighbourhood. The development features eco-friendly design, a common area and two accessible units for families with accessibility needs.







Habitat Greater Ottawa'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 Greater Ottawa'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 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.

### Key consumer insights:

- 93% of Habitat Greater Ottawa supporters would switch brands to one associated with Habitat Greater Ottawa 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 Greater Ottawa 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 Greater Ottawa's e-newsletter, sent to over 11,000 subscribers					
Prominent logo placement on build T-shirts worn by all volunteers					
Company highlighted during the CEO's speech at annual Steel Toes & Stilettos 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 Greater Ottawa's website and promotional social media content (Facebook, Twitter, LinkedIn)					
Company logo recognition at the Annual Steel Toes & Stilettos Gala					
Signage on the build site with your company name					
Permission to use Habitat Greater Ottawa'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 Greater Ottawa's website and promotional social media content (Facebook, Twitter, and/or LinkedIn)					
Company name recognition at annual Steel Toes & Stilettos Gala					
Sponsorship acknowledgment in Habitat Greater Ottawa's Annual Report and at its AGM					





# every family

deserves a decent place to live.

There are far too many families living in inadequate housing in our city. Habitat for Humanity helps free up much needed space on social housing wait lists by providing affordable housing opportunities. Currently, there are 12,000 households on Ottawa's Centralized Waiting list.

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 Greater Ottawa's future homeowners are selected based on the following criteria:

- 1 Must have dependent children;
- 2 Household income must fall between \$47,871 and \$75,130 to enable payment of Habitat Greater Ottawa's interest-free mortgage. Payments are based on no more than 30% of the family's gross income, including the property tax, so the home is always affordable;
- 3 Must be living somewhere that does not meet the family's needs; and
- 4 Must be willing to complete 500 volunteer hours (350 hours for single-parent families) to help build their own home and participate in other Habitat projects and community activities.

## For more information, please contact:

**Alexis Ashworth**  
**Chief Executive Officer**  
 aashworth@habitatgo.com  
 613-749-9950 ext. 222

**Shawna Blanchard**  
**Director of Development**  
 sblanchard@habitatgo.com  
 613-749-9950 ext. 233



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