



**2020**

**Electro Federation Canada**

# A message from our President and CEO



## Partners in building **strength, stability and independence**

Dear Electro Federation Canada,

What a year we've had! As we know all too well, COVID-19 caused businesses and non-profits alike to quickly address new and unexpected challenges brought on by the pandemic. Organizations reassessed annual targets, adapted to new ways of working and identified strategies to keep employees engaged as they (and their families) struggled with the new normal. Habitat Canada and local Habitats nationwide were not immune to these challenges.

Just weeks after starting in my role as President and CEO of Habitat for Humanity Canada, we were forced to quickly adjust to the new reality presented by the pandemic. The generosity of corporate sponsors and donors like you helped ensure that our 53 local Habitats across Canada were able to continue building and ensuring that families have access to safe and affordable housing when they needed it the most. Because of your understanding and willingness to change plans and maintain your financial support, local Habitats across Canada partnered with 200 families living with low income and successfully got them on the path to attaining social and financial stability, building equity and transforming their futures and communities.

On behalf of Habitat for Humanity Canada and the entire federation, please accept my heartfelt thank you for continuing to partner with us and for helping us realize a world where everyone has a decent place to live. With continued support from Electro Federation Canada, we believe 2021 will open doors for even more families to have a place to call home.

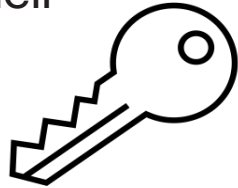
A handwritten signature in black ink that reads "Julia Deans".

Julia Deans  
President and CEO  
Habitat for Humanity Canada

# With your support

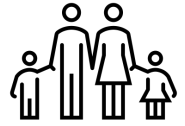
**200 families**

moved into their  
**new Habitat  
homes.**



**748 people**

including 416 children  
are building strength, stability  
and independence through  
their new Habitat homes.



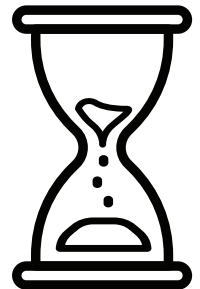
**11,000+**  
**volunteers**



generously gave their time  
on our build sites, ReStores,  
offices, and at events.

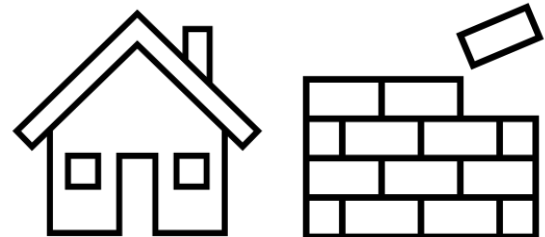
**140K+**  
**hours**

of volunteer time  
to help forward  
our mission.



**276,230+**  
**donations**

of product accepted by  
Habitat ReStores across Canada



# Impact at-a-glance



Donations to Habitat Canada impact communities across Canada, helping people who are living in core housing need become Habitat homeowners. In 2020, Electro Federation Canada donated \$1 million in product to Habitat ReStores, \$97,518 in build gift-in-kind, and \$1,000 in cash in support of local homebuilding projects.

On average, Habitat generates \$175,000 of benefits to society per home. These benefits come in the form of Habitat homeowners' reduced reliance on social housing and food banks, better educational and employment outcomes, and improved health. That means for every dollar invested into a Habitat home, \$4 is returned to the community in the form of social benefits, quadrupling the impact of your donation. But supporting Habitat for Humanity in Canada is not just good for the community – it makes good business sense as well. A study on corporate social responsibility (CSR) showed that, when employees are engaged in CSR initiatives, there is a 50 percent reduction in turnover rates and a 13 percent increase in productivity.

## Impact in numbers



**\$1.1 MM**

invested in  
Habitat Canada



**\$4.4 MM**

in societal impact

**\$1 invested in Habitat Canada = \$4 in social good**

# From volunteer to Habitat homeowner

“I felt so discouraged in terms of ever being able to own a home,” says Marisa. “I was just kind of down a lot of the time, because I thought owning a home was something I was never going to be able to do, and then in comes Habitat. It’s like a dream come true.”

Marisa learned more about Habitat’s mission while volunteering with her colleagues as part of an employee build on one of Habitat Vancouver Island North’s build sites.

“When the project manager was talking about who they build for I thought, hey, wait a minute – that’s me!” she says. At the time, she was living in a small apartment with her daughter, Nayeli, who had no space to play without disrupting their neighbours.

When she realized that Habitat provides working families like hers with a no down payment, affordable mortgage to help bridge the gap between rental and market housing, she thought she might have a shot. Her boss encouraged her to apply, so she gathered all of the necessary documents and met with their family services manager to answer questions. A few months later, she found two Habitat staff sitting in one of the meeting rooms at her office.

“I just knew right away and I started crying, and everyone congratulated me,” she says. “It was a



moment I’ll never forget.” She’s now unpacking boxes in her new home, and despite what’s happening in the world around her, she’s feeling more confident in her ability to take on challenges.

She’s part of the Habitat family now, and that kind of determination permeates everything the team at Habitat Vancouver Island North does. They’re always encouraged to innovate, in any way they can, to push the mission forward, says Karen. And working together remotely to develop the key ceremony video is the perfect example of that.

“It’s really reminded us that even when we’re faced with situations where there’s a lot of limitations, there’s always a way to move forward,” she says.



# Welcoming new Habitat homeowners Kiley and family

In the video, Kiley thanks all the volunteers who helped make their dreams possible, and shares some of her family's story. They'd been living in a one-bedroom basement suite at Kiley's parents' house, which they moved into four years earlier, when Kiley was unexpectedly hospitalized and they lost their home.

She was working as a medical office assistant when she says her "feet fell asleep and never woke up" and had to be taken to the hospital. That night, she got a call from their landlords who said they were selling their house, and gave her the contact information of their new landlords. Shortly after, she learned that their new landlords would be nearly doubling their rent to keep up with the exploding housing market.

"We panicked," says Kiley. "We had been in that house for five years, so we had no idea how bad the rental market had got, and we had no idea when



*"When I went into the hospital, I had my house. When I came out, I'd lost my job, all of my stuff was in storage, and my family was living in the one-bedroom basement suite at my parents' house," says Kiley. "It was pretty hard to swallow."*

I would be out of the hospital." She was eventually diagnosed with Guillain-Barré syndrome, a rare autoimmune disorder that attacks the nerves, which left her whole body paralyzed. Through intense rehab, she gradually regained some of her strength, and was discharged from the hospital four months later. But she was still struggling with some weakness in her extremities, so she wasn't able to return to work.

She was seeing a counsellor, who encouraged her to apply to be a Habitat homeowner. She didn't know much about Habitat, but as soon as she reviewed the application and website, she eagerly gathered all of the necessary documentation and applied. After three interviews, and eight long months, she got a call – they needed to do one more interview. But when the two Habitat staff arrived at their home that evening, they quickly let the family know that they were going to be homeowners.

"We all burst into tears, even the kids," says Kiley. "It was pretty special." Now that she and her family have officially moved into their new home, she says it's given her a renewed sense of independence.

# More than a donation

Electro Federation Canada's build gift-in-kind donations helped build more homes for families in need of safe and decent housing. Building materials like these don't just help off-set construction costs, allowing local Habitats to build more homes, they also ensure we're building with high-quality materials. This year, more than 5,700 volunteers, including new Habitat homeowners built homes with your donated product on build sites in Ontario, Manitoba, Saskatchewan, Alberta, British Columbia and the Yukon. To Habitat homeowners Electro Federation Canada's donations are an integral piece of a safe and decent home – a home that will provide a solid foundation for them to live out today's realities and prepare for tomorrow's transformations.

**“Gift-in-kind donations are extremely important to our Habitat. We feel better knowing we are using reliable products donated by companies that are dedicated to our cause. Donated materials don't just build safe and affordable homes, they help build strength in our communities through self-reliance.”**

*Peter Schmahl, Construction Manager, Habitat Greater Toronto Area*



## Product Distribution

From Kingston to Vancouver Island, your investments are creating lasting change for families around the country. Thank you to the Electro Federation Canada members who supported our construction projects through the donation of build gift-in-kind.

- **Bartle and Gibson**
- **Eaton Electrical**
- **Electro Cables**
- **IPEX**
- **Nexans**



# Habitat ReStore



**\$1 million** in assessed value of ReStore donations distributed to Habitat ReStores across the country.

**64 tons** of product diverted from landfills and sent to Habitat ReStores.



Your gift-in-kind donations allowed us to provide quality items for sale at Habitat ReStores across Canada. With more than 100 stores across Canada, Habitat ReStores are an innovative social enterprise, and the money generated is used to fund local Habitat for Humanity homebuilding projects and operations. These stores also divert approximately 40,000 tonnes of product from landfills each year, which means that when Electro Federation Canada supports Habitat ReStores it is making a socially and environmentally conscious decision. Thank you to all the members that supported Habitat for Humanity through gift-in-kind donations to ReStores.

- **3M**
- **3M Supply Chain Services**
- **Southwire Canada**
- **Liteline**
- **B.A. Robinson Co. Ltd.**
- **O'Neil Electric Supply Ltd.**
- **First Alert**
- **Gerrie Electric**
- **Lutron Electronics**



# Fiona's story

After leaving a difficult relationship, the single mom of two daughters had only four bags of belongings to her name. Fiona moved into a family shelter with her children, working tirelessly until she could afford to rent a one-bedroom apartment. Then one day, Fiona heard an ad for Habitat for Humanity Canada on the radio – it felt like the answer she'd been waiting for!

Now, with the support of donors and partners like Electro Federation Canada and after Fiona put in her 500 Habitat volunteer hours, she and her daughters have been able to fulfill their dream to afford a safe, decent and stable home as a family. Learn all about Fiona's story and the impact that your partnership with Habitat for Humanity Canada has had on her and her family.





## Thank you

On behalf of Habitat Canada, local Habitats across the country and proud, new Habitat homeowners, we would like to thank Electro Federation Canada for its support and generous commitment to helping Canadian families build strength, stability and independence through affordable homeownership.

Thank you for continuing to support our vision of a world where everyone has a decent place to live.

## Contact

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