



**Together,  
building strength,  
stability and  
independence**



**Habitat**  
for Humanity®  
Heartland Ontario

**2018 Annual Report**

# Welcome home

People in your community and all over the world partner with Habitat for Humanity to build or improve a place they can call home. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage. With your help, Habitat homeowners achieve the strength, stability and independence they need to build a better life for themselves and their families.

**Our vision is a world where everyone has a decent place to live.**



# The Future is Bright

There is no better feeling than putting a key in the hands of a new Habitat homeowner and the satisfaction of knowing we helped a family realize their dream of homeownership. From our years of working with Habitat families, we know that these Key Ceremonies represent immeasurable hard work and dedication that gives promise to a bright future.

We know how hard they work for these transformational moments. They juggle multiple commitments while making time to complete their 500 hours of volunteer work to qualify as future Habitat homeowners. This dedication and desire creates not just a possibility but a certainty of improved wellbeing for their families and higher prosperity and education for their children.

In 2018, we had the privilege of celebrating those future possibilities with families in London/Middlesex and Oxford Counties. This has brought our total of families served to 80 which is a tremendous milestone. We welcomed Christian Horizons to Habitat as a partner agency that was able to transform the lives of three families by moving into a new build-to-suit home that would address the needs of today and their future. We took on the daunting task of rescuing a home from demolition and moving it to Ingersoll so that we could serve another family in Oxford county as well as building more homes on Forbes Street. All of this in an ever competitive housing market.

Our ReStores continue to be a source of pride for the organization. We relocated our Stratford location to better serve the Perth area in our ongoing commitment to make a difference in the communities we serve. We saw record donations from all of our stores and improved our environmental impact through our recycling programs and salvage operations. This report showcases the hard work and achievements of 2018. It chronicles the efforts, generosity and goodwill extended by our volunteers, community partners, donors, Habitat homeowners and our staff at Habitat Heartland.

As you reflect on this report, join us in celebrating what has been achieved, the work being done to transform the lives of the families we serve and the future families who will benefit from the possibilities we create by working together.

We want to extend our sincere appreciation for all that you do to make Habitat great. We hope you will share in the excitement for what we can achieve in 2019 and beyond. The future is bright because of all of you.



*Paul Féron, Board Chair*



*Brian Elliot, CEO*

# Building at home



Carlos and Claudia brought their family from Colombia over 10 years ago, receiving protected status in Canada, and have been working hard to build a life here in London. Daughter Yennyffer, 23, is attending school in Montreal and son Diego, 11, is in the French Immersion program, learning his third language. They had always dreamed of owning their own home to care for and improve but this seemed like an unlikely possibility because they found it difficult to manage the needs of their family and save for a down payment. Carlos heard about Habitat as he and his coworkers were assembling donated sheds for Habitat for Humanity homeowners that had been donated by WinMar. Claudia was very present on the build site during their home construction, doing everything she could to complete the required 500 volunteer hours. She has even returned to the build site to help out her new neighbours when construction began on the Habitat houses next door! Carlos was also active in volunteering at our ReStores where his gentle good humour and knowledge of home maintenance and repairs was an asset to our customers. Claudia and Carlos are grateful for this chance to purchase and gain equity in a new Habitat home. The family joins the growing Habitat Heartland community on Forbes Street in London.



**Habitat for Humanity**  
Heartland Ontario  
Carlos & Claudia & Family

Congratulations And Welcome Home  
**Habitat for Humanity**  
Heartland Ontario  
Carlos & Claudia & Family

# Community Partnership: Christian Horizons

“Christian Horizons is grateful for the opportunity to work with Habitat for Humanity and extends sincere appreciation to everyone who responded to our request to support the building of this home. The many churches and community members who partnered with us and participated in team build days are great examples of community working together so that everybody belongs.” said Anita Bacon, Executive Director, Christian Horizons South District.

**Ross is an incredibly friendly person and when he enters a room he lights it up with his smile and personality. Ross works part time at Compassion Canada, where he waters their plants. He loves being with people, going out to dinner or the movies, in addition to all things connected to the TV show, Star Trek. In his new home he can enjoy his treadmill walks in the spacious rec room.**

**Chris enjoys doing crafts and painting, and volunteers at a farm where he sweeps and cleans. In his new home on Forbes St., Chris has a private area downstairs (separate from the recreational room) where he can watch television, paint, draw or work on the math puzzles he enjoys so much.**

**Justin is highly creative. He likes to paint, adores music – especially country music – and enjoys dancing. Justin is happy to have his own areas in which to engage in his hobbies.**



## Working Together to Build a home for Chris, Justin and Ross

“This project is a great example of community partnership. It has been rewarding to work with Christian Horizons to complete construction of this home”, said Brian Elliot CEO, Habitat for Humanity Heartland Ontario. “Staff and supporters of Christian Horizons were able to come on the build site to contribute in a tangible way to this new home for Chris, Justin and Ross. This start to finish involvement is a unique part of what we do at Habitat for Humanity and these two homes demonstrate a lasting contribution to the Manor Park community.” Christian Horizons partnered with Habitat Heartland to build a home that meets the current and future needs of Chris, Justin and Ross. Founded in 1965 as a non-profit, faith-based charitable organization, Christian Horizons supports nearly 2,000 people with developmental disabilities in Ontario.

# Physically Moving a House from London to Ingersoll



Habitat for Humanity Heartland received a generous donation of an entire house from owners who had plans for the land on which it sat. Rather than demolishing the home which is in great condition, it was physically relocated and became the new home of an eligible family in Ingersoll. In this way Habitat for Humanity Heartland Ontario is serving the community while also making a positive impact on the environment.

On May 16, 2018 the house was lifted from its location at 1018 Gainsborough Road in London and transported to 155 Margaret Street in Ingersoll. The proceedings were broadcast via Country 104 radio's Live Remote feed.

Interested onlookers watched this unusual sight beginning from the parking lot of Unger's Market at 8:30am. The house arrived in Ingersoll that afternoon and was settled on its new foundation early on the morning of May 17.

# Our impact in 2018

6

additional families in our region building strength, stability and self-reliance in a Habitat home in 2018.

80

families in Oxford, Middlesex, Elgin and Perth counties have purchased a safe and decent home by partnering with Habitat Heartland since 1993.

1,689

new volunteers joined the Habitat Heartland team, helping us work toward our vision of a world where everyone has a safe and decent place to live.

9,287

hours were contributed by volunteers on our Habitat build sites in 2018.

55

volunteers from the Heartland Ontario region supported and participated in the Global Village program in 2018, helping to build strength, stability and independence through shelter in other countries around the world.

7,866

hours were completed by 177 volunteers through placements with Habitat Heartland

23,472

hours volunteered at all 6 of our ReStore locations

42,892

is the total number of volunteer hours contributed to Habitat Heartland in 2018



# Families served in 2018

Research shows that:

**\$1,050,000**

in societal benefits were generated through our work in 2018.



The children of families that partner with Habitat achieve greater educational outcomes and parents' employment prospects improve.

**78%**

of families that partner with Habitat report improved health after moving into their Habitat home.

**70%**

of families that partner with Habitat return the favour and volunteer or donate to charitable causes.

**Sources:**  
Building Families' Futures and Opportunities through Habitat Homeownership, CMHC, 2013  
Transforming Lives: The Social Return on Habitat's Work in Canada, Boston Consulting Group, 2015

# MUSIC HALL

UPCOMING EVENTS  
 PARTY  
 FOR  
 HUMANITY

Johnny Surette

Katrina Strong

Amanda Van Stee

Katelynn Root



Title Sponsor

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VersaBank, John Kennedy - Siskinds LLP, Colliers International, IA Securities and Checker

# Finch Auto Group Party for Humanity

was held on September 27 at the London Music Hall as a way of celebrating 25 years of Habitat for Humanity Heartland Ontario and raising funds for the House that FM96 Built on Forbes Street. Nine local performers put on an amazing show for our guests and panel of celebrity judges as they competed to take home the Grand Prize. Country 104's Kyle & Kendra kept the excitement and audience participation high throughout the evening and in the end, Johnny Surette was declared the winner.

Runners-up included Katrina Strong, Amanda Van Stee and Katelynn Root. Thank you to all who participated in making this an evening to remember.



**Our panel of celebrity judges:**

Jodey (Habitat homeowner), Brian Elliot, Ryan Finch, Peter Brennan, Kent Guy

## Kyle & Kendra Country 104



# Highlights & Milestones



## April 6

### Groundbreaking in London

The cold weather did not dampen the excitement on Forbes Street as we broke ground for two new homes, one for Carlos and Claudia's family and the other for Chris, Justin and Ross. It was great to see representatives of WinMar (Carlos' employer) at the event along with many friends from Christian Horizons who partnered with Habitat to provide a home to suit the needs of Chris, Justin and Ross.



## May 11

### National Conference award

Habitat Heartland was proud to receive the Housing Innovation Award at Habitat for Humanity Canada's National Conference in Hamilton. It is encouraging to be honoured by our peers for the work happening on Forbes Street in the Manor Park community. We look forward to seeing further development as we build more homes in this inclusive local community.



## May 16

### Ingersoll Move a House

Thanks to a generous donation of an entire house in London, Habitat Heartland was able to provide a home for a local family in Ingersoll. The house was lifted from its foundation and transported by flatbed truck all the way to its new location in Ingersoll one beautiful day in May. This environmentally positive project meant the continued use of a large amount of architectural material that otherwise would have gone into the landfill, as the original owners needed the land cleared for a different use.



## July 30

### **New Habitat Homeowners in London**

Habitat Heartland proudly welcomed a local family into homeownership on Springbank Drive. The location is within walking distance of Greenway Park and is an exciting opportunity for this family to own their own home.



## August 26

### **Key Ceremony in London**

It was a beautiful day to celebrate community collaborations as we handed over the keys to two more homes on Forbes Street in London. Tanya Park and Kate Young, MP spoke about the value of community. Anita Bacon of Christian Horizons brought greetings and blessings were spoken over both homes by religious leaders from the church each family attends. Everyone toured the new homes and shared cake and coffee to mark the occasion.



## September 11

### **Libro Prosperity Fund**

Through a partnership with Libro Credit Union, Habitat Heartland has the opportunity to expand our Financial Literacy program and offer it to members of the community. The program has been offered to Habitat homeowners for years and will be an excellent resource for other local families facing personal finance challenges.



## September 13

### **Women Build and The House that FM96 Built**

Taz and Jim from FM96's Taz Show were on site to host the Groundbreaking Ceremony for two new homes in London. The Women Build empowered women to work together as a team, building a home for Brianne and her son Brayden. Next door, FM96 listeners had a chance to work together building a home for Jodey and her son Adalton.



## September 15

### **Stratford ReStore Grand Opening**

After fourteen years in its location on Griffith Street, the Stratford ReStore had a fresh start in a new location at 598 Lorne Avenue East. The larger building allows a more spacious layout with room to display all of the donated merchandise arriving daily. ReStore staff welcomed the community to join their celebration with a BBQ at the new location September 15.

# Thank you to our sponsors

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## Silver Hammer Sponsors



Estate of Larry James Boyse  
 Habitat Western  
 Harold E. Ballard Foundation  
 The Brian & Heather Semkowski Family Foundation



Proud HVAC Partners of Habitat for Humanity

## National Sponsors



# You help us build strength, stability and self reliance

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Hayman Construction  
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Unifor Local 88  
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## Build Day Teams

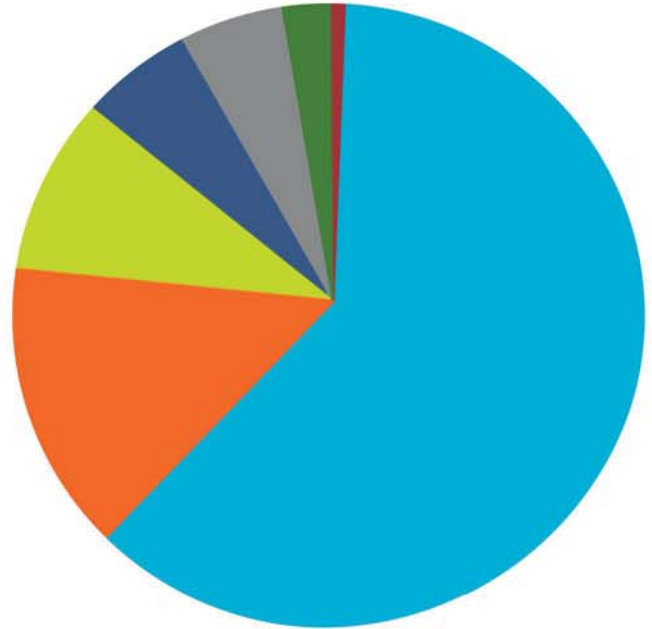
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# our financial accountability

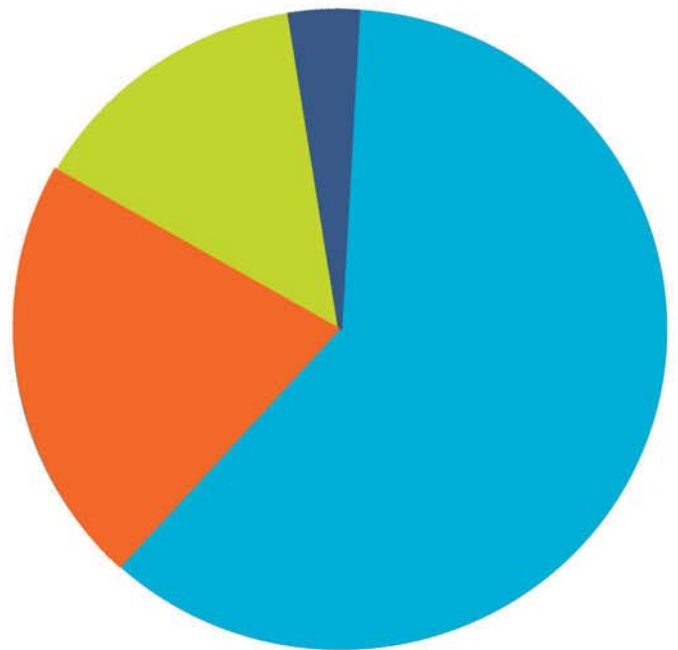
## FUNDING SOURCES

● ReStore Operations	\$ 3,261,052 (68.94%)
● Home Sales	\$ 599,261 (12.67%)
● Donations & Grants	\$ 423,950 (8.96%)
● Accretion Income on Mortgages	\$ 229,305 (4.85%)
● GIK for Builds	\$ 129,092 (2.73%)
● Fundraising Revenue	\$ 77,328 (1.63%)
● Other	\$ 10,098 (0.21%)
<b>Total</b>	<b>\$4,730,066</b>



## ALLOCATION OF OPERATING EXPENSES

● ReStore operations	\$ 2,820,481 (61.27%)
● Administration	\$ 983,306 (21.29%)
● Building Costs	\$ 632,288 (13.69%)
● Land Costs	\$ 173,577 (3.76%)
<b>Total</b>	<b>\$ 4,609,652</b>





# Statement of Operations and Changes in Fund Balances

In Canadian dollars  
As of December 31, 2018

	2018	2017
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	908,211	549,252
Accounts Receivable	266,551	116,394
HST Rebate recoverable	46,568	25,037
Prepaid Expenses & deposits	52,682	37,140
Inventory	1,034,714	1,029,850
Current portion of First Mortgages receivable	398,598	440,764
	<b>2,707,324</b>	<b>2,198,437</b>
Capital Assets	433,032	223,769
First Mortgages Receivable	3,404,351	3,614,502
	<b>6,544,707</b>	<b>6,036,708</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT</b>		
Accounts Payable & Accrued Liabilities	177,077	243,868
Deferred Contributions	432,454	220,311
Demand Loans	286,380	382,380
	<b>895,911</b>	<b>846,559</b>
Deferred Contributions related to Capital Assets	26,278	43,758
Lease Inducement	57,000	0
	<b>979,189</b>	<b>890,317</b>
<b>NET ASSETS</b>	<b>5,565,518</b>	<b>5,146,391</b>
	<b>6,544,707</b>	<b>6,036,408</b>

# ReStore Report 2018

This year, Habitat Heartland ReStores' combined sales reached \$3.2 million, setting a new standard of performance. Utilizing over 44,600 square feet of retail space, 334 individual volunteers provided 23,470 hours of labour, conducting an average of 416 transactions daily for a total of 127,309 transactions in 2018. ReStore recycling activities in our region generated over \$123,500 from e-waste collection and metal recycling. While our transportation assets were busy picking up increased levels of donations from corporate supporters, drop off donations soared to almost double previous levels.

The acquisition and renovation of a new location for the Stratford ReStore was our brightest achievement in 2018. The building and land owned by Habitat Heartland at 245 Griffith Road was sold and the new leased location at 598 Lorne Avenue was completely renovated. Every part of our organization was involved, with assistance pulled in from all ReStores and departments. The result is a bright, open, clean and prosperous ReStore. Thanks to everyone who lent a hand during this time.

The Stratford location was not the only ReStore to benefit from Habitat Canada's new branding templates. The five other stores worked diligently with Sharon and Bethany to upgrade signage, produce new display collateral, and update donor appreciation literature. Bright new colours and images are splashed across each of our ReStores.

With new levels of performance comes a commensurate raise in expectations for continued growth and stability. The ReStores made some great advances in 2018 and are ready to reach new heights again in 2019. A streamlined management team, empowered individual store managers, and strong, new additions to staff add to the existing optimism throughout the ReStores. Doubling down on workplace safety raises awareness in all aspects related to safety in the ReStore for all staff, volunteers, and customers. We will continue to improve ReStore experiences by investing in appearance and comfort for customers, staff and volunteers.

Again, thanks to everyone who has assisted, promoted, volunteered, shopped, and donated to the Habitat Heartland Ontario ReStores. My staff and I look forward to a busy and prosperous – and challenging – 2019!!!



## ReStore Locations

### London North

5-40 Pacific Court  
London ON N5V 3K4  
(519) 659-1949 ext. 225

### London South

317 Adelaide Street South  
London ON N5Z 3L3  
(519) 659-1949 ext. 281

### St. Thomas

5-280 Edward Street  
St. Thomas ON N5P 4C2  
(519) 631-6868

### Stratford

598 Lorne Avenue East  
Stratford ON N5A 6S5  
(519) 273-7155

### Woodstock

1058 Parkinson Road  
Woodstock ON N4S 7W3  
(519) 421-0003

### Listowel

1-500 Rocher Road  
Listowel ON N4W 0B2  
(519) 815-8158

# Board of Directors

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

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Board Chair

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Director, Governance Committee

Adel Fortin  
Director, Risk Committee

Alan MacKinnon  
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Blair Knox  
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Chris Kirwin  
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Kristina Stankevich  
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General Manager,  
Community Partnerships

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General Manager,  
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Gerry Pieroni  
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Barb Ransome  
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Jamie Gilliland  
ReStore Manager, London

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Assistant Manager, Adelaide ReStore

Dave Wall  
Assistant Manager, Woodstock ReStore

Florance Daniels  
Assistant Manager, Stratford ReStore

Dana Erickson  
Assistant Manager, St Thomas ReStore






## Contact us


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