



**Habitat  
for Humanity®**

Halifax Regional Municipality  
Annapolis Valley

## **SPONSORSHIP PACKAGE**



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## Who We Are

Habitat for Humanity HRM/AV is a community-based non-profit organization working for a world where everyone has a safe and decent place to live. Our mission is to mobilize volunteers and community partners in building affordable housing and promoting homeownership as a means to breaking the cycle of poverty. Habitat for Humanity is a worldwide network that spans 100 countries, has built over 300,000 homes, and is now building a new home every 21 minutes!

Since the establishment of the Habitat for Humanity HRM affiliate in 1992, over 29 Habitat Homes have been built in the Halifax Regional Municipality, housing over 130 men, women and children. We have recently started our own project here in the Annapolis Valley with the help of the HRM organization. Our geographical boundaries are approximately Windsor to Middleton. On December 14<sup>th</sup>, 2008, we created a Steering Committee and eight (8) other committees which are currently working diligently towards our first project. This is the foundation of a new and exciting chapter of the Habitat story.

Thanks to a generous donation of land, the first Habitat home in the valley will be built in the Town of Wolfville. It will be of a practical design suited to the surroundings and engineered to better than R2000 energy standards. To raise the necessary capital, our Fundraising Committee is busy planning events. Our goal is to raise \$50,000 by the spring of 2010. The paper house campaign is ongoing and we're planning a fundraising auction in the spring as well as a host of other initiatives.



## Whom We Serve

Habitat addresses a segment of the population that is not well served by either the subsidized or private housing markets: the working low-income family. Habitat helps those below the poverty line to become homeowners, rather than be dependent on social assistance for housing. A Habitat house gives partner families the opportunity to build equity, rather than continue to spend a disproportionate amount of income on substandard rental housing.

Habitat's approach is to offer a hand-up, not a hand-out:

- 🔧 Habitat for Humanity builds and sells houses at no interest or profit to families who need decent shelter who would otherwise not be able to purchase their own home
- 🔧 Homeowners contribute hundreds of hours of volunteer labour, known as “sweat equity”, to the construction of their own homes and then repay an interest-free mortgage
- 🔧 Homeowner mortgage payments go into a revolving fund used to build more houses with families in need of decent shelter
- 🔧 Mortgage costs are kept low by the use of volunteer labour and the generous donation of funds and building materials

## Family Selection

Families submit applications to Habitat, which are reviewed by a volunteer Family Selection Committee. Their recommendations go to our volunteer Board of Directors for approval. Families are selected based on three criteria:

**1. Need for the home-** Homeowners must be in an inadequate housing situation. Home visits are conducted to establish current living conditions.

**2. Ability to pay a no-interest, no-profit mortgage-** Family income must fall beneath the poverty (LICO) line, yet income must be sufficient to repay a long term, interest free mortgage.

**3. Willingness to partner-** Families must be willing to contribute 500 volunteer hours, known as sweat equity, to Habitat prior to moving into their home. These volunteer hours build pride of ownership and show a commitment to receiving a hand-up, not a handout.



## The Need for Affordable Housing

Poverty levels are increasing in The Annapolis Valley, and the dream of homeownership is not becoming a reality for many low-income families. High-end housing is booming, leaving many unable to move in to their first simple, decent home. The following are staggering statistics on housing in Canada:

- ✦ 1.7 Million Canadian families live without adequate or affordable housing
- ✦ 1 in 6 Canadian children live in poverty
- ✦ Around the globe, over 1 billion people are living in the streets or in poverty housing
- ✦ Over 100,000 Canadians are homeless and rely on shelters
- ✦ Over half a million Canadians pay more than half of their household income on shelter
- ✦ Just under 5 million Canadians have incomes below the Low-Income cutoff



Habitat for Humanity HRM/AV empowers some of these families each year by partnering with them to become owners of a Habitat home. Habitat's unique approach to homebuilding relies on community volunteers, donations, involvement of the partner family and interest-free mortgages.

## How Homes are Built and Funded

Habitat builds homes with volunteer labour and as much donated or cost reduced material as possible. Corporate sponsors provide the majority of the funding required to build the home. Fundraising takes place to help offset expenses of materials, services and land when they are not available through donations. Financial support is received from individuals, corporations, service groups and the faith community.

Habitat houses follow standardized design criteria that maintain the "simple and decent" archetype.

## The Fund for Humanity

The homeowners' monthly mortgage payments go into a fund that is used to build more homes. The more homes that exist, the more cash flow there is available for further building. This "revolving fund for humanity" fuels exponential growth in the number of houses that are built over time.

## **Reasons why Habitat for Humanity Is Your Best Community Investment**

- Purely and simply, it works. Despite skepticism about its no-profit, no-interest basis, Habitat record speaks for itself -- over 300,000 homes built during over the last 30 years and over 1 million people worldwide living in Habitat homes
- Partnering with Habitat for Humanity creates a good public image about the company, causing people to feel that the company has a social conscience and a concern for the community in which they work.
- Partnering with Habitat for Humanity causes employees of the company to feel better about the company they work for; employees feel that the company they work for is interested in more than “the bottom line”.
- As the company sends their employees to a building site to build a Habitat house, it causes the employees to bond with one another, creating a better team spirit which will be beneficial to the company back at the office after the Habitat work is over.
- No government funds are involved in construction of houses nor are any bureaucratic strings attached. Our organization is founded on people helping people, on partnerships which cross ideological, political, and theological lines.
- Habitat for Humanity is not a band-aid approach. We offer a permanent solution to the housing crisis. When we gain widespread community support, it endures and perpetuates itself as mortgage payments are invested into building more homes.
- Overhead costs are low. We run lean on staff and our homes are built primarily by volunteers. Your money goes directly into the land and building material costs, and designs are kept simple and efficient.
- Habitat for Humanity's work is both tangible and highly visible in the community. From the volunteers' perspective, it is the epitome of a "hands-on" experience. It also gives you visibility and good public relations to the many volunteers working on our sites.
- By selling houses to people who were, in most cases, formerly renters, Habitat for Humanity adds to the tax base of the area. Wealth is created.
- Habitat for Humanity promotes responsible citizenship and pride in the community. Home ownership builds self-esteem and hope.

## Master Homebuilder \$40,000

### **NAMING RIGHTS & HOUSE SIGNAGE**

Naming rights to a Habitat Home. Top position on sponsor billboard at site. Company name & logo on all signage pertaining to house.

### **COMPANY REPRESENTATIVE IN LEADERSHIP ROLE AT ALL PUBLIC EVENTS RELATED TO SPONSORED BUILD**

Company representative will hand the key to the HFH HRM/AV-selected family for that house and participate in the ground breaking and ribbon-cutting ceremonies.

### **HFH HRM/AV SPECIAL SPONSOR RECOGNITION AD**

Company name & logo will appear most prominently as a title home sponsor in post build Thank you ad.

### **MEDIA COVERAGE**

Company will be mentioned most prominently in all media coverage pertaining to the sponsored house during and leading up to the build.

### **HFH HRM/AV WEBSITE**

Company name, logo and corporate description will appear in the most prominent position under sponsors on the HFH HRM/AV web site and most prominently on the page describing that home's build. A hot link to the sponsor's web site will be created.

### **RIGHT TO USE HFH HRM/AV LOGO**

Company will be permitted to feature its participation and the HFH HRM/AV logo in articles in internal employment publications. Use of logo on external company materials for one year from commitment date.



**PRESENTATIONS & ANNUAL REPORT**

Company name and logo will be featured as a title home sponsor in all corporate presentations within one year of the build and will be featured at our AGM and in our Annual Report.

**PRIORITY SCHEDULING FOR BUILD**

May provide employee work crews, a wonderful team building opportunity for your company for a duration of 4 weeks on the build site.

**Homebuilder Champion \$20,000**

**HOUSE SIGNAGE**

Company name & logo to appear in prominent position on all signage pertaining to sponsored house.

**COMPANY REPRESENTATIVE IN LEADERSHIP ROLE AT ALL PUBLIC EVENTS RELATED TO SPONSORED BUILD**

Company representative will be invited to ground breaking and ribbon-cutting ceremonies for house.

**HFH HRM/AV SPECIAL SPONSOR RECOGNITION AD**

Company name & logo will appear in prominent position above secondary-level sponsors.

**MEDIA COVERAGE**

Company will be mentioned by name in all media coverage pertaining to the sponsored house.



**HFH HRM/AV WEBSITE**

Company name, logo and corporate description will appear in a prominent position under corporate sponsors on the HFH HRM/AV web site and a hot link to the company's web site will be created.

**RIGHT TO USE HFH HRM/AV LOGO**

Company will be permitted to feature its participation and the HFH HRM/AV logo in articles featured in internal employment publications, on company freebies etc. for one year from commitment date.

**PRIORITY SCHEDULING FOR BUILD**

May provide employee work crews for two weeks during build, a wonderful team building opportunity for your company.

**Challenger \$10,000**

**HOUSE SIGNAGE**

Company name featured on on-site sponsor billboard.

**COMPANY REPRESENTATIVE IN LEADERSHIP ROLE AT ALL PUBLIC EVENTS RELATED TO SPONSORED BUILD**

Company representative will be invited to ground breaking and ribbon-cutting ceremonies for house.

**HFH HRM/AV SPECIAL SPONSOR RECOGNITION AD**

Company name & logo will appear in sponsor recognition ad at appropriate level.



**HFH HRM/AV WEBSITE**

Company name & logo will appear in under corporate sponsor category on the HFH HRM/AV website.

**RIGHT TO USE HFH HRM/AV LOGO**

Company will be permitted to feature its participation and the HFH HRM/AV logo in articles featured in internal employment publications, on company freebies etc. for 1 year from commitment date.

**Supporting Sponsor \$5,000**

**HOUSE SIGNAGE**

Company name featured on on-site sponsor billboard.

**HFH HRM/AV SPECIAL SPONSOR RECOGNITION AD**

Company name & logo will appear in sponsor recognition ad at appropriate level.

**HFH HRM/AV WEBSITE**

Company name & logo will appear in under corporate sponsor category on the HFH HRM/AV website.

**RIGHT TO USE HFH HRM/AV LOGO**

Company will be permitted to feature its participation and the HFH HRM/AV logo in articles featured in internal employment publications, on company freebies etc. for 1 year from commitment date.