

Did you know that 39 children will live in the 11 HFHW homes built in 2008? And since 1987, more than 550 children have benefited from a Habitat home in Winnipeg.

For more information on becoming a HopeBuilder please visit

www.habitat.mb.ca or call (204) 233-5160, Ext.0

New Monthly Giving Program to Kickoff Habitat Fundraising Efforts for 2009

Habitat for Humanity Winnipeg's (HFHW) new HopeBuilder Monthly Giving Program gives new and existing Habitat supporters the convenience of pre-authorized donations from a credit card or chequing account and the local not-for-profit charity is hoping that donors embrace the new option.

With the average cost to build a Habitat home in Winnipeg rising to almost \$143,000 in 2008, HFHW is entering its busiest fundraising season as they prepare to build 17 homes in 2009.

"The planning for this program began in September, 2008 and we introduced it to our current supporters in a Christmas campaign," said HFHW's project manager of fundraising, Genevieve Cloutier.

"In today's economy, giving donors the option to have their annual donation spread out over 12 months is important and will mean that supporting Habitat doesn't have to be a huge dent in anyone's personal budget. By joining

HopeBuilders, the average person can help us build safe, decent, affordable homes for as little as 50 cents per day."

As one of the busiest Habitat affiliates in Canada, HFHW continues to lead construction numbers with



164 homes built since 1987. In addition to leading the country in the sheer number of homes constructed, HFHW is leading the way in affordable green housing. Starting in 2006, HFHW began building all of its Habitat homes to Manitoba Hydro Power Smart Gold standards which directly benefits Habitat homeowners through lower utility and operating costs. HFHW is considered the greenest new homebuilder in Manitoba.

"Our goal for 2009 is to build 15 new homes and

this will take us closer than ever to our record year, 1993 when the Jimmy Carter Work Project built 19 homes," says Cloutier. "But even with the 15 homes we will build this coming summer, we're only going to help a fraction of the

low-income working families that are living in substandard rental housing. Winnipeg's strong housing market has made homeownership unobtainable for countless people and rental rates for family-sized apartments have placed low-income families in a position

that they are often paying more than 60 percent of their household income for shelter."

With an aggressive goal set for 2009, HFHW is confident that its new HopeBuilder Monthly Giving Program will play a key role in raising the funds needed to make safe, decent, and affordable housing a reality for 15 low-income working families in Winnipeg.

The Manitoba Lotteries Habitat for Humanity Legacy Build Program is truly a visionary partnership and is unique in Manitoba and Canada in providing unprecedented support, community involvement, and a self-sustaining model of funding for the future. By taking the time to understand community needs and engaging six Habitat for Humanity partners throughout the Province, Manitoba Lotteries has found the best way to respond to a pressing need and establish a legacy to last a lifetime for its employees, families and communities.

Manitoba Lotteries and Habitat for Humanity Build a Legacy

Manitoba Lotteries reaches out to communities with support, volunteerism and sponsorship of hundreds of worthwhile events. It's about enhancing the quality of life for Manitobans and their ongoing commitment to Corporate Social Responsibility. "Corporate Social Responsibility is built into our mission – to lead by example and with the understanding that everything we do has an impact beyond our day-to-day operations," said Manitoba Lotteries President and CEO, Winston Hodgins.

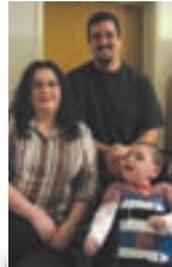
That is why MLC is involved with a well-respected organization such as Habitat for Humanity, whose efforts benefit Manitoba in so many significant ways. In 2008, a landmark partnership was announced - The Manitoba Lotteries Habitat for Humanity Legacy Build Program. This is a first in Canada and can provide up to \$5 million to Habitat for Humanity (HFH) communities in Manitoba. MLC is donating up to \$2.5 million over a five-year period, and with matching support from other donors, as well as the investment of future mortgage payments, a fund will be created to enable the construction of homes for low income families for decades.

The unique program, which assists the Manitoba's Habitat



Five of the six new HFHW homes constructed on Minto Street in 2008 were funded by the Manitoba Lotteries Habitat for Humanity Winnipeg Legacy Build program. A total of 21 children will live in these five homes.

Manitoba Lotteries employees volunteered their time to help construct HFHWs first fully accessible home for Phil, Eilyn and their son Matthew.



communities including Winnipeg (which includes Chez Soi), Brandon, Portage la Prairie, South East, Selkirk and The Pas, has been created to encourage both families and communities to work together to provide housing for low-income working families. Families must apply through HFH and contribute

sweat equity to the build of the home and make mortgage payments like everyone else. The unique aspect to this program is that for Habitat communities, any donation from MLC must be matched by financial support from other donors, which means entire communities are working towards the goal of improving lives of low income families. Through this initiative, Habitat for Humanity may enable the build of many homes in Manitoba for decades to come.

This spring, MLC experienced another first in its partnership with HFH, by assisting in the support of the first fully accessible home. Not only did MLC provide Platinum Hammer sponsorship, but hundreds of employees volunteered their time to see this very special project rise from the ground. In fact, so many employees wanted to be part of the build that volunteer shifts had to be limited to one-per-employee. This is the second year in a row that volunteers from across the corporation have come together to build a Habitat home and proved to be an excellent means to give something back while developing team-building skills. The grateful homeowners were overwhelmed by seeing so many MLC employees working on their home.

Habitat for Humanity Winnipeg and the Manitoba Metis Federation Form New Partnership to Address the Urgent Need for Affordable Housing in Winnipeg's Metis Community

Ten homes to be built over the next two years with \$1,000,000 in funding from the Province of Manitoba

Habitat for Humanity Winnipeg (HFHW) will join forces with the Manitoba Metis Federation –Winnipeg Region (MMF), specifically its service delivery arm the Winnipeg Metis Association (WMA), to construct 10 new energy efficient homes for low-income working Winnipeg Metis families. The 10 new homes will cost \$1.5 million to construct and the Province of Manitoba will be contributing \$1 million in funding towards the program. The remaining \$500,000 will be raised through various HFHW fundraising efforts. Five of the new Habitat homes will be built in 2009 with the remaining five in 2010.

“According to Statistics Canada’s 2006 Census, Manitoba’s population includes the largest number of Metis people per capita in Canada and the majority of them live in southern Manitoba including Winnipeg,” says Sandy Hopkins, CEO of HFHW. “Within Winnipeg’s Metis community, there is unfortunately an urgent need for access to affordable housing. Through the Habitat homeownership model, these first 10 families will have a wonderful opportunity to purchase a home and begin building equity for the future. We feel that affordable homeownership is the solution to breaking the cycle of poverty that impacts so many low-income working families.”

Habitat homes are sold, at fair market value, to carefully selected families using a no money down, interest-free mortgage. Qualified families must also complete 350 to 500



Felicia Morrisseau and Arnold Asham from the Asham Stompers perform at the official announcement of the HFHW Metis Build.

hours of sweat equity with HFHW prior to taking possession of their new home. “Normally the mortgage payments we collect from our homeowners go into a fund that we use to purchase land for future Habitat builds. But in the case of the 10 Metis Habitat homes, we are going to transfer the money to a specific fund that will be used to build additional Metis Habitat homes after 2010. These first 10 homes will not only benefit the families who purchase them, but many more Metis families in the future,” says Hopkins.

The WMA is playing an important role in this unique program by helping

communicate the availability of the new Habitat homes to its membership and the Métis community as a whole. “We’ve had very good feedback to the program and we are encouraging more low-income working Métis families to contact us to find out if they would qualify for these homes. Our people and community have strong family values and are eager to improve the lives of their children and grandchildren. These 10 Habitat homes will be great start to helping Métis families get ahead,” said Ron Chartrand, Vice-President, Winnipeg Region, Manitoba Métis Federation.

A Habitat for Humanity Winnipeg Metis Build fundraising cabinet has been formed and includes a number of successful business and community leaders. For more information on how you can support the Metis Build program please contact Lawrence Prout, campaign coordinator at (204) 471-0600 or lgprout@shaw.ca

Interested in getting involved with Habitat for Humanity Winnipeg?

We are always looking for individuals, organizations, and businesses to help us realize our mission of providing safe, decent, and affordable housing for low-income working families. For more information visit us online at www.habitat.mb.ca or call (204) 233-5160.



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**Habitat for Humanity
Legacy Build**

Minto Street
five homes



Adsum Drive
one home



In partnership with



Elgin Avenue
one home



Supporting Our Communities

Adsum Drive
one home



Adsum Drive
one home



Minto Street
one home

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Habitat Family Bio: Moses A.

We will all face various challenges during our lives – whether they be the death of a spouse to financial hardship to relocating our household. But what would happen if you had to face all of them in a short period of time as well as being singly responsible for five children? Many among us wouldn't have the personal strength to dig deep and overcome the obstacles. Some would throw their hands up in despair and let the challenges defeat them and their family, but Moses A. chose another path – perseverance and triumph.

Moses, a widower, along with his four children and a younger brother, arrived in Canada from Sudan in 2004 and set about rebuilding their life in Winnipeg. Employed as a teacher in the Sudan, Moses knew he wanted to continue working in education and quickly found work as a teacher's aide, but even with fulltime employment, his salary came no near the income needed to sustain a family of six in one of Winnipeg's suburban neighbourhoods. Moses found



Moses and his daughters Anak (R) and Aguil (L) along with sons Dut (R) and Akeen (L) stop for a photo on Minto Street during the construction of their new home in July, 2008.

a central Winnipeg apartment with three bedrooms and moved his family in.

Moses quickly learned that the neighbourhood was full of negative influences and was constantly on alert for gangs and drug dealers looking to recruit his children and brother. To help keep his kids out of trouble, Moses signed them up for programs with the Boys and Girls Club of Winnipeg as well as becoming heavily involved with Winnipeg's Sudanese Parent Council.

In addition to the neighbourhood challenges Moses faces, the apartment itself isn't adequate for his young family. With only one bathroom, there is often a line-up during the morning and quiet space for studying doesn't exist. The family's aged computer is located in a storage closet.

After being accepted into partnership with Habitat for Humanity Winnipeg, Moses tackled his sweat equity requirement with gusto and eagerly contributed 100 hours of hands-on time to the construction of his new Minto Street home. Moses and his family will take possession of their new 1200-square-foot side-by-side in late January, 2009. The new home has four bedrooms and two bathrooms and with a semi-finished basement, space for homework won't be an issue.

When life's next challenge comes your way, stop a moment and think about Moses and the challenges he's persevered through and how wonderfully he has triumphed over them! Guaranteed you will find some inspiration from his success.



Moses and friend pose for a photo with one of the many volunteers who helped construct his new home.



Moses and family pose for a photo with the Honourable Andrew Swan, Minister responsible for Manitoba Lotteries and HFHW Chair, Janet Milne during the Manitoba Lotteries Habitat for Humanity Legacy Build program announcement.

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Habitat for Humanity Winnipeg Finds the Tools Needed to Reach 2009 Goal of 15 Homes

New Director of Fund Development to take HFHW Fundraising to New Levels



Kim Wilson, 2009

Research proves that successful fundraising needs organization, constant evaluation, and a dedicated approach and HFHW is confident that the new director of fund development, Kim Wilson will excel at taking future fundraising programs to new heights.

With over 20 years of sales, marketing, management and project management experience combined with unique fundraising experience with UNICEF and the Scotiabank Rick Hansen Wheels in Motion event, Kim is well versed in

effective fundraising methods and brings a high level of energy to her new job. In addition to volunteering with HFHW during the summer of 2008, Kim has also consulted on a number of Habitat initiatives including a ReStore marketing study and a new sponsorship marketing package.

“I am thrilled to join the Habitat for Humanity Winnipeg team. I have really enjoyed working with Habitat on a contract basis and am excited about having a larger role and being able to personally help local families achieve their dreams,” says Kim.

If you are interested in more information on HFHW’s 2009 fundraising program, please feel free to contact Kim at kwilson@habitat.mb.ca or (204) 233-5160, Ext. 215



Kim volunteers with a number of organizations including HFHW during their 2008 construction season.

HFHW Adds Sophisticated Fundraising Software to Its Fundraising Mix for 2009

During an April, 2008 analysis of fundraising programs, HFHW management discovered that an antiquated donation and tax receipt program was severely hindering their ability to manage relationships with individual donors and sponsors. Records could not be easily accessed and compiling reports on past campaigns and events could often take days of staff time.

Knowing that something had to be done to help support larger fundraising goals for 2009, consultations were completed with professional fundraising consultants and the recommendations were the same: “Purchase a better software package or you run the risk of not being able to generate the funds needed to meet your goals for 2009.”

To help cover the costs associated with purchasing a new program, HFHW applied for, and received a capacity-building grant from The Winnipeg Foundation.

“Supporting Habitat for Humanity with this capacity-building grant is an area The Winnipeg Foundation has placed a major focus on in the past few years,” said Foundation Grants Director, Rick Lussier. “The sector is telling us that sustainability is a priority for them, so along with supporting capital and program funding requests, the Foundation is responding to the needs of the community through this type of grant,” he added.

Implementing the new SAGE 50 software has been an organizational

effort and administrative assistant, Heather Iverson has been responsible for the transfer of old records and the development of policies surrounding the collection of new information.

“The program is very user friendly and the number of reports that can be generated is staggering. I know that with larger upcoming fundraising efforts, this new software couldn’t have come at a better time,” says Iverson. “With new leadership and new software our development department now has additional tools to use when generating funds for our homebuilding programs.”



Habitat for Humanity Volunteer Q & A: Adrian and Melissa

1. How did you decide to get involved with Habitat?

Adrian: There were many reasons why I decided to get involved with Habitat: I was in the process of searching for my first house and began to think of home renovations and how many other people have trouble in their search for a place to call home.

Another reason is my acting coach who preaches the importance of social responsibility and getting out of the universe what you put in. Because I am an IT Tech and spend a lot of time sitting behind a computer, I wanted to do something with my hands.

Getting involved with Habitat enabled me to fulfill these goals and prepared me for getting my hands dirty with my own home renovations.

Melissa: When we researched Habitat for Humanity's program it sounded interesting and educational, plus I had the time to participate for a whole week, so the only question left was "why not lend a hand"?

2. Who needed to convince who in the relationship? Or was it a mutual decision?

Adrian: There wasn't much convincing needed. I asked and Melissa liked the idea and off we went. We both wanted to make it very worthwhile so we decided that we would commit a week.

3. Did either of you have construction experience prior to building with Habitat?

Melissa: Minimal to none. I have done small projects here and there, but nothing compared to constructing a house.

Adrian: Almost none, I have helped the odd person do small projects and watched a lot of HGTV.

4. You built on the St. John's-Ravenscourt School sponsored home for Marjorie. How did you like working with the SJR students and other volunteers?

Adrian: We worked on Marjorie's house for the Blitz Build. The SJR kids were great, it was fascinating to see young folks who in general are very self



Melissa and Adrian with Habitat homeowner Marjorie mid-way through the Blitz week.



Adrian has fun with Habitat staff member Walter G. and fellow volunteer Dick G.

Melissa and Marjorie on the build site.



Marjorie and her family at a St. John's-Ravenscourt School event



involved, be involved in something so selfless. The daily barrage of new volunteers meant that there were always fresh personalities on site every day.

Melissa: As for the SJR students, not only did the SJR students raise money for the build, they also showed up and helped build.

5. What tasks or things did you work on while on Marjorie's home? What was your favourite?

Adrian: Framing, sheeting the roof, shingling the roof, application of vinyl siding, installation of doors and windows. Framing was my favourite.

Melissa: Constructed scaffolding, application of the exterior insulation and vinyl siding, framing, installed vents, swept out rainwater from the basement with Marjorie. My favourite day was when one of the leaders took me under his wing and we worked on getting the bathroom set up together; demolishing to fit the tub in, framing the tub and cutting holes in the floor.

6. Were there any benefits to your relationship from your build experience?

Adrian: I think the main benefit was a reinforcement of values that we both believed in and the possible start of a tradition that we could call "ours".

Melissa: I absolutely agree, plus we also have a great memory to look back on.

7. Any advice for new Habitat volunteers?

Melissa: Because of my inexperience and somewhat reserved nature, I sometimes shied away from projects I was interested in trying. Don't be afraid to speak up and say "I want to help" on any sized task, because the leaders are helpful and willing to put you to work.

8. And what were your favourite things about building with Habitat and will you be back for 2009?

Adrian: My favourite thing has to be the feeling of giving to the community. I plan to be back in 2009.

Melissa: My favourite thing about the build is the feeling of accomplishment, not only helping create something as important as someone's home, but also about doing something selfless. I would like to be back in 2009.

9. And Adrian, how did you feel about attending Marjorie's home dedication?

Adrian: It was very touching to see the completed project and just how grateful she was. She even remembered who I was even though there were so many volunteers that helped out!



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