



Habitat for Humanity Canada

NLI International

2018 impact report



Partners in building strength, stability and independence

Thank you for your support of Habitat for Humanity Canada this year. When people ask me why corporate social responsibility is so important, I think of the 248 families who partnered with us last year to build strength, stability and independence through affordable homeownership, as well as the hundreds more who will become Habitat homeowners this year, thanks to the generous support of NLI International.

I think of Getenet, who spends his morning before work cleaning up the empty liquor bottles and trash out front of his current home, to ensure his severely autistic son doesn't injure himself.

It's families like theirs that you are helping to empower through stronger foundations for better, healthier, more financially secure lives – lives filled with new opportunities and new possibilities. Indeed, our achievements are only made possible with the help of partners like NLI International who share our belief that we can transform lives by empowering families through affordable homeownership.



A handwritten signature in black ink that reads "Mark Rodgers".

Mark Rodgers, PhD
President & CEO
Habitat for Humanity Canada



Impact at-a-glance

Donations to Habitat Canada impact over 400 communities across Canada, helping people who are living in core housing need become Habitat homeowners. In 2018, NLI International invested \$203,232.33 in ReStore gift-in-kind donations in support of local Habitat homebuilding projects across Canada.

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.



**\$203,232.33 invested in
Habitat Canada = \$812,929.32
in social good**

“Thank you, NLI International for your generous donation. Our ReStores play a vital role in supporting local Habitat home-building projects, and these stores would not be where they are today without the generosity of partners like you.”

-Jim Waechter, Senior Manager, ReStore Support

Habitat ReStore

Your gift-in-kind donation 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 195,349 tonnes of product from landfills each year, which means that when NLI International supports Habitat ReStores, it is making a socially and environmentally conscious decision.



 **Habitat for Humanity[®]**
ReStore[®]

\$203,232.33 is the assessed value of ReStore donations distributed to Habitat ReStores across the country.

266,234 pounds of product diverted from landfills and sent to Habitat ReStores.

29 local Habitats and their ReStores supported by NLI International.

Getenet & Tadelech's story

This past year, NLI International's support helped provide a solid foundation for families like Getenet and Tadelech's to build stronger, more independent lives.

Like most parents, Getenet and Tadelech have their son and daughter's well-being constantly on their mind. Both their children are teenagers, but because Joseph has severe autism, their family faces a different set of daily challenges – Joseph cannot use the bathroom on his own, which means his mother, who is his primary caregiver, must help him every time. As Tadelech gets older, carrying around the weight of her fully grown son gets harder and harder, especially as arthritis worsens her knees. But it's not just what is inside their current home that poses a risk – it's also what is outside that concerns Getenet and Tadelech.

"Every morning before I go to work, I have to clean the front of our home," explains Getenet. "We always find garbage, empty liquor bottles, and other dangerous trash on the ground outside from the neighbours. If I don't clean it, Joseph will try to pick it up when he goes outside."

To make matters worse, Sara turns 21 soon. At that age, she would no longer be considered a co-dependent, and the entire family would be forced to leave their social housing unit. After discovering that their home would be reassigned after their daughter's 21st birthday, they began searching for another option to ensure their family – in particular, their son – would have a safe place to call home. That is when they learned about Habitat for Humanity Greater Toronto Area and decided to apply to become homeowners. Habitat's model of affordable homeownership provides families with an opportunity to own their home – through a no down payment, interest-free mortgage. To be eligible, homeowners must also volunteer up to 500 hours with Habitat.

Even though he works full-time as a parking lot attendant, Getenet did the majority of their family's 500 volunteer hours, helping to build homes at the Pinery Trail build site. Pinery Trail is a three-year, three-phase project to build 49 townhomes in east Toronto.

When Getenet, Tadelech and Joseph move in to their Habitat home, their family will have a fully-accessible unit, built to ensure that Joseph's special needs are met, and that his family can thrive in their new space.

"Learning that we had been accepted as a Habitat homeowner, that we will soon have a home that won't be taken away from us, was one of the happiest days of our lives," Getenet says.



Thank you



On behalf of Habitat Canada, local Habitats across the country and proud, new Habitat homeowners, we would like to thank NLI International 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

Relationship Manager

Rume Shrestha
416-644-0988 x 359
rshrestha@habitat.ca

everyone
deserves a place to call home



477 Mount Pleasant Road, Suite 403, Toronto, Ontario, Canada
(416) 644-0988 | (800) 667-5137 | habitat@habitat.ca | habitat.ca