



## 2020 Annual Report

# welcome home

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# being resilient in times of change

When we look back at 2020 and the historic events of COVID-19 it would be easy to talk about the negative impacts it had on people, businesses and communities. Every aspect of our work and home lives changed. On reflection, the pandemic became a catalyst to try things differently. Some out of desperate need, and others because we had time to look more holistically at our business and make decisions that would make a difference now and into the future.

At Habitat Heartland our team from the ground up was involved in creating opportunities for the families we serve and our community partners. With the strength of our brand and resiliency of our staff and volunteers, we were able to assist first responders early in the pandemic with the donation of required PPE to long-term care facilities in our region. We worked with corporate sponsors to donate product to multiple food banks and supply organizations that were dealing directly with women and children in shelters or escaping abusive situations, with backpacks and supplies.

The construction team continued to move forward with the completion of the final two homes on Forbes Street including the 17-home project know as Manor Park. We embarked on our first Indigenous Build with Munsee-Delaware Nation where we finished four new homes for families. Then we went to the Unity Project and updated their 41-bed shelter with much-needed repairs. We celebrated the groundbreaking of a semi-detached home in St. Thomas. The team also launched a pilot project assisting other affordable housing providers through the City of London with renovations to allow vacant units to be occupied once again.

Our social enterprise the Habitat ReStores launched online sales platforms for all locations, opened a seventh location at Wonderland and Oxford in London, relocated its distribution centre, and refreshed its stores to better service our clients. This also helped us launch a Skills Catalyst training program that provided an on-site practical classroom and training for individuals from partner organizations to equip them with the tools needed to find employment.

This year, we have continued with an aggressive growth strategy while increasing our impact in the communities we serve. In 2020 the only constant was change, and our staff, Board of Directors, volunteers and community partners worked together so that we would all emerge from the pandemic in a position of strength. As we ended the year, we signed an MOU to merge with Brant and Norfolk Counties. Having developed a talented and motivated team, we are prepared to tackle larger and more impactful projects – over the next three years we will quadruple the impact we have on the communities we serve. With the increased demand in affordable housing, there is so much more we need to do and Habitat Heartland is leading the way to support more people.

**We are excited for 2021 because together we are building a brighter future for our families and our communities.**



Brian Elliot, CEO



Alan MacKinnon, Board Chair



# our impact 2020

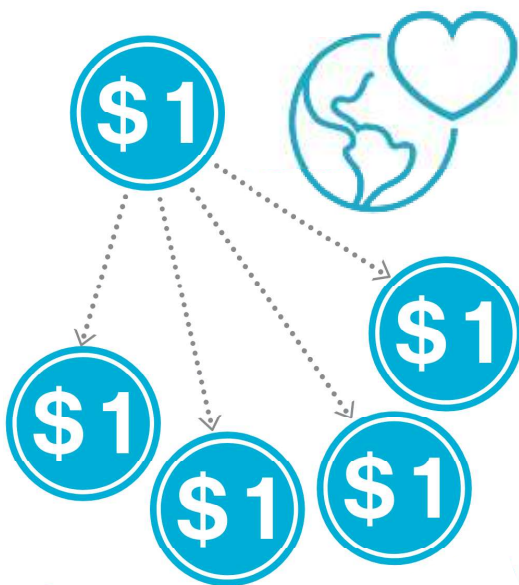
here's what you helped  
us achieve...

## 77 Habitat Heartland Ontario Employees

remained employed through  
COVID-19 pandemic

## \$2,543,688 of societal benefits generated

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



### 6 families

moved into their Habitat  
homes this year



### 90 families

have partnered with Habitat  
Heartland to achieve affordable  
homeownership since 1993



### 453 volunteers

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



### 23,091 volunteer hrs

contributed by our ourstanding  
volunteers!



### \$1,215,315 raised

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



### 45 families

still benefitting from geared to income  
mortgages



# our impact 2020

here's how you helped  
us give back to our  
community...

## PPE Donation



Our ReStores redirected previously donated PPE supplies including over 2,100 masks and 1,400 protective suits to front line workers in hospitals, labs and seniors' homes in our local communities.

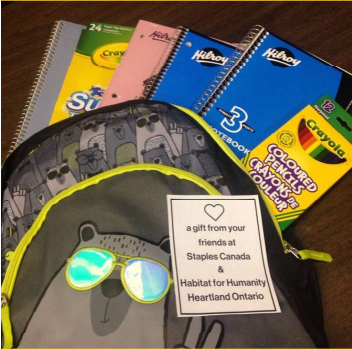
## Dog Food Donation

Our ReStore trucks distributed 4,750 bags of WholeHearted Pets dog food to charities that help feed dogs in need in the communities we serve, including: SCAAR, London Food Bank, Stratford-Perth Humane Society.



Thank you to Canadian Tire for their generous donation of WholeHearted Pets dog food

## Backpack & School Supply Donation



We distributed knapsacks full of school & craft supplies to our Habitat families, and to 1,300 families served by our partners in the community, including: Street Level Women at Risk, Community Living London, Anova.

Thank you to Staples for their generous donation of backpacks and school supplies

## "ReStore our Community" Drive



Our ReStores collected donations from customers for different community organizations of their choice, from Aug 17-22. We wanted to help give back to our community during a time of great need through our direct service community partners.



## Unity Project Refurbishment

We partnered with Unity Project to refurbish & upgrade their current facility at 717 Dundas, widening our impact on housing in the community. Unity Project offers a home-like shelter environment for adults & youth (16+) of all genders.



## Skills Catalyst Training

We planned and launched our Skills Catalyst Training Program, funded by the Government of Ontario. It is a free 8-week skills training program that prepares members of our community for their job search & future education in the skilled trades



Ontario 

# our impact



## Karin's story

As a single mom to three children, Karin struggled to give them everything they needed. "I did not want to have to choose between paying rent and putting food on the table," Karen said, which is why they lived in their cramped rental accommodation for so long. The cost of living for safe and decent places to live was too high.

Karin wanted to provide her children Keyshawn, Zachery and Victoria a similar childhood to what she had; a stable home of their own to make memories in, as part of a safe neighbourhood where the children could play outside with their friends without worry. Like many hardworking single parents, Karin thought, "...the idea of owning my own home was all but a daydream.

The task of saving up enough money for a down payment is impossible." It wasn't until Karin heard of Habitat Heartland Ontario that she thought this dream just might be a reality for her family. Partnering with Habitat was the hand-up she needed.

Karin, Zachery, Victoria and Keyshawn moved into their home at 36 Forbes Street in London on February 13th, 2021. Their home build was sponsored by National Bank. Karin's family is all settled in to their new home, and looking forward entertaining friends and family when it is safe to do so. "Our Habitat home means I can finally put down roots with my family, take a moment to breathe, and enjoy the little things in life we take for granted."





## Arber & Lumturi's story

Arber, Lumturi and their two children, Liza and Lir were living in a small apartment that was not suitable for a family of four. "Having enough space for our children would be a dream come true." The need for space and decent living conditions was amplified by their son Lir's unique needs due to his autism. "Lir is very dependent on us, and because of his condition he misses a lot of school hours," says Arber.

Lir's needs also meant that it was impossible for both parents to work full time. It was becoming increasingly difficult for the family to live in such cramped quarters as the children grew older, but the cost of a larger rental property that would suit their needs was getting further out of reach as the years went on.

When Arber & Lumturi were selected to partner with Habitat Heartland and become homeowners, they were thrilled about what this would mean for their family.

In their new 2-story Habitat home, Lir and Liza are particularly excited that there is enough space for everyone to have their bedrooms. Lir is particularly happy to have a backyard to safely play in whenever he likes!

Throughout the past year, Arber & Lumturi's family have been grateful for their new Habitat home and the sense of security it brings during this time of great uncertainty. When we checked in with them in May of last year, Arber had this to say: "We are all enjoying the new house, especially Lir. He is has enough space now, moving up and down all the time - so much energy! Thank God that we are in the house during this time, it is so much easier for us.... and Lir now has his own swing in the backyard, and he loves it!"

Arber & Lumturi's home at 38 Forbes Street was sponsored by Forever Homes. Thank you for supporting Arber, Lumturi, Lir and Liza's growing sense of strength, stability and self-reliance.



# Munsee-Delaware Nation Indigenous Build



This year, Habitat Heartland Ontario completed our first Indigenous Build project, in partnership with Munsee-Delaware Nation. This involved building four single-family homes on Munsee-Delaware Nation Traditional Territory for Indigenous families in the community.

This build project was a meaningful collaboration between Habitat Heartland Ontario and Munsee-Delaware Nation as a result of our shared commitment to building safe and secure homes for Indigenous families on Traditional Territory. We want to thank the community of Munsee-Delaware for working with us on this project which helps bring affordable homeownership and other housing solutions to the community. This four-home build project was generously supported by Diamond Hammer sponsor Tachane Foundation.

Habitat Heartland is proud to take part in Habitat Canada's national Indigenous Housing Partnership, an equitable partnership between Habitat Canada and the Assembly of First Nations rooted in respect for Indigenous culture. Habitat Heartland is committed to helping deliver housing solutions by Indigenous communities, for Indigenous communities.



# 2020 highlights

## january

Wonderland  
ReStore Grand  
Opening (Feb29th)



## february

Key Ceremony  
for 36 & 38  
Forbes Street,  
London



## march

COVID-19  
shutdown began

## april

Our ReStores  
launched  
e-commerce



## june

Meaning of  
Home contest  
runner-up Emily  
won \$10,000  
for our Munsee-  
Delaware Build



## august

St. Thomas Elgin  
Homebuilders  
Association Golf  
Tournament fundraiser

## september

Northern  
Commerce NCares  
partnership  
announced,  
\$150,000 in GIK



## october

Virtual  
Groundbreaking  
Ceremony for  
92 & 94 Scott St.,  
St. Thomas



## november

Habitat for Humanity  
Canada - Virtual  
National Conference,  
we won the  
*One Habitat Award*

## december

Virtual Key Ceremony  
Munsee-Delaware Nation





# our community events



She Shed He Shed fundraising event, presented by Old Hickory Buildings returned for a second year. Two groups of women from Women In Construction 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  
Western Fair District  
Women In Construction

London Home Builders Association  
LHBA Lifestyle Home Show  
London & District Construction  
Association



# our environmental impact

building **green**  
building **together**

25% more  
energy efficient  
than building  
code regulations

25% reduction  
in greenhouse  
gas emissions

over  
255,500 lbs  
metal & e-waste  
recycled by  
ReStores

3,906,121 lbs\*  
ReStore  
donations  
recieved

reduced  
our waste to  
landfill by  
28%

# Habitat Heartland ReStores

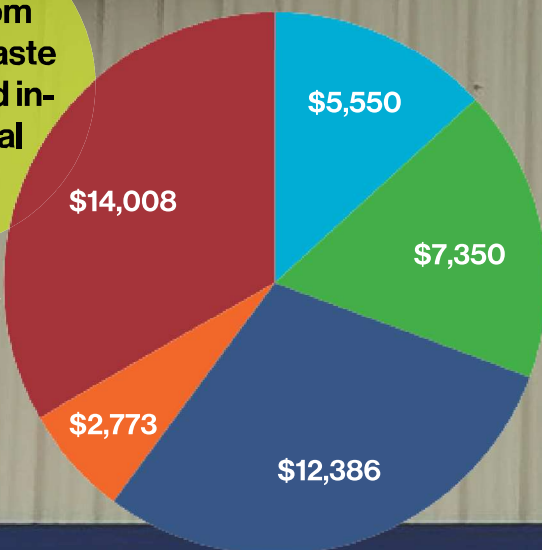
2020 will be a year that none of us will forget. A year that began with great promise, celebrating the very successful opening of our seventh Habitat Heartland Ontario ReStore, at 611 Wonderland Road North in London. When it became clear that the pandemic would drastically affect our ReStore business, the affiliate and ReStore staff quickly turned their attention to creating an online sales platform that could serve all our stores.

The combined effort to launch and market the platform was a huge task, but working together, we were quickly able to start generating sales. While the year was difficult, this online initiative and the brief periods of being open to the public, allowed the ReStores to provide some financial support to the organization. There was a tremendous effort by all parties to maintain communications, and keep things running smoothly during various lock-downs and stay-at-home orders. Even more impactful was the ability of the board and upper management to keep staff employed for the entire year.

A highlight of 2020 was the work of our ReStore team to distribute and facilitate donations of much needed items like dog food, school supplies, and PPE to our community partners in the counties we serve. We came together during a time of great uncertainty to give back to our community, and be of service to front-line organizations that were in need of support.

revenue from  
electronic waste  
recycling and in-  
house metal  
recycling:

- Woodstock
- Listowel
- Pacific
- St. Thomas
- Stratford



over 22,800  
volunteer  
hours in our  
ReStores

launched  
e-commerce  
platforms for  
all 7  
ReStores

25+  
ReStore truck  
deliveries  
distributing  
product to assist  
with COVID-19  
relief



**Habitat**  
for Humanity®  
Heartland Ontario

# ReStore



# our sponsors

## diamond hammer sponsors



**Estate of  
Mr. John  
Joseph Arnold**



**NORTHERN**

## platinum hammer sponsors



**Mr. Edward Clark**



## title sponsors





# our sponsors

## financial foundation sponsor



## gold hammer sponsors



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Communities  
Together™



## visionary sponsors



## silver hammer sponsors



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Mr. Terry Allen



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# our sponsors

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Ivey Connects Program  
Jumbo Building Products  
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Moen Canada  
McNaughton's Home Hardware Building Centre  
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Spectrum Brands  
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St. Thomas & Elgin Home Builders' Association  
Staples #235  
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The Warehouse Guys  
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Wingham Candy Warehouse

# our sponsors

## iron hammer sponsors

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Chester Kanas  
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DiCola Drywall  
Don West Custom Homes  
Doug Tarry Homes  
Dowler Karn  
DVI Lighting  
Ev Austin  
Elgin Carpet One Floor & Home  
Fanshawe College  
Fastenal Canada  
Genuine Electric  
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Granton Construction  
Great Northern Insulation  
Guaranteed Eavestroughing  
Hayhoe Homes  
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IT Company  
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LBMS Investments  
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LiUNA 1059  
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Mighty Movers Elite  
Miss Ashley Giddings  
Miss. Brandy Fink  
Miss. Cindy Dewar  
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Miss. Evelyn Dods  
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Mr. Juan Bello  
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Mr. Keith Hawn  
Mr. Ken Wright  
Mr. Kenneth Potter  
Mr. Kevin Faraway  
Mr. Kyle Thomson  
Mr. Michael Reibl  
Mr. Michel Carreau  
Mr. Mike Bussel  
Mr. Mike Pierchelski  
Mr. Mike Savage  
Mr. Mike Vannoord  
Mr. Murray Grant

Mr. Murry McDonald  
Mr. Patrick Zedzik  
Mr. Paul Feron - Hopebuilder  
Mr. Peder Madsen  
Mr. Peter Harvey  
Mr. Phil Stewart  
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Mr. Richard Cox  
Mr. Richard Pumarin  
Mr. Richard Zemmellink  
Mr. Rob Leach  
Mr. Robert John Watson  
Mr. Robert Lewin  
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Mrs. Helen Bauman  
Mrs. Jen Harvey  
Mrs. Jill Ferguson  
Mrs. Judith Reid  
Mrs. Linda Armstrong - Hopebuilder  
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Mrs. Marlene Thompson  
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Mrs. Tamara Lorenz  
Mrs. Veronica Fodor  
Ms. Anne Pavlosky



# our sponsors

## iron hammer sponsors

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Ms. Julie Walker  
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ProAble Hardware Specialties Inc.  
R-Safety  
Rotary Club of St. Thomas  
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SoHo Studio  
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Sylvanacre Properties Ltd.  
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Wastell Homes  
Webcan Sales  
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West London Paving  
Yantzi Building Supplies

## national sponsors



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# 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**

**Alan MacKinnon**  
Board Chair

Adam Campbell  
Director, Governance Chair

Jennifer Spry  
Director, Governance Committee

Blair Knox  
Director, Finance Committee, Land Acquisition

Chris Kirwin  
Director, Land Acquisition

Rickie Bertulli  
Treasurer, Finance Chair

Catherine McInerney  
Board Recording Secretary

Janice Castell  
Director, Risk Committee

Ciara Pittam  
Director, Risk Committee

Peter McConnell  
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

Christopher Hood  
Assistant Manager, Wonderland ReStore

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  
**23,091**  
total volunteer hours in 2020

453 Volunteers  
contributed their time  
at our 7 ReStores



23,091 total hours at  
minimum \$15/hour =  
\$346,365 saved in  
labour costs

565 new volunteers  
joined our team



our team includes 174  
youth volunteers  
between the ages of  
16-25

2,194 hours contributed  
on the build site from  
construction volunteers



facilitated 40 student  
volunteer placements

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

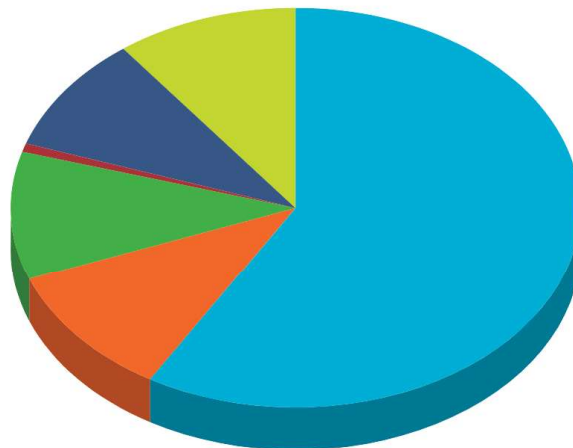


thank you  
volunteers!

# our reports

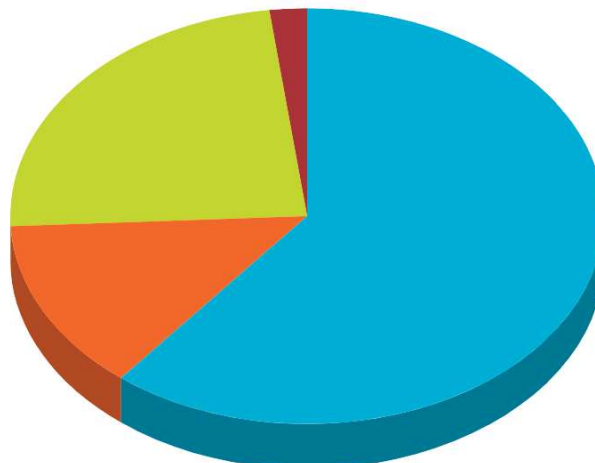
## funding sources

ReStore Ops	●	\$3,595,563	58.51%
Home Sales	●	\$ 656,500	10.68%
Fundraising Revenue,			
Donations & Grants	●	\$ 635,922	10.35%
Income on Mortgages	●	\$ 42,508	0.69%
GIK for Builds	●	\$ 579,393	9.43%
Build Payments	●	\$ 635,736	10.34%
Total:		\$6,145,622	



## allocation of operating expenses

ReStore Operations	●	\$3,531,897	60.79%
Administration	●	\$ 780,639	13.44%
Build Costs	●	\$1,379,265	23.74%
Land Costs	●	\$ 118,607	2.04%
Total:		\$5,810,408	





# our reports

## statement of operations and changes in fund balances

In Canadian Dollars  
As of December 2020

2020

2019

### ASSETS

#### CURRENT

Cash	912,269	340,173
Accounts Receivable	151,742	102,598
HST Rebate recoverable	89,496	31,932
Prepaid expenses & deposits	92,515	157,859
Inventory	1,288,935	1,183,631
Current portion of First Mortgages receivable	444,115	422,912

2,979,072 2,239,105

Capital Assets	423,693	412,639
First Mortgages Receivable	3,879,303	3,950,907

7,282,067 6,602,651

### LIABILITIES AND NET ASSETS

#### CURRENT

Accounts Payable and Accrued Liabilities	372,879	207,688
Deferred Contributions	172,705	230,270
Demand Loans	420,798	293,512

966,382 731,470

Deferred Contributions related to Capital Assets	0	8,798
Lease Inducement	188,880	70,792

1,155,262 811,060

NET ASSETS	6,126,805	5,791,591
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TOTAL	7,282,067	6,602,651
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**Habitat**  
for Humanity®  
Heartland Ontario

## contact us

**Habitat for Humanity**  
**Heartland Ontario**  
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London, ON  
N6H 4V6

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136473717RR0001

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[www.habitat4home.ca](http://www.habitat4home.ca)

