

Signs of Change at Habitat for Humanity Winnipeg

Habitat for Humanity Winnipeg (HFHW) has created a unique way to showcase a new brand enhancement through the implementation of 'SOLD' signs on all of their new building sites. The first of these signs can be seen at the Sir Sam Steele School build site on Nairn Avenue, across from Dufresne Furniture.



Habitat For Humanity Future Builders 'SOLD' Signs seen along Nairn Avenue

The local brand of the internationally known Habitat name is now accompanied by: 'The Future Builders'. Incorporating this message onto property 'SOLD' signs is the first phase of a gradual integration into the organization's advertising and promotional materials.

The signs are intended to dispel the misconception that HFHW gives away homes. These signs, along with HFHW's other continuing communication efforts, will further help people to understand that Habitat sells homes to low income working families that meet its criteria of need, ability to pay and willingness to partner.

The addition of 'The Future Builders' to the international brand creates a unique local entity. Its goal is to create more awareness and excitement by drawing the attention of potential new supporters as well as make existing supporters even more proud to be associated with Habitat.

The Future Builders' exemplifies everything that Habitat is and does: continuing to build homes for the future and building futures where families prosper, communities thrive and everyone wins. HFHW is encouraging more people to make a difference by becoming 'Future Builders'.