

Be a Partner in Something Big

Nicole Hrinco— National Manager, Corporate Partnerships



It all begins with Home.



Home is a place where big plans grow.

More than a refuge from the world outside, a home provides safety, stability, and self-esteem to the families that our communities are built upon.



It all begins with *a Home*.



For those who lack a home – especially children – the impact can be devastating:

- **Health:** are 10 times more likely to contract meningitis, respiratory problems or asthma.
- **Education:** are less likely to graduate from high school.
- **Employment:** have lower educational attainment and a greater likelihood of being impoverished and unemployed as adults.
- **Longevity:** More than 10 million people worldwide die each year from conditions related to substandard housing.

That's nearly 20 people dying every minute.

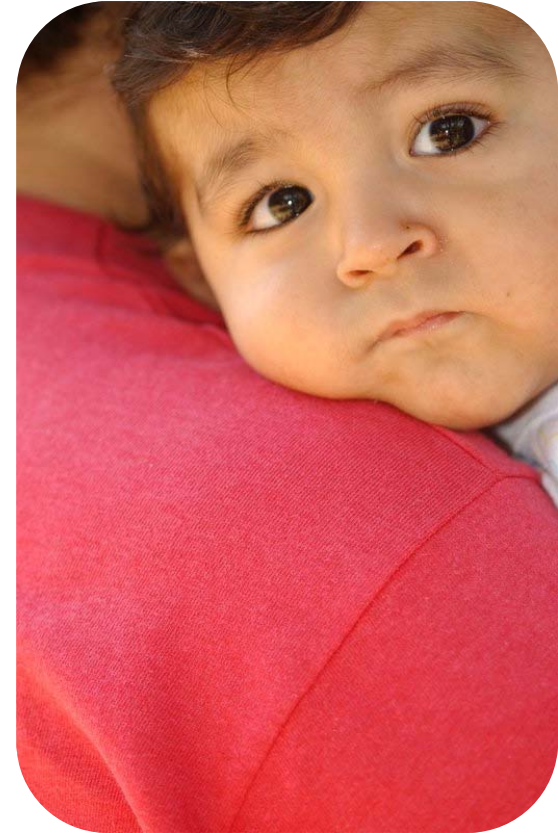


Too close to home.



As much as Canada is a nation full of prosperity, we are also a study in contrasts:

- 1.3 million Canadian households are in core housing need
- That's 4 million people – up 77% from 2002
- 1 in 7 children lives in poverty
- UN: “Canada is facing a national emergency on poverty, welfare, homelessness and housing.”



A plan to build homes and hope



- Since 1976, Habitat for Humanity has worked toward an unwavering vision – to eradicate poverty housing.
- Our mission is to build affordable housing and promote homeownership as a means of empowering families and breaking the cycle of poverty.

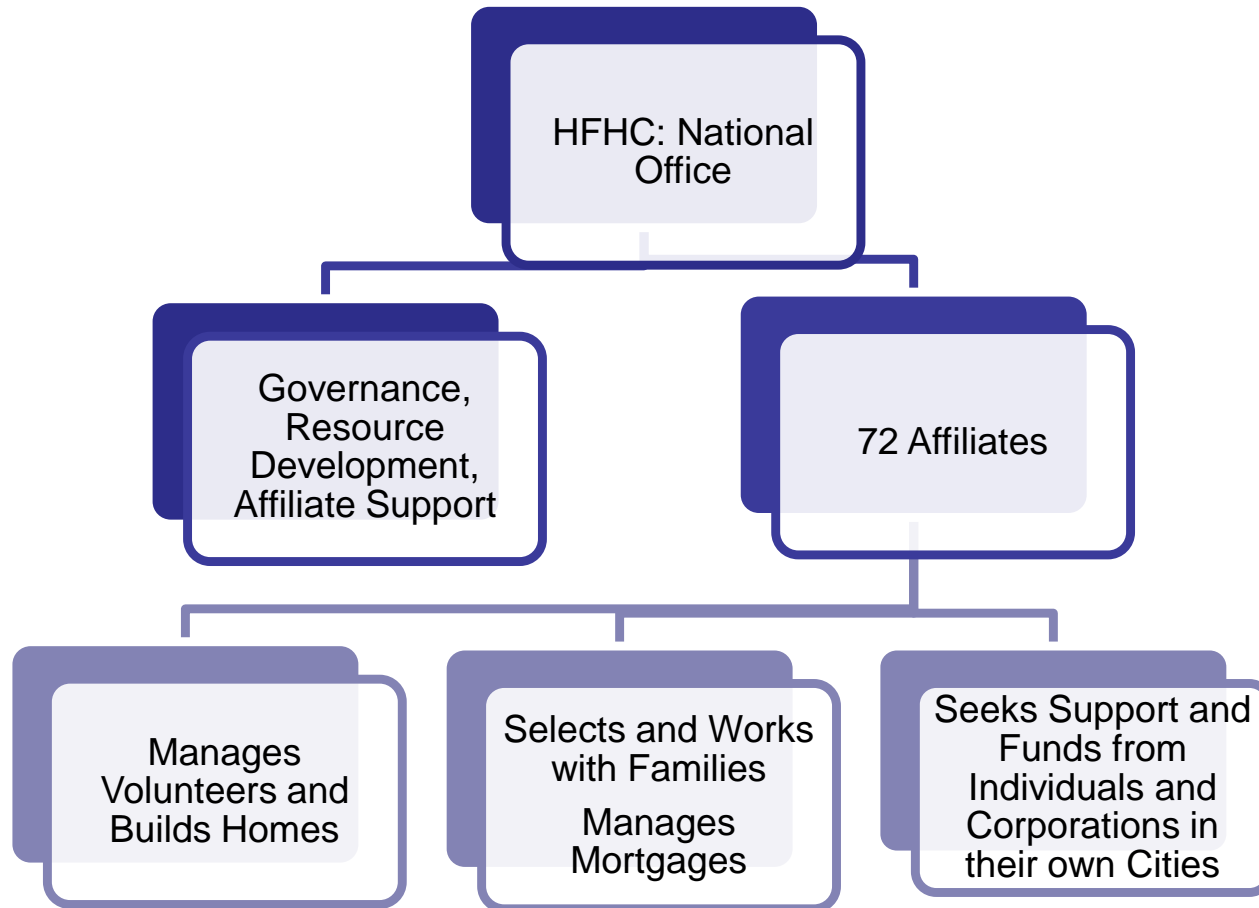


Our track record

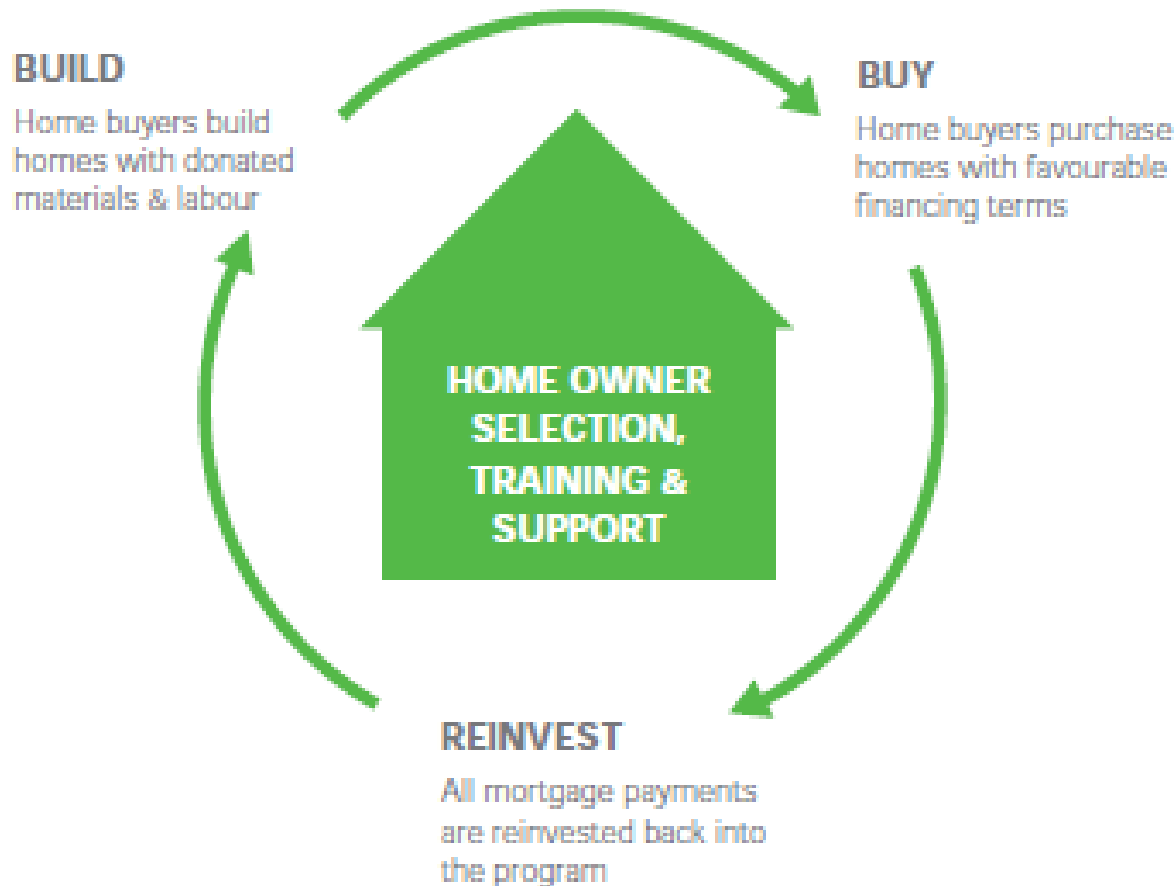
- **We have history**
Launched in 1976 in the USA; 1985 in Canada
- **We have scope**
72 locations in Canada, 2,300 around the world
- **We have strong volunteer base**
60,000 in Canada and 1million around the world
- **We are a proven solution**
More than 1,800 homes in Canada, 400,000 homes worldwide
- **We are powerful brand partner**
Valued at **\$3.1 billion** by Interbrand (2006).
Equivalent to Starbucks, FedEx, etc.



Our Organizational Structure



A plan that makes a difference



It's a hand up – not a hand out

How we select our partner families



Families must be:

- Living under the poverty line
- Earning an income that enables them to repay a 0% interest mortgage
- Willing to invest 500 hours of “sweat equity”
- Living in conditions of need



Variations of our core housing program

Habitat also operates a number of special programs aimed at engaging distinct groups in the delivery of our mission:

- **Aboriginal Housing Program:** working with aboriginal communities both on and off reserve to develop housing and community solutions.
- **Women Build Program:** engages women directly in helping other women and families access affordable housing.
- **ReStore Program:** Retail operations that sell donated new and used building materials. Revenues generated fund critical operation and building costs.
- **Global Village Program:** sends volunteer teams abroad to build Habitat for Humanity homes.
- **Youth Build Program:** building youth leadership through community service.



NEW - The 360 Built Smart Partnership

The 360 BSP is a national initiative that will realize long-term financial, environmental and social paybacks to all Canadians.

The program funds:

- Family outreach and financial literacy programs
- Best in class environmental building standards
- Best in class volunteer management programs
- Activities that help build strong local & national partnerships
- Best in class safety programs

The ripple effect starts at home; by investing in affordable housing and taking a holistic view to community development, you can solve a broader set of issues.



360 Built Smart
Partnership

What we need to make our vision happen



- Cash and Product donations
- Land donations
- Service donations
- Volunteers, and
- Leadership



Here's how organizations can help



Donate

Fund
homebuilding

Provide
product/service



Participate

Employees on
build sites

Employees as
fundraisers

Global Village



Advocate

Cause
Marketing

Champion
cause

Sponsor 360
Built Smart

Taking an
a-la-carte
approach by
supporting all
three areas
will achieve
the greatest
impact.

Donate



1. Fund Homebuilding

- Be the named sponsor for a new home
- Immediate impact of helping a family
- Present the keys to a homeowner family
- Be recognized both locally and nationally
- Sponsorship ranges from \$40,000 to \$150,000 pending the community (larger city; higher costs)



2. Provide Product/Services

- Skills-based volunteer services to our Home Builds and/or ReStores
- New product for Home Builds
- New/used/delisted/recycled product for ReStores

Participate

1. Employees on the build site

- Corporate team builds range from \$5,000 - \$10,000 per day/site

2. Employees as fundraisers

- Employee/store-led fundraising events/challenges
- Online giving – simple and turnkey
- Payroll deduction

3. Global Village Team Trips

- Offer as incentive to the top fundraiser to go overseas to help build a habitat home



Advocate

1. Cause Marketing Campaign

- Research has shown that in a competitive marketplace consumers will choose brands linked to a charity
- Pending execution and reach, the minimum donation/licensing fee ranges between \$5,000 to \$150,000

2. Champion the Cause

- Advertise your partnership with your customers and through media
- Open doors to new opportunities (through suppliers, other partners, etc)

3. Sponsor 360 BSP

- Take a holistic approach to building sustainable communities across the country



Some methods to help raise funds



Financial goals can be met via the following methods:

1. **Corporate**

- Budgets (marketing; community investment; in lieu of gifts during holiday season, allocate budget to HFHC toward target)
- Match employee contributions (to predetermined amount)

2. **Employees**

- Payroll Deduction Plans
- Local Employee Fundraising Events (BBQ, Auction,, Bake Sale, etc); creates a fun “rivalry” between areas/business units/regions
- Online fundraising through Habitat for Humanity Canada fundraising tool

3. **Customers**

- Profile Habitat builds on your website and call on customers to donate (their contribution becomes part of your total sponsorship) .
- Donate % of sales

4. **Suppliers/Other Key Stakeholders**

- Build key relationships by involving suppliers meaningfully in your efforts
- Recognition on Traveler’s website and through HFHC’s website

Here's what you get out of it

- National and local recognition
- Increased corporate profile
- Brand 'halo' effect of collaboration
- Opportunity to influence consumer purchasing decisions
- Engagement of your employees, customers and the local community
- Tangible and public demonstration of your support of families in need, in the communities where you work



Here's how we'll transform lives forever



By helping families in need own their own home:

- Employees learn new skills and grow as team members
- Customers can be better connected to your brand
- Build stronger communities
- Help another person, and family, change their life situation
- And through that, be changed as well.



It all begins with a plan



We pride ourselves on our ability to work with you to come up with a plan that meets your business objectives as well as ours

- Discuss level of interest
- Determine next steps





Thank-you for your time.

We're grateful for the opportunity to work together.

If you have additional questions please contact Nicole Hrinco,
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