



Greater Ottawa
Habitat for Humanity
Habitat pour l'humanité
La Grande Région d'Ottawa

BUILD SPONSORSHIP PACKAGE

In 2017, Habitat for Humanity Greater Ottawa (Habitat GO) embarked on the largest project it has ever undertaken. The development will consist of 16 townhouses on a parcel of land in Orléans. Phase I began in the spring of 2017 with the construction of four townhomes.

Partnership with Habitat GO

Partnership with Habitat GO means that you're teaming up with one of the most trusted and recognized non-profit organizations in Canada and the U.S. We offer your firm the opportunity to build a visible legacy of your commitment to strengthening your community, while also engaging your employees in a unique team building opportunity through volunteering on our build sites.

About Us

Habitat GO brings communities together to help families build strength, stability and independence through affordable homeownership. Since 1993, Habitat GO has served 72 families in the Greater Ottawa area.

Habitat GO's future homeowners build their home alongside volunteers and then pay an affordable mortgage. Your support will help bring self-reliance to families in need of a decent place to live.



“Our team had a marvelous experience volunteering on the Habitat build. It was especially gratifying to see how different the building looked with a couple of new walls added. The staff were very patient with us while we learned how to properly use equipment, and they were all awesome teachers as well. MNP is very proud to be a sponsor of the largest build in Habitat GO's history, and our team would be happy to participate in another build day anytime.” - MNP LLP



Habitat Build Day

Habitat GO's team building opportunities offer organizations a chance to invest in their employees while making a real difference in the lives of families in need of affordable housing.

Working alongside future Habitat homeowners, your team members will roll up their sleeves and work together to help families build strength, stability and independence through affordable homeownership.

Habitat GO's team building opportunities are an experience like no other. Employees of all skill levels will learn useful skills as they work side-by-side in a safe environment under the leadership of experienced Habitat crew leaders. While the work will be challenging, it will also be rewarding.

Together, your team will have fun, connect with their fellow colleagues in a truly meaningful way, and leave the build site proud of their accomplishments, their colleagues and their organization.

- You will receive return on investment by being a Habitat partner, including:
- Team building and improved employee morale
 - Public awareness and marketing opportunities
 - Co-branding opportunities
 - Tax deductions

Get ready for a truly rewarding experience!

Key Brand Insights & Business Impact

Not only is partnering with Habitat GO a great way to help families and communities, it's good for business. The Harris Poll 2016 Equitrend Equity Score ranked Habitat for Humanity as one of the world's most recognizable brands. With respect to Habitat for Humanity in Canada, Key Harris Poll Equitrend Study consumer findings included:

- Perception Quality – tied for second among the competitive set (charities) and among the top 10% of all brands tested.
- Consideration – Among the top 5 organizations in the competitive set.
- Emotional Connection – Number 1 among competitive set.
- Social Impact – Number 1 among competitive set.

As a result of its brand equity and for the second consecutive year, Habitat for Humanity was named Brand of the Year in the social services nonprofit category.

- Key Consumer Insights**
- 84% of Canadian consumers would switch brands to one associated with a good cause if price and quality were the same.
 - 95% of people agree that companies should support good causes.

- Key Employee Insights**
- 80% of employer-supported volunteers believe that group volunteering strengthens their relationships with colleagues and clients.
 - Engaging and hands-on employer supported volunteer programs result in higher productivity and engagement scores.

Partnership Benefits



A Habitat GO home named after your company, foundation or an individual

Present the house keys to the homeowners at the Key Ceremony

Speaking opportunities at the Groundbreaking and Key Ceremonies

Sponsor photo ops during Groundbreaking and Key Ceremonies with rights to use for internal and external communications and marketing

Partnership announcement in Habitat GO's e-newsletter with 6,000+ subscribers

Prominent signage on the build site with your company logo

Prominent logo placement on build T-shirts worn by all volunteers

Company highlighted during the CEO's speech at annual Steel Toes & Stiletos Gala

Company name in media releases and interviews about the build from start to finish

Company logo with link backs on Habitat GO's website and social media content (e.g. Facebook, Twitter)

Company logo recognition at Annual Steel Toes & Stiletos Gala

Signage on the build site with your company name

Permission to use Habitat GO's logo for one year on your website

Send 10 members of your team to build with us exclusively on a date of your choice (\$5,000 value)

Sponsor photo ops during your build day(s) with rights to use for internal and external communications and marketing

Company name with link backs on Habitat GO's website and social media content (e.g. Facebook, Twitter)

Advanced notice of Habitat GO special events

Company name recognition at annual Steel Toes & Stiletos Gala

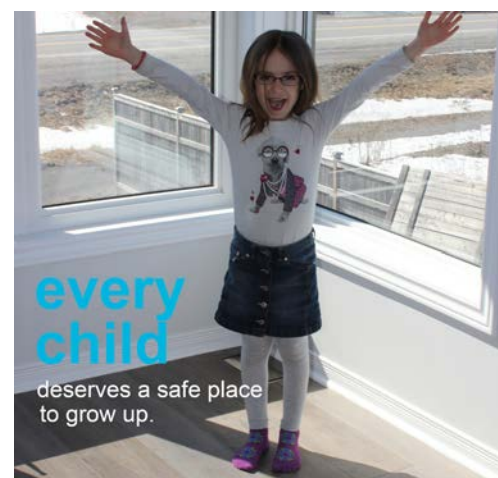
Sponsorship acknowledgment in Habitat GO's Annual Report and at its AGM

	\$75,000	\$50,000	\$25,000	\$10,000	\$5,000
A Habitat GO home named after your company, foundation or an individual	🏠				
Present the house keys to the homeowners at the Key Ceremony	🏠				
Speaking opportunities at the Groundbreaking and Key Ceremonies	🏠				
Sponsor photo ops during Groundbreaking and Key Ceremonies with rights to use for internal and external communications and marketing	🏠				
Partnership announcement in Habitat GO's e-newsletter with 6,000+ subscribers	🏠	🏠			
Prominent signage on the build site with your company logo	🏠	🏠			
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Company name in media releases and interviews about the build from start to finish	🏠	🏠			
Company logo with link backs on Habitat GO's website and social media content (e.g. Facebook, Twitter)	🏠	🏠	🏠		
Company logo recognition at Annual Steel Toes & Stiletos Gala	🏠	🏠	🏠		
Signage on the build site with your company name	🏠	🏠	🏠	🏠	
Permission to use Habitat GO's logo for one year on your website	🏠	🏠	🏠	🏠	
Send 10 members of your team to build with us exclusively on a date of your choice (\$5,000 value)	Up to 8 days	Up to 5 days	Up to 2 days	1 day	1 day
Sponsor photo ops during your build day(s) with rights to use for internal and external communications and marketing	🏠	🏠	🏠	🏠	🏠
Company name with link backs on Habitat GO's website and social media content (e.g. Facebook, Twitter)	🏠	🏠	🏠	🏠	🏠
Advanced notice of Habitat GO special events	🏠	🏠	🏠	🏠	🏠
Company name recognition at annual Steel Toes & Stiletos Gala	🏠	🏠	🏠	🏠	🏠
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A Habitat Home Is A Strong Foundation For A Family

Imagine, if you will . . . you are a parent living in a small rental home in ill-repair resulting in frequent health issues for your children, particularly the one with asthma. Though you work tirelessly and try to save money for a down-payment on a better home, you struggle just to make ends meet.

This is Tamara. This is the day her family received the keys to the new home they helped build through Habitat GO and purchased with an affordable mortgage. The joy you see on her face is that of a girl who has longed to have a room of her own so she could simply have a sleepover. Imagine how you would feel as Tamara's parent on this day. A weight has been lifted from your shoulders and you are now able to hope that your children have a chance for a happier childhood and a brighter future. And in just a few short months after moving in, your children are healthier, their medication needs reduced by half. They can breathe. You can breathe.



Habitat Future Homeowners - Selection Criteria

Habitat GO's future homeowners are selected based on the following criteria:

1. Must have dependent children;
2. Household income must fall between \$46,933 and \$69,542 in order to enable payment of Habitat GO's no-interest mortgage. Payments are based on 25% of the family's gross income, including the property tax, so the home is always affordable for the family;
3. Must be living in substandard or poverty housing; and
4. Must be willing to complete 500 volunteer hours before they can purchase their home (350 hours for single parents).

All existing mortgage payments are re-invested into future Habitat build projects. This is called the "Fund for Humanity." This means that the more Habitat GO builds now, the more we can build in the future.

"It was really impactful; you get so caught up in the day-to-day so it was really nice to be outside the office and to see your co-workers working together to achieve a collective goal...we're a stronger team when we work together and do these things, it bonds us at work and there's definitely an appetite to do more as a team."
- Rogers Media employee Leanne Paola



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"I am filled with pride at the incredible accomplishment we, as a company and as people who care about our communities, achieved. This campaign has brought out the best in our creativity, dedication and passion."
- Owen W. Stanton-Kennedy, Store Manager - Wine Rack