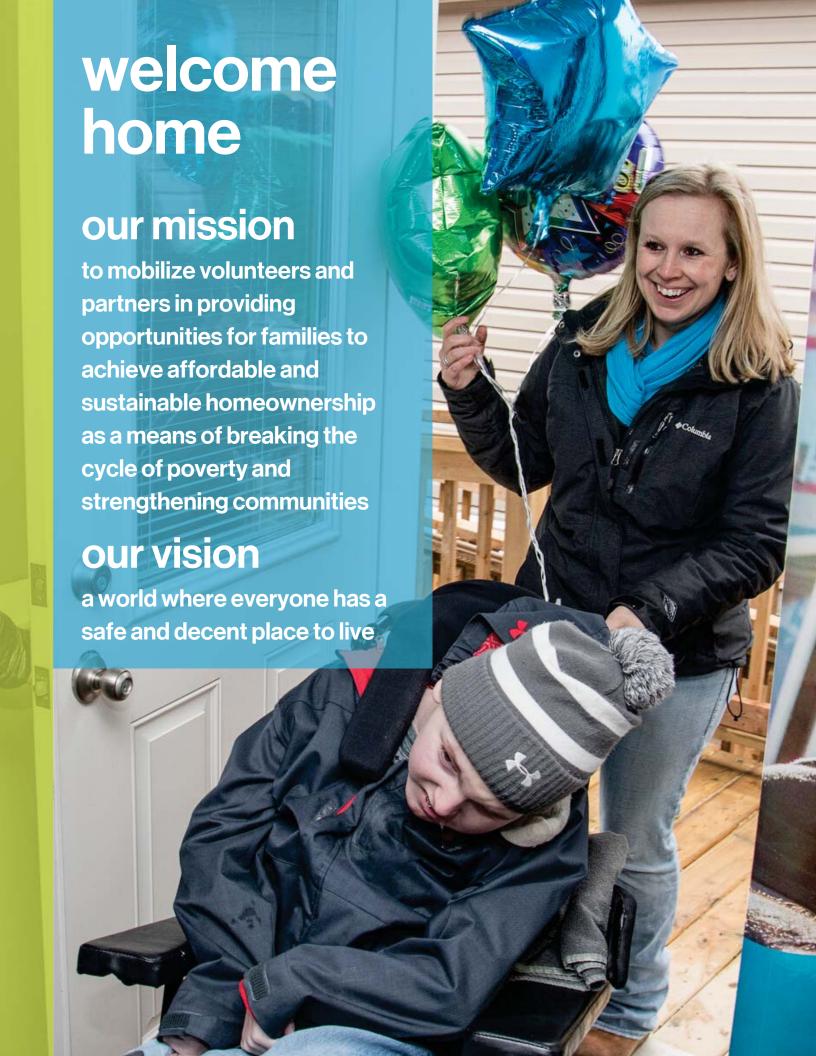




2019 Annual Report





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### building community together

We cannot describe how proud we are to continue impacting the communities of Oxford, Middlesex, Elgin and Perth counties. A dedicated group of volunteers began this journey in 1993 with a dream of providing families in need with a hand-up. Since that first build and our first ReStore, we have worked with 90 local families and children, and have grown to 6 locations.

We have seen the impact first-hand and all we can say is that a Habitat home is life changing for the families we serve. In 2019, we continued helping others achieve their dreams through homeownership. This milestone would not have been possible without every donor, corporate partner, and volunteer or dedicated Habitat staff. It is because of their investment in us that we are able to continuously build homes and serve more families than ever before.

It all started with simple single-family builds, and meetings and design originating in the basement of our volunteers' homes, to an organization that now builds single and multi-unit projects. We have influenced build design and have continued to raise the bar on quality for our families. This creates a great foundation to help us launch multi-unit builds in our future.

Brian Elliot, CEO

Habitat for Humanity Heartland builds more than just homes. We build communities. For Habitat homeowners, the houses we build are a sanctuary where parents feel safe raising their children. It is a welcoming place where families are comfortable having friends and family members over. It is the foundation for children to grow into the best version of themselves – today, tomorrow and for years to come.

Our ReStore growth has us represented in every municipality we serve. This social enterprise has grown to support the needs of our community. Our landfill diversion, recycling programs and community engagement has made us one of the stronger affiliates in Canada. The success of ReStore is directly related to the people who shop, donate and volunteer.

We would also like to thank our extraordinary volunteers; many of whom have been with us for a decade or more! We appreciate the dedication you have shown to our cause - you make our operation possible. Thank you of course to the Board of Directors, and the staff – your commitment to our mission and vision continues to propel us forward every year. As we look back on where we have been and all we have accomplished, we are excited for what lies ahead.

Together, we are building a brighter future for our families and our community.



Paul Féron, Board Chair

## our impact 2019

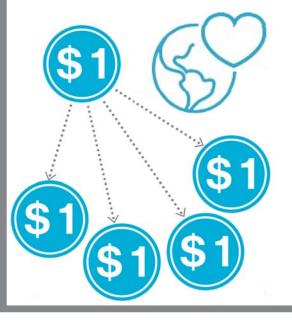
## here's what you helped us achieve

## 239 low-income, working families

across Canada became new homeowners by partnering with Habitat

## \$2,405,876 of societal benefits generated

for the communities we serve. Every dollar donated to Habitat Heartland results in \$4 of societal benefits





### 4 families

moved into their Habitat homes this year



### 84 families

have partnered with Habitat Heartland to achieve affordable homeownership since 1993



### 1,927 volunteers

donated their time to help in our ReStores, on our build sites, and in our offices



## 45,718 volunteer hours

contributed by our ourstanding volunteers!



### \$1,005,276 raised

in donations and gifts in kind, thanks to our generous donors and community partners

## our impact



### Lindsie's story

Lindsie is a single mother taking care of her 16-year-old daughter Mariah, 12-year-old daughter Leah and 2-year-old son Noah. Before moving into their Habitat home, Lindsie's family lived in a three-bedroom basement apartment, where little Noah had to share a room with his mother. In their small living space, Lindsie found pride in creating a very warm and welcoming home environment for her family. This close knit, loving family enjoys spending time together and making new memories.

Lindsie's children are her greatest achievements and motivation in life. Lindsie is a Personal Support Worker at the hospital, working shifts to support her family and save for their future. Like many hardworking single parents, Lindsie thought homeownership was a far-off dream. "I remember feeling really discouraged, like owning a home would not be feasible for someone in my situation," she said. "Habitat gave us hope."

Lindsie, Mariah, Leah, and Noah are now living in their Habitat home at 32 Forbes Street. Their home was our 2019 Community Build, constructed by corporate-sponsored volunteers from the community. Lindsie's family is all settled in to their new home, and looking forward to the future. "This opportunity means a new beginning and prosperous future for my family.", Lindsie says. "Our Habitat home is a place where my family can build memories, stability, and pride."



Brianne is a single mother taking care of her 14-year-old son Brayden. Brayden is severely disabled and uses a wheelchair, and their former home was not accessible to Brayden's needs. Brianne was finding it increasingly difficult to tend to Brayden's daily care and transfer him between rooms in the house. It was very taxing on her physically and she relied on other family members for help. The logistical challenges of caring for Brayden in a home lacking accessibility added unnecessary stress and worry for their safety.

When Brianne was selected to partner with Habitat Heartland and become a Habitat homeowner, she described the event as "life changing". For Brianne and her son Brayden, their 800 square-foot bungalow with special accessibility features means that Brayden can live at home safely and comfortably and remain in Brianne's care for as long as possible.

In their new, accessible Habitat home, Brianne can move about the single level main floor for every part of Brayden's care and daily life activities. She has particularly enjoyed spending time with Brayden in their own backyard and walking around the neighborhood as he really loves the outdoors.

Fittingly, Brianne's home at 28 Forbes Street was Habitat Heartland's Women Build in 2019. This strong single mother's home was built with support by local members of Women In Construction, who came together in a shared mission to help Brianne and Brayden have a safe, decent and affordable place to call home.

According to Brianne, "Owning my own home means stability, being able to keep my son with me longer, and knowing that I can safely transport my son without hurting myself." Thank you for supporting Brianne and Brayden's growing sense of strength, stability and self-reliance.



This year, we began construction on the final two builds of our 17 home Manor Park Habitat Community project in London.

This project began in 2016 when Habitat Heartland Ontario partnered with Homes Unlimited to purchase a parcel of land where a vacant school once sat in the middle of Manor Park neighbourhood. This underutilized property was then divided and developed into affordable rental units by Homes Unlimited and 17 residential housing lots for Habitat to build affordable homes for qualifying local families.

With the Manor Park project, we have been able to build a diverse Habitat Community that will continue to foster strength, stability and self-reliance in our homeowners for generations to come. We are grateful for the generous contributions of the many companies, corporate sponsored teams, volunteers and tradespeople who helped make our mission possible.

## manor park habitat community

Our partnerships with many organizations including non-profit, educational and private companies have allowed us to build a greater vision of affordable homeownership for all. We worked together to mobilize volunteers. donors and community members to provide solutions to affordable living in the Manor Park community for 17 families (70 people, of whom over 35 are children).

The lasting impact of the Manor Park Habitat Community will double the number of homes we have constructed to date. As the Manor Park families pay back their mortgages the funds are reinvested into the Habitat build fund. This is a long-term investment that will reach hundreds of additional families in the counties we serve.

Thank you for your support of the **Manor Park Habitat Community.** 













Forbes St

## 2019 highlights

### february

Genworth Bonspiel fundraiser



### august

Signed MOU with Munsee-Delaware Nation for 2020 Indigenous builds

### march

Key Ceremony for 28 & 30 Forbes Street



### september

Finch Auto Group Party 4 Humanity

### april

Habitat Canada National Conference in St. John's Newfound Land



### october

Key Ceremony for 32 & 34 Forbes St, Groundbreaking for 36 & 38 Forbes St

### may

Groundbreaking for 32 & 34 Forbes Street



### november

Sharon Brennan won the RBC Place London Ambassador Award



Signed MOU with Forever Homes for 38 Forbes Street build



### december

ReNewIt project with CAS to install wheel chair ramp

## 2019 highlights

### our awards

Habitat Canada Mobilized Leadership Award





Habitat Canada Optimal Performance Award

Christian Horizons -Excellence in Action Award



we also won:

Stratford Perth Community Foundation - Communities Award

**London Home Builders Association Nominee** 

## our community events



She Shed He Shed, presented by Old Hickory Buildings was a fun new fundraising event for us this year. Two local interior designers decorated a shed each, one for "him" and one for "her", incorporating items from the Habitat ReStore. The sheds were then displayed and raffled off at the Western Fair Home & Outdoor Show. Corus was the media partner for this event, broadcasting live from the sheds at the home show. Thanks to our generous sponsors, 100% of the funds raised from ticket sales went toward building homes in our community.



### special thanks to:

CORUS - London's Best Rock FM96 and 103.1 Fresh Radio Detailing & Design by Myra Western Fair District Fanshawe College Interior
Decorating Faculty
London Home Builders Association
Women In Construction







title sponsor



platinum sponsors



#### gold sponsors







### judge sponsors

John Kennedy Siskinds LLP









### silver sponsors



**LiUNA 1059** 



### awards sponsor

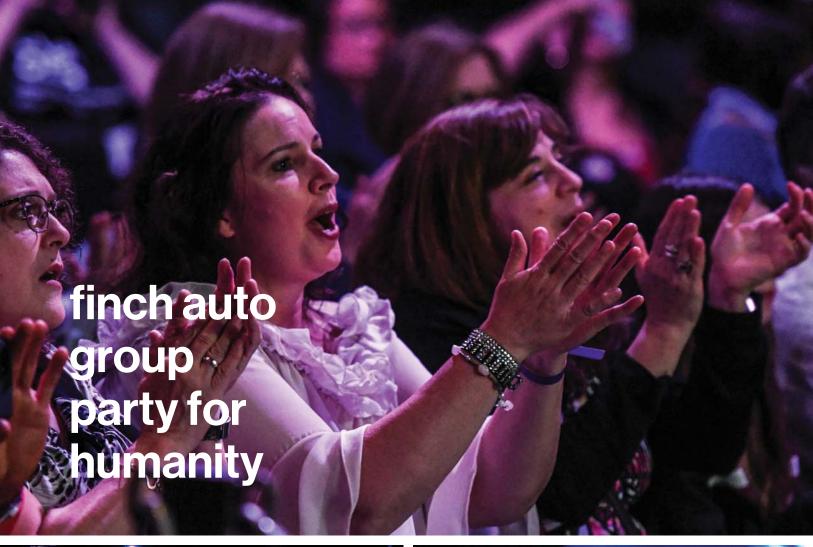


performer sponsors









Thank you to all the supporters, sponsors, judges and contestants who helped make Finch Auto Group Party for Humanity: Classic Rock Edition such an amazing success!

It was a lively evening of great music, with a room full of wonderful people gathered to celebrate and support the work of Habitat Heartland Ontario. Jude Coyle won the Grand Prize, while Randy Bryte, Patrice Robinson and Calvin Jasper Kelly were selected as runners-up by our celebrity panel of judges. The audience agreed with the judges and awarded Jude Coyle with the People's Choice Award. Thanks to Lewkowitz Financial's generous support for making this award possible for the first time.

Every contestant has startstatus in our hearts for giving such energetic and powerful performances on the stage of London Music Hall, skillfully supported by backing tracks supplied and managed by Music Central.



# our environmental impact

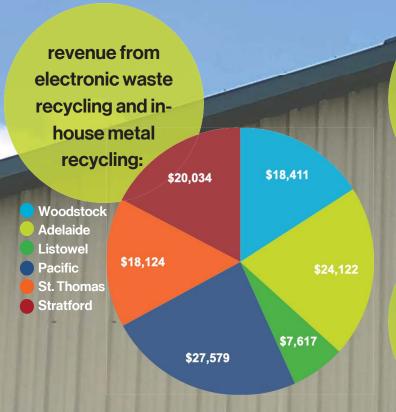


### **Habitat Heartland ReStores**

2019 was an incredible year for our ReStores. Across all six of Habitat Heartland's ReStores, our total sales increased by 6.2% to \$3.4 million and total sales transactions increased by 8% to over 137,000. This success can be attributed to the hard work and dedication of our ReStore staff and volunteers who continue to engage the community and serve our customers with kindness and dedication.

Over 1,700 volunteers participated in ReStore activities in 2019 performing over 30,300 hours of volunteer work. The Stratford ReStore had a full year of operations in their new location which was very well received and led to a large increase in their transactions and sales. St. Thomas and Listowel ReStores, at various times throughout the year, were National leaders in year over year, same month sales increases. These numbers were some of the best performances in the country!

Our environmental initiatives in e-cycling and repurposing continue to have a positive impact. Here are some stats that show just how well our eco-friendly programs have done:



over 500,000 lbs metal recycled

over 26,000 individual donation drop-offs

reduced our waste to landfill by 22%

364,730 lbs e-waste recycled



ReStore

### diamond hammer sponsors





### platinum hammer sponsors







### title sponsors











### financial foundation sponsor



### gold hammer sponsors





















### silver hammer sponsors





























Estate of Mary Bernice Kennedy

















Mike Geleynse

























Wayne Dunn





### bronze hammer sponsors

771936 Ontario Ltd 789562 Ontario Ltd

Agape Foundation of London

Andersen Corporation Apple Store Masonville Atchison Plumbing & Heating Baker McMillian Mech. Inc. Bargain Building Supplies

**BASF** Bath Fitter

Bernhardt Furniture Company

Bill McNevan Blair Massey

Brisson & Massie Mechanical

**Budget Carpet & Tiles** Cadillac Fairview CertaPro Painters

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Crompton Home Building Centres

Concrete Forming David Martin DiCola Drywall Distinctive Kitchens Doug Tarry Homes

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Gina Panopoulos Graham Johnston Great Floor Canada

Great Northern Insulation (GNI)

Habitat for Humanity Greater Toronto Area

Hass Hijazi **Hiebert Enterprise** 

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Tarion

The Agape Foundation of London

Tiffany L Molitor Travelers Insurance

TruGreen

Verbeek Kitchens Ltd. Wellington Park Towers Wilf Noordermeer William Van Lagen

### team day sponsors

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Arido Western Ontario Chapter

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**BDO** Benevity

Bles Biochemicals Inc. Bobbi's Builders

Brose

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Children's Health Foundaiton

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Deliotte

Desiardins Insurance

Digital Echidna

Diply

**DMA Rehability** 

Emco 17

Gallagher

German Canadian Club

Goodlife Fitness **Grant Thornton** Granton

Harrison Pensa LLP

Home Depot - East London

**Hudson Boat Works** Huron at Western

Huron College (Int'l Students)

**IBI** Group

Jumbo Renovations Kevline Industrial Keystone Technologies Kimberly Chesney

LBMX Inc

Learning Centres Inc

Lesley Duffy

LifeBreath Indoor Air Sytems

**LiUNA 1059** London Hydro

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Mavne

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NAV Canada Maintenance Centra

Northern Commerce

Ontario SEO

**ODG** 

Oxford Learning Centres Inc.

Preferred Insurance

Prime Management Group Propel at Western

Public Sector Digest Inc.

rTraction

Sikorski Sausages Co. Sisters of St. Joseph SunLife Financial Trios College TSC Stores Unifor Local 27

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Brian Habicht Bruce Hutchinson Burling & Griffith Flooring

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Daysie Laing Deacon Flooring Deanna Ronson Sponsorships James Van Lagen

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.Interior Floor and Wall Covering

Ivey Honours Ivor Lonev J.D. Lighting Jackie Guenther James Dunlop James Eaves James Cargin James A Hendry

Janet Kawecki

Janice Henwood Jeff Francis Jeff Dique Jeff Klemp Jeff Bridges Jeff McIntosh Jillian Challic Jim Cocchetto Joan Devries John Van Lagen John Sim John Lyle John Schotten John Aguilar John Ruicci John Reardon Judy Al-Fuady Karen Macmillen Karen Butler Kathy Haskins Kathy Mitchell Keith Payton

Kelmat Construction Ken Parnell Kevin Dowell

Keystone Technologies

Kim Kimbark Kim Davis

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Lance Ceaser Lance Gianelli Langford Lumber Larry Sander Laurie Sobie

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Furniture Linda Armstrong Linda Hall Lineworks

London Community Foundation London Extended Stay London Lambeth Rotary Club London Stair & Railing

Loni Enz Louise Collins Lyle Kinsman Lynn Buchner

Made in the Shade Blinds -

Kitchener

Mallett Electric Limited Manolita Pace Margaret Marotta Marge Livesy Marie Biggs Marion Waterhouse Marlene Wettlaufer Martha Coto Max Gamliet

Meaning of Home Student Entries

Megan Telfer Melvin Kitterman Meridian Michael Pizzuti Michael Witting

Michael Brown Micki Angyal Mike Holland Mike Fisker Mohinder Singh Morgan Mr. Dan Warren Mr. John R. Kennedy Mrs. Linda Armstrong Ms. Rose Ann Fulliames Muhammad Alam Mukhtar Ali Sameer Murray Ebel Nabil Danha Nahla Ralih Nancy Lee Naomi Furmston Natasha DeVries Nathan Ryan Neil Elhawk Nelson Lizotte Nicholai Clausius Crawford

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**Noel Demers** 

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### national sponsors











































Proud HVAC Partners of Habitat for Humanity













## our team

### board of directors

Thank you to the members of our Board of Directors for the leadership you all provide to Habitat for Humanity Heartland Ontario

Paul Féron Board Chair

Adam Campbell Director, Governance Chair

Jennifer Spry Director, Governance Committee

Alan MacKinnon \*Director, Governance Chair

Blair Knox Director, Finance Committee, Land Acquisition

Chris Kirwin Director, Land Acquisition Rickie Bertulli Treasurer, Finance Chair

Janice Castell Director - Risk Committee

Ciara Pittam Director - Risk Committee

Dee-Ann Vickers Director, Risk Committee

Kristina Stankevich Director, Fundraising Committee

Scott Louch Director, ReStore Committee

Vera Dokter Director, Governance Committee

### management team

Brian Elliot Chief Executive Officer

Sharon Brennan General Manager, Community Partnerships

George De Vlugt General Manager, Construction

Duncan MacIntosh General Manager, Finance and Administration

Gerry Pieroni General Manager, ReStore Barb Ransome Regional ReStore Operations Manager

Jamie Gilliland ReStore Manager, London

Sean Thievin Assistant Manager, Adelaide ReStore

Haydn Carlin Assistant Manager, Woodstock ReStore

Florance Daniels Manager, Stratford ReStore

Dana Erickson Manager, St. Thomas ReStore

Veronica Burrows Manager, Listowel ReStore

## our team

### volunteers

# Habitat Heartland volunteers gave 45, 659 total volunteer hours in 2019

38% are over the age of 50 and 26% are under the age of 25





45, 659 total hours at \$15/hour = \$684,885 saved in labour costs

1,627 new volunteers joined our team





our team includes 422 youth volunteers between the ages of 16-25

4,670 hours contributed on the build site from construction volunteers





facilitated 36 student volunteer placements

776 new Habitat build day & community impact volunteers joined our team





thank you volunteers!

## our reports

### funding sources

ReStore Ops	\$3,500,950	63.63%
Home Sales	\$874,643	15.90%
Fundraising Revenue,		
Donations & Grants	\$620,984	11.29%
Income on Mortgages	\$137,338	2.50%
GIK for Builds	\$357,930	6.51%
Other	\$9,979	0.18%
Total:	\$5,501,824	

### allocation of operating expenses

ReStore Operations	\$2,849,402	54.02%
Administration	\$1,208,275	22.91%
Build Costs	\$841,140	15.95%
Land Costs	\$376,235	7.13%
Total:	\$5,275,052	

## our reports

# statement of operations and changes in fund balances

In Canadian Dollars As of December 2019	2019	2018	
ASSETS CURRENT Cash Accounts Receivable HST Rebate recoverable Prepaid expenses & deposits Inventory Current portion of First Mortgages receivable	340,173 102,598 31,932 157,859 1,183,631 422,912	908,211 266,551 46,568 52,682 1,034,714 398,598	
Capital Assets First Mortgages Receivable	2,239,105 412,639 3,950,907	2,707,324 433,032 3,404,351	
	6,602,651	6,544,707	
LIABILITIES AND NET ASSETS CURRENT Accounts Payable and Accrued Liabilities Deferred Contributions Demand Loans	207,688 230,270 293,512	177,077 432,454 286,380	
CURRENT Accounts Payable and Accrued Liabilities Deferred Contributions	230,270	432,454	
CURRENT Accounts Payable and Accrued Liabilities Deferred Contributions Demand Loans  Deferred Contributions related to Capital Assets	230,270 293,512 731,470 8,798	432,454 286,380 895,911 26,278	
CURRENT Accounts Payable and Accrued Liabilities Deferred Contributions Demand Loans  Deferred Contributions related to Capital Assets	230,270 293,512 731,470 8,798 70,792	432,454 286,380 895,911 26,278 57,000	

