



A NEW ERA FOR GREATER IMPACT, MORE HOMES AND HOMEOWNERS

HABITAT FOR HUMANITY HEARTLAND
ONTARIO - 2021 ANNUAL REPORT





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A NEW ERA FOR GREATER IMPACT, MORE HOMES AND HOMEOWNERS



More Impact and More Homeowners through our new Strategic Plan.

Thank you for your continued support of Habitat for Humanity Heartland Ontario during a year that brought challenges for everyone across the globe. Through all of this, we are here, strong and ready to evolve and serve more people.

Our stakeholders and staff, energized by this new time, are ready to meet the demands of what is an undeniably acute affordable housing crisis. We acknowledge the need to dramatically increase our impact and serve more individuals and families through homeownership.

To meet this demand, every commitment to scaling up required significant consultation and thought leadership across our teams, stakeholders, and Board of Directors to redefine how we operate and serve our communities and partners.

We are in an era of change and renewal and are breaking new ground literally and figuratively with a plan fuelled by discerning action.

Our projects will include more high-density units allowing us to build more, faster and more efficiently. We will continue to reduce our carbon footprint while maintaining affordability. We will nurture our existing partnerships to reduce collective operating costs and cultivate more collaboration within our community to join efforts and benefit more people. Also, we will implement services that help our older population age-in-place and low-income homeowners stay in their homes by providing critical repairs for those who cannot afford to restore their properties. We have changed our financing models to increase the number of people who can experience homeownership, fulfilling our mission faster and more thoroughly.

The definition of family has changed, and we are evolving too, becoming an organization that, through our programs, recognizes the needs of all people and assists individuals, seniors, veterans, and those served by community groups.

Habitat for Humanity Heartland Ontario has a strong management team, stable balance sheet,

robust ReStore operation and exceptional market reputation as a foundation on which to build.

The amalgamation with Habitat Brant-Norfolk extends our resources and adds talent, capacity and ability to meet demand in an even larger region.

Our new three-year strategic plan is one of growth and increased impact, and we now have as many homes in our construction pipeline as we have built in our thirty-year history. In addition, we are scaling to meet the increased need of the community and working to support other Habitat affiliates in their communities by leveraging combined resources and living the principle of One Habitat each day.

Our goals are as bold as the need we face. We have a course of action that positions us to be a leader in the affordable housing space in our region. We have skilled expertise, clear objectives and a passionate, inspired group of volunteers and staff who believe in our mission of improving the lives of families. We share a great deal of optimism for the evolution of Habitat for Humanity Heartland Ontario continuing its leadership in the years ahead.

Al MacKinnon - Board Chair - Habitat for Humanity Heartland Ontario

2021 IMPACTS

here's what you
helped us to
achieve



\$2,875,880 of
societal benefits
generated

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



5 families

moved into their Habitat homes this
year



94 families

have partnered with Habitat Heartland
to achieve affordable homeownership
since 1993



700 volunteers

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



37,426 volunteer

hours contributed by our outstanding
volunteers!



\$1,052,833

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



64 families

still benefitting from geared to income
mortgages

HOMEOWNERS



Elizabeth and her beautiful daughter Zazie lived in a small apartment in Toronto trying to find direction in life. Before applying for a Habitat home, Elizabeth looked into purchasing a home with a traditional mortgage. In this market, it was outside of her budget. As a single mom, she was left with only one option, to rent. She pored over her budget trying to stretch every penny and figure out what she could afford. Her aunt suggested she apply for a Habitat for Humanity home and mortgage. Now the dream of homeownership is within Elizabeth's reach.



Aaron and Amanda's rented home is very much in need of repair. The pipes and foundation leak and a strange odour emits from the foundation. The opportunity of homeownership is a life changer for them and their four children. They are most looking forward to being part of a community where they can give back, and their children can grow up in a safe and warm environment.



Heather lives with her son in a rental unit that she cannot afford, and this makes her feel like she is working hard for nothing. She wants a sense of pride in her home and to feel successful but in her current living situation, she struggles with the motivation to even hang pictures on the walls because it does not feel like her own. Having a Habitat home will allow her to enjoy the things she wants for her and her son – family time outside walking in a safe neighbourhood, decorating her space and the opportunity to invite family and friends over.

BUILDS



28 Willowdale St., Brant County, ON - Single family home built to passive* standards.

*Passive buildings consume up to 90 percent less heating and cooling energy than conventional buildings



165-167 Peterson St / 39 Powell St. Drumbo, ON - duplex property for two families.



92 and 94 Scott St. Thomas, ON - duplex property for two families.

BUILDS

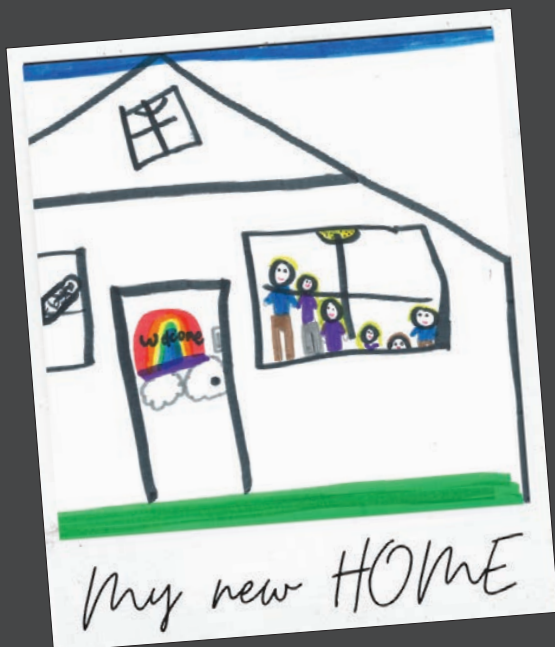


1788 Culver Dr. London, ON - single family home.



83 Hyde Road, Stratford, ON - Existing Habitat home remodelled for another family - single-family home.

Everyone deserves a safe and decent place to live



**This is why
we do what
we do...**

Drawings by Phoenix
- Brant-Norfolk family.

2021 HIGHLIGHTS



Map of combined Habitat Heartland ON and Habitat Brant-Norfolk region

Winter

- Habitat Heartland Ontario merged with Habitat Brant Norfolk to create strength in the region
- We partnered with the City of London and renovated vacant units on Shelborne St. that were in disrepair, making them available once again for low-income Londoners
- Dan Brooks, CEO, Habitat for Humanity Brant-Norfolk resigned and moved to the east coast of Canada to begin a new adventure
- Barb Ransome, Regional ReStore Operations Manager, retired
- In St Thomas, ON we completed a duplex for Shayna and Teagan and their families
- We partnered with Ivey Business School for an Ivey Impact Day



Jamie and Jennifer with son Christopher on Culver Drive in London

Spring

- In Simcoe, ON we completed a single-family home for Russ and Sharon and their family
- In London, ON we finished renovations on a home that was donated by an estate and Jamie and Jennifer moved in with their family
- We celebrated 700 volunteers during virtual Volunteer Week activities
- Our Skills Catalyst training sessions provided opportunities for people to access employment by learning new skills in trades and customer service
- We attended the Habitat for Humanity Canada Virtual National Conference

2021 HIGHLIGHTS



Sheds for Humanity - Grand Prize shed, sponsored by Old Hickory Buildings

Summer

- We partnered with Old Hickory Buildings with our Sheds for Humanity raffle and raised \$7000
- We partnered with CMHA Elgin and renovated units that were in disrepair, making them available once again for those they serve in St Thomas
- In Stratford, ON, we were busy remodeling a home for Claire and her family



Gerry Pieroni's retirement celebration

Fall

- On World Habitat Day, we reaffirmed our commitment to a world where everyone has a safe and decent place to live.
- We demolished the house on our site on Highbury Ave., in London, in preparation to begin Heartland on the Thames, a twenty-unit stacked condominium project
- Gerry Pieroni, GM ReStore Operations, retired
- Western University sent volunteers to the ReStore as part of their volunteer initiatives
- Northern Commerce kicked off an in-kind gift of \$150,000 in website building services for Heartland, through their Northern Cares program
- In Drumbo, ON we broke ground on a semi-detached home

VOLUNTEERS

Habitat Heartland volunteers gave 37,426 total volunteer hours in 2021



447 Volunteers
contributed their time
at our 9 ReStores



37,426 total hours
at minimum \$15/hour
= \$561,390.10 saved
in labour costs



613 new volunteers
joined our team



our team includes
217 youth volunteers
ages 16 to 25



4,812 hours
contributed on build
sites from construction
volunteers



facilitated **23**
student volunteer
placements



868 hours contributed
towards building
Habitat's e-learning
modules



thank you
volunteers!



ENVIRONMENTAL IMPACTS

Builds & E-Waste

25% more energy efficient than building code regulations

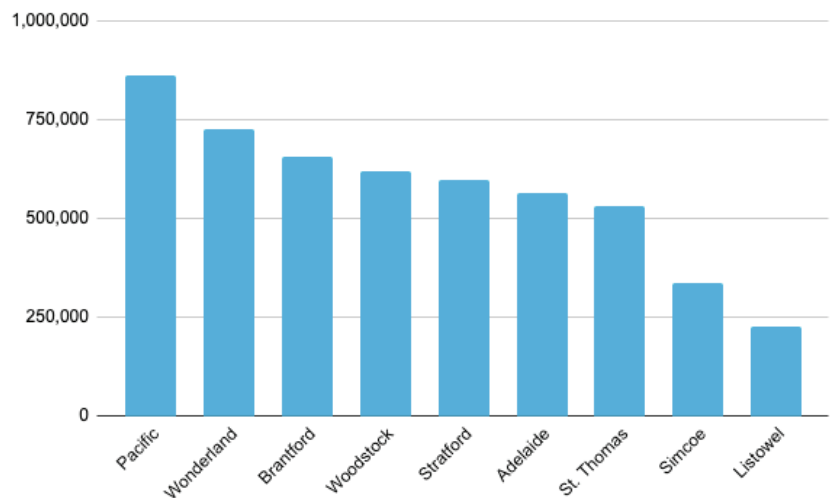
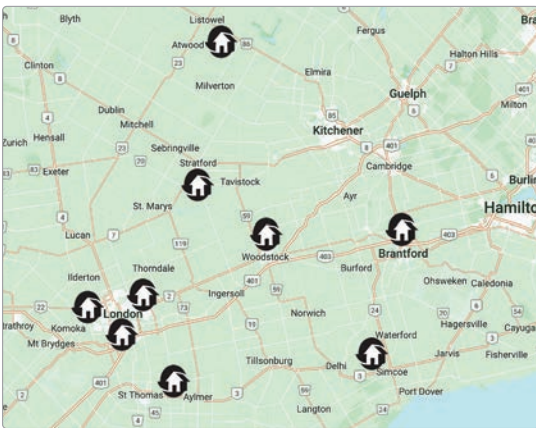
25% reduction in greenhouse gas emissions

reduced our waste to landfill by 28%

100,688 lbs waste to landfill
211,604 lbs metal recycling
57,395 lbs electronic recycling

ReStores

Total pounds diverted from the landfill in 2021 by Habitat Heartland ReStore location



3,906,121 lbs* ReStore donations received

over 28,600 volunteer hours in our ReStores

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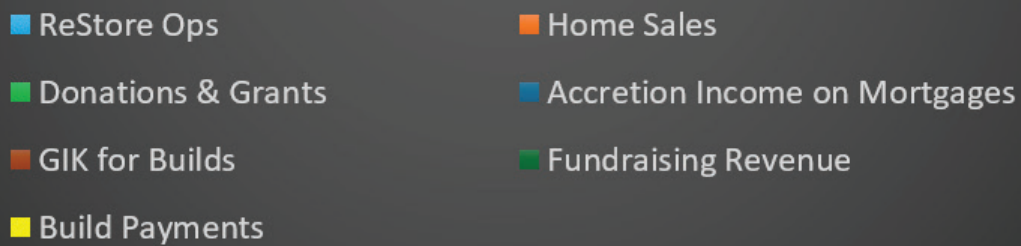
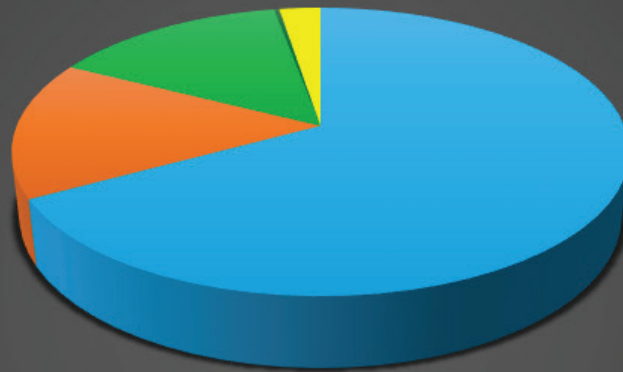
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FINANCIALS

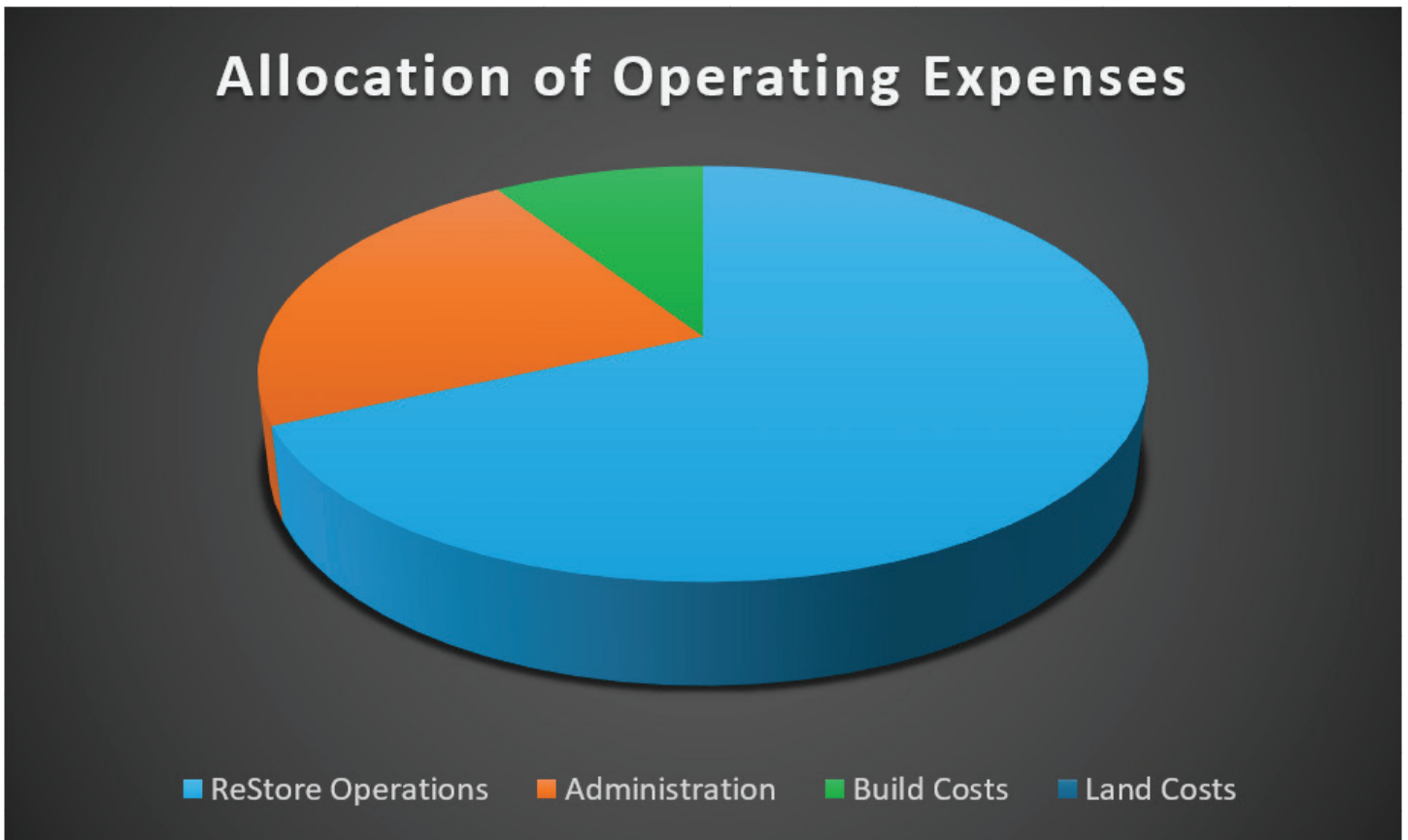
Funding Sources



ReStore Ops	\$4,009,515	70.62%
Home Sales	\$929,000	16.36%
Donations & Grants	\$872,699	15.37%
Accretion Income on Mortgages	\$0	0.00%
GIK for Builds	\$0	0.00%
Fundraising Revenue	\$19,172	0.34%
Build Payments	-\$153,133	-2.70%

Total	\$5,677,253	
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FINANCIALS



ReStore Operations	\$3,697,892	68.24%
Administration	\$1,228,448	22.67%
Build Costs	\$492,500	9.09%
Land Costs	\$0	0.00%

Total	\$5,418,840	
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MANAGEMENT & STAFF

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.

Alan MacKinnon
Board Chair

Rickie Bertulli
Treasurer, Finance Chair

Dee-Ann Vickers
Director, Risk Committee

Adam Campbell
Director, Governance Chair

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Adam Campbell
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Ciara Pittam
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Vera Dokter
Director, Governance Committee

Chris Kirwin
Director, Land Acquisition

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Management Team

Brian Elliot
Chief Executive Officer

Gerry Pieroni
General Manager, ReStore
Retired June 2021

Clifton Sero
Manager, Stratford ReStore

Sharon Brennan
General Manager,
Community Partnerships

Tracey Langley
General Manager, ReStore
July-December 2021

Orin Bent
Manager, Brantford ReStore

George De Vlugt
General Manager, Construction

Barb Ransome
Regional ReStore Operations
Manager - Retired Feb 2021

Colton Schultheiss
Manager, Simcoe ReStore

Duncan MacIntosh
General Manager,
Finance and Administration

Leah Larocque
Manager, Wonderland ReStore

Haydn Carlin
Manager, Woodstock ReStore

Lynda Henriksen
General Manager,
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Sean Thievin
Manager, Adelaide St. ReStore

Sam Isfanescu
Manager, St. Thomas ReStore

Jamie Gilliland
Manager, Pacific Ct. ReStore

Veronica Burrows
Manager, Listowel ReStore

Stable housing transforms futures, strengthens communities, and fosters resiliency to transcend generations.



contact us

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