



QNET Innovation Conference –
May 26, 2010



Agenda

1. Overview of Habitat: A History of Innovation
2. Habitat Winnipeg as Innovator:
 - a) Our business model
 - b) The way we build
 - c) The way we raise money and profile
 - d) The way we select families
 - e) Team building opportunities
 - f) Contribution to the community



Overview of Habitat

Mission

By mobilizing volunteers and community partners, Habitat for Humanity Winnipeg works with people from all walks of life to build safe, decent, affordable housing for purchase by low-income working families.



Overview of Habitat

Distinguishing Characteristics

- 100% of Sponsorship money is used in build program
- Absolute certainty of where the money is spent
- Visible end product
- Great team building opportunity
- The personal relationship
- We divert 1,500,000 pounds of material annually from landfill sites



Overview of Habitat

World Wide Organization

- 1976
- 100 countries
- Approaching 400,000 homes built
- Incorporated in Winnipeg in June 1987



Overview of Habitat

Build Characteristics in Winnipeg

- Greener
- More accessible
- Simple aesthetics
- Integrate into the neighbourhood where are building



Overview of Habitat

HFH Winnipeg “Firsts”- A History of Innovation

- First major city Habitat to incorporate in Canada
- Invented the ReStore
- Only Canadian Jimmy Carter build
- Invented Youth Build
- Only Canadian affiliate to:
 - Build main floors wheel chair accessible
 - Build only Power Smart Gold
 - Build LEED
 - Sign formal partnerships with aboriginal groups
 - Sign a major matching money (MLC) sponsor
- Most homes built – 179 – in any Canadian city
- 20 more underway this year



Our Business Model

We Do Not Give Homes Away!

- Sold at full market value
- Independent third party
- No down payment
- Zero interest mortgage
- Mortgage payments geared to income, not property value.



Our Business Model

Three Sources of Cash

- ReStore
- Fund Raising
- Mortgage payments
 - Every dollar donated becomes four dollars over a 50 year period
 - A donation to Habitat is a gift in perpetuity to providing affordable housing



The Way We Build

Sustainable Building

- 2005: Built a few homes to R2000 standards to test the process
- 2006: Started building exclusively to R2000
- 2009: Adopted LEED process – Leadership in Energy and Environmental Design; switched from R2000 to Power Smart Gold

Result

- The greenest affordable housing development in Canada



The Way We Build

Test Results

The first homes tested have exceeded expectations:

- Blower door tests of 0.63 to 1.1
- EnerGuide ratings of 84 and 85
- Third party provider estimate that all homes will be LEED Gold or Platinum



The Way We Build

- Melding together volunteers of all skill levels, staff and professional trades
- Volunteers save us about \$20,000 per house
- “You can’t possibly do that”



Communications: Money and Profile

HFHW has launched four highly innovative fund raising programs:

- Manitoba Lotteries Corporation Legacy Build Program
- The Métis Build Program
- The First Nations Build Program
- The Sustainable Build Program

Raising Profile:

- In 2009, we built a house in the yard of St. Mary's Cathedral
- In 2011, we hope to be at the Red River Ex



The Way We Select Families

Sophisticated Process

- Minimum Requirements:
 - Need for better housing
 - At least one adult working full time in Winnipeg for at least two years
 - Overall family income at or below LICO
 - Preference given to families with children
- In-depth review of finances, work history, etc.
- Interviews
- Sweat equity
- Low failure and high collection rates



Team Building Opportunities

Unique Opportunity

- Groups – colleagues, cross –divisional project teams, families, neighbours, friends
- A day or more – many volunteers come for a week



Team Building Opportunities

Blitz Build 2009

- 6 days - 11 houses brought to “lock-up stage”
- 27 crew and house leaders (not incl. staff)
- 1,313 volunteer days
- 571 volunteers
- 19 homeowners
- 270 people/day average including site and food volunteers and staff
- 9 businesses and 16 churches provided food
- Each day we went through (approximately):
 - 800 pcs of fruit, 1,350 bottles of water, 45 gallons of juice, 135 gallons of coffee, 1,000 lbs of food (breakfast/lunch)



Team Building Opportunities

2010 Opportunities

- Volunteers on site from mid April to end of October
- 5,000 volunteer days
- Blitz Build will be 11 days long
- 2,200 volunteer days during that period



Community Contribution

Many Different Ways

- Financial footing for the family
- Impact on the children
- Adds to the city tax base
- Revitalizes neighbourhoods
- Increases property values
- Engages the community: each house has dozens of organizations and hundreds of people involved
- Diverts 1,500,000 lbs annually from land fill
- Provides low cost alternative for home renovation & home décor



Conclusion

- 30 years on, the business model is still unique
- A donation lasts forever
- Affordable houses built to the quality levels of high end custom homes
- A leader, not just in Habitat circles, but in affordable house building nationally
- Pioneered many green building techniques
- Measurable improvement to the community
- Massive community engagement

