

2020 EDITION

Rooflines

YOUR PARTNERSHIP IN ACTION WITH HABITAT FOR HUMANITY WATERLOO REGION



every connection
creates the opportunity for a better life



Families Are At The Heart



Meet Michael & Sharon

In the mid 1990s, Michael and Sharon moved their young family from St Johns, Newfoundland to Kitchener, Ontario. One morning, a program on TV was on regarding Habitat for Humanity and their belief that everyone deserves a safe and decent place to live. Michael and Sharon did some research and found an informational session was being held locally, which they attended. They had a dream of being homeowners. In 2001, they were accepted as a partner family with Habitat Waterloo Region and began their 500 hours of volunteering on the build site of their future home.

This year commemorates the 24th anniversary of Michael, Sharon and their boys arriving in Kitchener. "What a joy it will be to see our mortgage paid off, and it would be a terrific way to mark the occasion of our 24th anniversary of coming to a new province, our home filled with many memories, as we look back on how FAST the years flew. November 14th, 2020 is marked on our calendar to be the day our mortgage is **PAID IN FULL.**" Congratulations Michael and Sharon!

"I speak from the heart when I say my family has had a terrific partnership with Habitat for Humanity Waterloo Region for 19 years"

– HABITAT HOMEOWNER MICHAEL

Meet Giancarlo

When Giancarlo was asked to complete a research project on an organization for his grade 10 Careers and Civics class, he decided to focus his efforts on *Habitat for Humanity Waterloo Region*.

"I already knew it was a great charity and I knew a lot about the background of *Habitat for Humanity*, I live in one of their builds, it would be perfect for pictures and I am already familiar with the organization."

After spending 8 years living in a one-bedroom apartment with his mother and sister, Giancarlo found it difficult to play outside, as they were on the top floor. "Not feeling like I was part of a community was tough. Having a home means so much to me! It's easier to play outside and I have a sense of community now.

In August of this year, *Habitat Waterloo Region* received a donation in recognition of Giancarlo's project. Every gift makes a difference, and we thank you, Giancarlo, for being a part of our story.



Our Volunteers



Volunteers are at the very heart of *Habitat Waterloo Region*. As an organization committed to partnerships, we know that the relationship that develops with volunteers is incredibly special. Our volunteers are dedicated, passionate, skilled people. In a normal year, we work with approximately 1500 volunteers.

A number of these volunteers dedicate weekly time to our ReStores and build site. They ask for very little recognition, telling us that volunteering is the highlight of their week.

It was no surprise, then, that our volunteers felt somewhat "lost" when our ReStores and build site shut down in March due to COVID-19 and we asked everyone to stay home and stay safe. But instead of remaining idle, our volunteers dedicated this downtime to their community by sewing masks, looking after loved ones, and cleaning up roadways and parks.

And they wowed us again when we reached out to ask them if they would feel comfortable returning to the build site and ReStores with our increased safety protocols to help us move forward on building homes and to ReOpen our ReStores. They said a resounding YES, returning to their former duties, as well as helping us continue to make Habitat Waterloo Region a SAFE place to be.

The **Don Brown Award** is presented annually to an extraordinary volunteer who has demonstrated a long-standing dedication to *Habitat Waterloo Region*; someone who supports our vision in a number of ways and is an excellent advocate for us. This year, we celebrate Tracey Appleton (*pictured to the right*). Tracey started volunteering with us in 2006 as part of a Team Build Day with her employer. She has since served on our Board of Directors, including several years as our Board Chair, and on several committees. Tracey contributes to her community through volunteerism in various organizations. She believes you get back more than you give when you volunteer. Congratulations, Tracey! You have given so much!



Learn more about our volunteers
habitatwr.ca/volunteer

In Case You Missed It



Community Impact

When tasked with re-purposing our *Habitat Waterloo ReStore* trucks during the COVID-19 shutdown in March & April, we turned to the news and to our community partners in Waterloo Region. A few phone calls, an on-air conversation between CEO Karen Coviello and Radio Host Mike Farwell, some Facebook enquiries with an amazing group of sewists and we were off and driving!

Our Journey

It started with hand loading 160 cases of face shields from this little start-up on Gaukel Street in Kitchener and swiftly delivering them to long term care homes and hospitals around Southwestern Ontario. We used our 24' cargo truck and our pickup to move everything from skids, boxes, fabric bolts, furniture and bags of pet food.



Building Together

We covered 4,000 plus kilometres of road, moved dozens of skids and hand delivered countless boxes of empty bottles, hygiene products, PPE, safety clothing, food and gifts for health care workers, including face masks, gowns, and face shields...we even delivered a load of coconut bowls!

We are truly **stronger together** here in Waterloo Region and at *Habitat For Humanity Waterloo Region*. Thank you to Tom, Scot, Mario, Bonnie, John, Rob, and Ann for this amazing journey. See an overview of our impact on the lefthand side.



Our Partnership in Action

Our Donors



The Build Site

This past year, we have all experienced challenges and uncertain times due to COVID-19. Our build site was no exception. We had the chance to sit down with Chris McCracken, Build Site Supervisor and Maynard Moore, Build Supervisor to learn about a few of the highlights experienced on site.

“With plans shot out of the water since the shut-down, it was challenging for our team to realize that we would not hit our goal of settling 6 families in 2020. By the end of November, we will settle our fourth family of the year and we are moving along nicely to settle two more families early in the new year. We are proud of the work our entire team has done to make life much better

for those enjoying their homes right now.”

— MAYNARD MOORE

“Our volunteers are the heart and soul of our build site. And we learned that they are, even when they were safe at home during our shutdown. We kept in touch with each other by using technology, and maintained these key relationships by sharing pictures and stories, just like we would if we were working together, on the build site. And as we gradually returned to work in June, we saw hearts-in-action as our dedicated crew embraced our COVID-19 protocols to build, cook, and co-labour to help our community build solid foundations for their futures in *Habitat for Humanity* built homes.”

— CHRIS MCCRACKEN

The ReStore

The strength of our ReStores starts with the donations that come from our community. At the core of this strength is the relationships we have with several of the big box stores in Waterloo Region. **Home Depot** has been one of those strong partners—in fact, they were the ones who started it all with us! In the late 1990s, **Home Depot** began a green initiative, where they would donate returned or slightly damaged items to charities instead of sending them to the landfill. Most big box stores have followed suit.

This means that we have a regular flow of new, gently used, or slightly damaged retail items arriving in our ReStores every week.

When the COVID-19 pandemic caused us to temporarily close the doors to our ReStore, like so many retail centres around the globe, we had “relationship”

at the forefront of our mind. We wanted to be able to massage and nurture the relationship we had with our big box stores and continue to provide them with a great solution to their returned goods. Scot, our Habitat truck driver and ambassador, committed to the regular pick ups at the local corporate donors, and our ReStore managers and skeleton staff staged and priced those donations. That meant that when we were ready to open an online store, and eventually reopen our doors to the public, we had a generous supply of quality items to sell.



Toyota Motor Manufacturing Canada (TMMC) has been partnering with *Habitat Waterloo Region* for many years as a House Sponsor—donating \$75K towards the building of houses in Waterloo Region. Financial contributions like these help families in our Region, who would otherwise not be able to purchase their own home, to enter into homeownership. Along with their generous financial contribution, TMMC sent several teams to our build site to work on the construction of the homes. The corporate sponsorship, along with the individual physical contribution of their team members, made significant impact in our build program on an annual basis.

Knowing they could not send any teams of workers to the site this year due to COVID restrictions, TMMC chose instead to donate more, financially. Toyota strives to be a good corporate citizen and a local philanthropic leader and want their staff to be proud of where they work and the impact TMMC makes in

their community. TMMC generously offered to back a matching donation program—promising to match any financial donation made to *Habitat Waterloo Region*—from September to December—up to \$150,000.

The idea is simple—every donation is being matched will help to build more homes in Waterloo Region. Watch our virtual homes be built online at <https://www.habitatwr.ca/site/brick-4-brick> Every brick represents \$2500. Donations less than \$2500 will become part of our “Community” bricks.

Two local partners jumped on board and contributed significant amounts—thanks to **Farwell4Hire** and **KWAR (KW Association of REALTORS®)** for their generous donations!

Thank you to Toyota and our other corporate sponsors for your generosity!





**every
donation**
makes it home



Better Education

Habitat for Humanity children are more engaged in their schooling and more likely to pursue higher education. The future looks bright knowing that these kids will pass on their education-based values to the next generation.



Healthier Families

Safe and affordable housing contributes to our physical and mental well-being. It leads to increased personal safety and helps decrease worry which result in better mental health outcomes.



More Financial Security

Habitat for Humanity homeowners are more financially secure after moving into their Habitat home. Families who spend less time worrying about making ends meet, can spend more time making memories with their families.

How you can support Habitat:

Volunteer

to help change lives in
our community.

Donate

to help more
families build homes.

Shop

the ReStore to
support our local builds.