



Habitat
for Humanity®
Canada

Jimmy & Rosalynn Carter Work Project

July 9-14, 2017 | Canada

Impact Report

introduction

According to some, it's the Super Bowl of charity events around the world. Habitat for Humanity's Jimmy & Rosalynn Carter Work Project is a larger-than-life celebration that brought thousands of people together. To mark Canada's 150th anniversary of Confederation, Habitat for Humanity in Canada embarked on its biggest build project ever, the 34th Jimmy & Rosalynn Carter Work Project!

During one week in July, almost 50 local Habitat for Humanity organizations across Canada participated in the project, including building homes, hosting community events and celebrating home dedication ceremonies.

This incredible week-long event was the culmination of more than two years of work and the support of thousands of people from hundreds of organizations — including generous sponsors, an army of volunteers, more than 150 future Habitat homeowners, including Indigenous families, and even a couple of country music superstars. Every single person who participated in this project was inspired by the commitment of the two very dedicated Habitat volunteers at the root of it all, former U.S. President Jimmy Carter and his wife, Rosalynn Carter.



Since 1984, President and Mrs. Carter have travelled around the world with Habitat for Humanity to build and improve homes. Their time and effort helps to raise awareness of the critical need for affordable housing. Inspiring millions over the last three decades, President and Mrs. Carter have worked alongside nearly 100,000 volunteers in 14 countries to build, renovate and repair more than 4,000 homes.

every project

starts with a vision



It all started because Habitat for Humanity Canada was looking for a unique platform to demonstrate to Canadians the impact that Habitat's innovative model of affordable homeownership has on families and communities. 2017 also marked Canada's 150th anniversary of Confederation. A big year for a big country, with a big dream.

And the question facing us was how to have an event that local Habitat organizations across the country could participate in that would also help us engage Canadians in an epic way? Habitat's Jimmy & Rosalynn Carter Work Project seemed like a great fit. Habitat Canada submitted a successful application to host the Carter Work Project in 2017, and then worked with Habitat for Humanity Edmonton and Habitat for Humanity Manitoba to take on the role of host sites. While Habitat Edmonton and Habitat Manitoba would be hosting President and Mrs. Carter, Habitat Canada also wanted to involve as many local organizations and communities as possible.

All that hard work culminated in a Canada 150 celebration of Carter Work Project events led by almost 50 local Habitat for Humanity organizations across Canada.

Habitat Edmonton and Habitat Manitoba did a phenomenal job hosting President and Mrs. Carter, mobilizing volunteers to build 75 homes in Edmonton and 25 homes in Winnipeg alongside future Habitat homeowners. A quarter of the homes being built across Canada for this project were in partnership with Indigenous families, who are facing a severe housing crisis both on and off reserve. Local Habitat organizations across the country also put a huge amount of effort into engaging their communities in events and home builds.

This event would not have been possible without **everyone** supporting Habitat's vision that everyone deserves a decent and affordable place to live, but also believing in Habitat's work to bring communities together to help families build strength, stability and independence through affordable homeownership.

every habitat

made it a success



From Iqaluit to Vancouver Island, from the Yukon to Newfoundland, hundreds of Habitat staff and volunteers went above and beyond to make their Carter Work Project a success in their community. Local Habitat organizations celebrated this epic initiative by hosting celebratory events, including street parties, BBQs, family fun days, Indigenous youth builds, fundraising events, home dedication events and viewing parties to watch the opening and closing ceremonies.

THANKS TO LOCAL HABITAT ORGANIZATIONS FROM EVERY PROVINCE AND TERRITORY:

Habitat for Humanity Camrose
Habitat for Humanity Chatham-Kent
Habitat for Humanity Durham
Habitat for Humanity Edmonton
Habitat for Humanity Fredericton Area
Habitat for Humanity Greater Ottawa
Habitat for Humanity Greater Toronto Area
Habitat for Humanity Greater Vancouver
Habitat for Humanity Grey-Bruce
Habitat for Humanity Halton-Mississauga
Habitat for Humanity Hamilton
Habitat for Humanity Heartland Ontario
Habitat for Humanity Huron County
Habitat for Humanity Huronia
Habitat for Humanity Iqaluit
Habitat for Humanity Kamloops
Habitat for Humanity Kingston Limestone Region
Habitat for Humanity Manitoba
Habitat for Humanity Mid-Vancouver Island
Habitat for Humanity Newfoundland & Labrador
Habitat for Humanity Niagara
Habitat for Humanity Northumberland
Habitat for Humanity Northwest Territories

Habitat for Humanity Nova Scotia
Habitat for Humanity Okanagan
Habitat for Humanity Ontario Gateway North
Habitat for Humanity Peterborough & Kawartha Region
Habitat for Humanity Prince Edward Island
Habitat for Humanity Prince Edward-Hastings
Habitat for Humanity Québec
Habitat for Humanity Red Deer
Habitat for Humanity Regina
Habitat for Humanity Sarnia/Lambton
Habitat for Humanity Saskatoon
Habitat for Humanity Sault Ste. Marie
Habitat for Humanity South Georgian Bay
Habitat for Humanity Southeast BC
Habitat for Humanity Southern Alberta
Habitat for Humanity Sunshine Coast
Habitat for Humanity Thousand Islands
Habitat for Humanity Thunder Bay
Habitat for Humanity Vancouver Island North
Habitat for Humanity Waterloo Region
Habitat for Humanity Windsor-Essex
Habitat for Humanity Wood Buffalo
Habitat for Humanity Yukon

Vern's story

As just one example of the amazing dedication of the people who work at Habitat for Humanity every day, we're sharing Vern's story.

About two years into his cancer diagnosis, Vern Koop and his wife, Agnes, met with a team of doctors to determine whether he should undergo surgery to replace his aortic valve, which was causing fluid to back up in his lungs and making it difficult for him to breathe. It was just one of many health issues he'd encountered since his diagnosis, and there were questions about how to move forward given the state of his health. Vern says he had just one request for the doctors that day — that he make it another two years, so he could see the Jimmy & Rosalynn Carter Work Project come to Canada in 2017.

"I started with a Carter build and I wanted to end my career with a Carter build," says Vern, who attended this year's Carter Work Project as Habitat for Humanity Manitoba's Director of Construction, overseeing all 25 homes that were built in Winnipeg as part of the project, including eight homes with Indigenous families. Although his health stopped him from being as involved in the project as he would have liked, he did get the chance to build with the Carters one last time.

Vern began as a volunteer with Habitat Manitoba in the early '90s, and served as site supervisor when President and Mrs. Carter first brought the Carter Work Project to Winnipeg in 1993. Since then, he's been part of countless home builds, including Carter Work Projects in North Dakota, Georgia, and Hungary. More than 20 years later, he's as committed to the cause as ever.

"I really believe in Habitat — it's just the idea of giving a hand up to the people who really need it," says Vern, who's slowly handing over his responsibilities to officially retire in the fall of 2017.

It's a bittersweet ending to a rewarding career — at 75, he says he'd continue working for Habitat full time if it weren't for his health issues, which is why he hopes to continue lending his skills as a casual volunteer. Getting the chance to witness thousands of people, from all



Vern Koop started as a volunteer with Habitat Manitoba when the Carter Work Project first came to Canada in 1993. Now a staff member, after starting his career with a Carter build, he wanted to end his career with the Carter Work Project as President and Mrs. Carter returned to Winnipeg. From the entire Habitat family, we wish Vern the best in his retirement.

walks of life, come together to take part in Canada's biggest build project ever has made that transition a little easier for him, especially because it was so successful.

"We had out-of-towners who said it was the best organized build they've been on, and I would agree with them," he says. But the crew didn't just get the houses to the stage they were hoping — everyone had a great time doing it.

"I don't know of anybody who had a bad experience that week," he says, which was one of the biggest highlights, and something that will stick with him. "Knowing the project was successful and everyone went home feeling good gives me tremendous satisfaction."

every donor

helped us reach our goal

Local Habitat organizations, along with Habitat Canada and Habitat for Humanity International, helped raise over \$30 million in cash and gift in kind for this project to build decent and affordable homes with families in need of housing.

We'd like to thank our national partners — over 35 cash and gift-in-kind partners — who made this event possible through their generous donations.

In each community that participated in the Carter Work Project, there were many more local donors who supported their local Habitat organizations and we'd like to thank them as well for their generous contributions.

From the wooden frames to insulation, from windows to doors and paint — building 150 homes is no easy task. Our Carter Work Project partners and local donors helped provide building materials, cash and volunteers to help build this summer!

We were thrilled to welcome so many first-time partners that not only donated cash, but also engaged their teams at build sites across the country. Their employees were able to see first-hand the difference that this project was making by working over 3,000 hours alongside hundreds of volunteers in over 29 different locations across Canada.

Donor Testimonials



GENWORTH CANADA:

“It’s great to be involved in something bigger than yourself. The Jimmy & Rosalynn Carter Work Project did just that. Genworth Canada was able to help families achieve one of the most sacred things in their lives: having a home to call their own!”

– Anita Booth, Director of Marketing & Community Relations, Genworth Canada



NISSAN CANADA FOUNDATION:

“To those observing, Habitat for Humanity’s Carter Work Project brings attention to the issue of affordable housing, but to those volunteering, witnessing the kindness of humanity, forever changes you. This precious opportunity to be part of Habitat’s work, and to see lives transformed, profoundly touches and compels one to action, because creating a better world is possible.”

– Louise Pan, Manager of Corporate Communications, Nissan Canada Foundation

Thanks to our 2017 Carter Work Project partners

Platinum



CITY OF
FORT SASKATCHEWAN



Gold



Silver



Kristie Charitable
Foundation



Thanks to our 2017 Carter Work Project partners

Canada



Bronze



Community Developer

Alberta Forest Products Association Cabico by Gem Cabinets Edmonton Community Foundation John Deere Foundation of Canada

Community Builder

Anonymous
Ashley HomeStore
Cameron Homes
Cisco
Clark Builders/KERR Interior Systems Ltd.
Convoy Supply Ltd.
Dufresne Furniture
EACOM Timber Corporation
ecobee

EXIT Realty Corp. International
Graham Construction
Kinross Gold Corporation
Mark's
Raywalt Construction Co. Ltd.
Shell Canada
Simpson Strong-Tie
VETS Group

Community Carpenter

A & B Concrete Pumping Ltd.
Alberta Rig Mats Inc.
Allstar Trenching & Excavating Inc.
Brett and Cynthia Marchand
Carmacks Enterprises Ltd.
Caster Town Ltd.
Chipman Family Foundation
Cooper Equipment Rentals
Delton Cabinets
Denise and David Wall Fund
(The Winnipeg Foundation)

Dream Development
Edmonton Renovators Give Back
End of the Roll
Housing Opportunity Partnership
JATEC Electric Ltd.
Johnston Group
Manitoba's Credit Unions
Mutual Propane Ltd.
Ogilvie LLP
Richardson Foundation
RSA Canada
Russel Metals and A.J. Forsyth

Special Event Rentals
Standard Products Inc.
Stogryn Premier
Wellness Resources
Steel Craft Door Products Ltd.
Superior Cabinets
Terra Footwear
The International Association
of Lions Club District C-1
Weinrich Contracting Ltd.
Yale Locks & Hardware

Independent Giving - Self-Reliance

Bill Brand Dana Hamilton Mary Lynn and Warren Staley

Media Sponsors



every volunteer

worked side by side

During one week, over 6,000 volunteers worked with local Habitat organizations and alongside future Habitat homeowners to build homes, or participated in other community Carter Work Project events. Thank you to every volunteer who helped make a difference through their support of their local Habitat for Humanity.



Garth Brooks and Trisha Yearwood

“You can come here expecting to help somebody else,” said Garth Brooks, country music superstar and Habitat Humanitarian. “But you’re going to walk away the benefactor.”

“My reason to build is because I love to meet the families, I love to swing a hammer, and I love to use a new power tool,” said Trisha Yearwood, country music superstar and Habitat Humanitarian. “It’s all about love, all about giving back.”



Scott McGillivray

“I’ve worked on a lot of renovation sites in my day, but from the moment I arrived I knew this was going to be different. Never have I seen such energy, such enthusiasm, and such genuine gratitude to be a part of something so important,” said Scott McGillivray, HGTV star. “I want to thank Habitat for Humanity, the Jimmy & Rosalynn Carter Work Project, and the *many* volunteers who took the time to make it happen.”



Greg Stewart, National Board Chair, Habitat for Humanity Canada

“I had the honour of joining thousands of volunteers and homeowners on build sites in both Edmonton and Winnipeg, where many of the homes were being built. To mobilize so many volunteers and supporters across the country is an incredible feat. It’s an even greater one when you consider how many people walked away from Habitat build sites each day feeling inspired to effect change in their communities, to help more families, and to help us continue to transform the landscape of affordable homeownership in Canada.

Indeed, when we consider the impact of this year’s Carter Work Project, the families Habitat partnered with are an important part of that, but they’re certainly not the only lives we changed. I heard many volunteers — including President Carter himself — say that they got more out of the experience than they put in, and after spending the week working alongside grateful future homeowners and compassionate volunteers, I can safely say the same.”

every official

brought prominence to our celebration of Canada's 150th

We were thrilled to see how involved our elected representatives were in the Carter Work Project. Some volunteered their time — many for the first time — to work on a Habitat build site in their community, alongside volunteers and future Habitat homeowners. From mayors and other municipal representatives, to provincial and even federal leaders, every level of government was represented in the Carter Work Project, helping make a measurable difference in someone's life through Habitat's innovative and impactful model of affordable homeownership.



Hon. Amarjeet Sohi, Minister of Infrastructure and Communities and Member of Parliament, Edmonton Mill Woods - Carter Work Project volunteer in Edmonton:

"The Habitat for Humanity Carter Work Project brought out the very best of Edmonton's community spirit. It was my pleasure to work alongside the hundreds of volunteers who came together to provide 75 Alberta families with a safe and affordable place to call home. Thank you to all those who lent a hand to make this event such a success and to President and Mrs. Carter for their incredible leadership."



Minister Jean-Yves Duclos, Minister of Families, Children and Social Development, Member of Parliament for Québec - Carter Work Project volunteer in Winnipeg:

"It was a privilege to work alongside President Carter and all the volunteers to help families achieve their dream of homeownership. The Government of Canada is a proud partner of Habitat for Humanity. We will continue to support affordable housing across the country through the new investments and programs that will result from the National Housing Strategy."



Scott Fielding, Minister of Families for the Province of Manitoba:

"It was an honour and inspiration to be part of the Winnipeg build this summer alongside President Carter. Habitat for Humanity provides such an effective model to make homeownership a reality for deserving families and creates pride and confidence by giving people the opportunity to put sweat equity into building their own home. I've witnessed how this can change a family and give them a sense of security and comfort by allowing them to lay down roots."



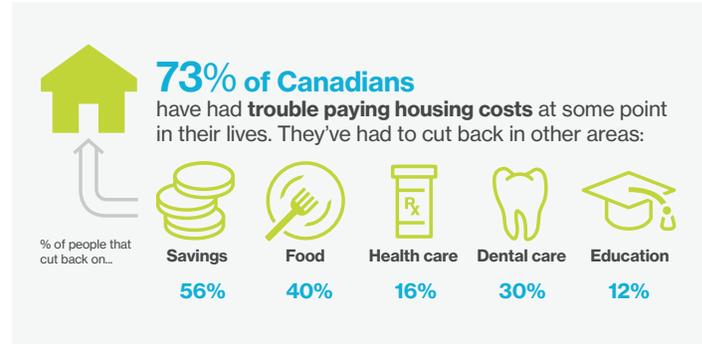
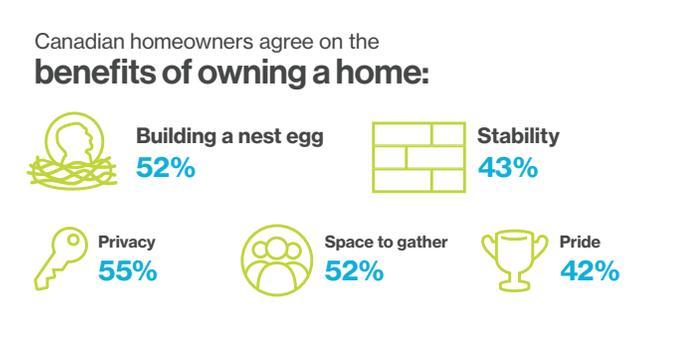
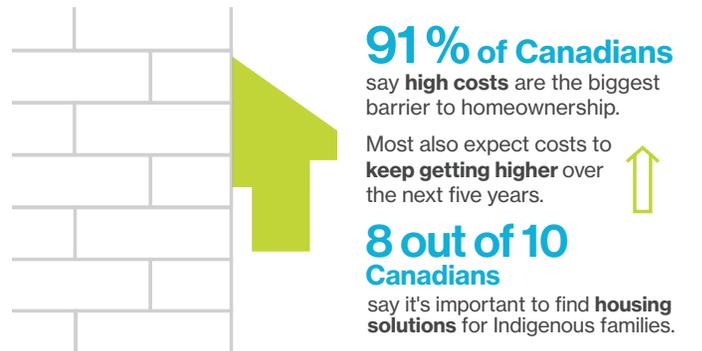
Lori Sigurdson, Minister of Seniors and Housing, Legislative Assembly of Alberta:

"Our government is grateful to partner with Habitat for Humanity's Jimmy & Rosalynn Carter Work Project to provide 75 families in Edmonton and Fort Saskatchewan safe and affordable homes. Stable housing contributes to improved health, social and financial outcomes for Alberta families."

every one

believes that more must be done

To understand people's perceptions of the critical need for affordable housing in both the US and Canada, Habitat Canada collaborated with Habitat for Humanity International on an affordable housing study, with citizens on both sides of the border surveyed about their views on housing. The results were released in June and a majority of Canadians made it clear: **we are not paying enough attention to affordable housing needs and solutions, including affordable homeownership.**



Everyone has their own reason to build affordable housing in Canada, but one thing remains constant — we all agree we must do more to solve the issue.

every story

helps build awareness

The enthusiasm generated by the week's activities stretched well beyond the build sites. This year's Carter Work Project received a vast amount of attention — through media coverage, probono advertising, and celebrity involvement — proving that Canadians weren't just paying attention, but that they care about the future of affordable homeownership in Canada.

News outlets across Canada, as well as international media, covered the project. The Carter Work Project received epic media attention in the two host sites, Edmonton and Winnipeg, with every single major news outlet in their communities covering the event. Habitat Edmonton and Habitat Manitoba secured strong media sponsorships. Much of this coverage was rolled up to the national outlets benefitting all communities across Canada. Nationally, the project was featured by CBC, CTV, Global, Canadian Press, the Toronto Star and Entertainment Tonight Canada, reaching every community in Canada.

- More than 2000 unique stories were published about the Carter Work Project as of July 22, 2017.
- Print and online media mentions increased 327% in July over the previous month.
- TV media mentions increased by 83% in July over the previous month.
- The “150 Reasons To Build” campaign spanned broadcast, digital and print platforms across Canada garnering 70 million impressions and \$600,000 in total media value.
- The total reach of our Facebook posts increased 865% in July with Twitter mentions and retweets of @HabitatCanada increasing 273% and 254%.

Local Habitat organizations across the country garnered even more media coverage in their communities that helped build epic awareness for the 34th Jimmy & Rosalynn Carter Work Project.



THE CANADIAN PRESS 
Former U.S. president touts Habitat for Humanity as model for governments



Raising roofs while raising awareness

The volunteer work force assembling 75 affordable-housing units in

every one

has their own reason to build

In order to celebrate the impact that this project would have on a family's life, Habitat Canada created a national campaign for print, social media, TV, radio and video called "150 Reasons To Build."

Habitat for Humanity builds so that families are able to build strength, stability and independence through affordable homeownership. We build so that future Habitat homeowners are empowered to build stronger, healthier futures for themselves and their children.

Donors, partners, volunteers, staff, and media across Canada shared thousands of photos and videos, connecting local Habitats from coast-to-coast-to-coast using #HabitatCWP and #150ReasonsToBuild.

HERE ARE JUST A FEW OF OUR MANY REASONS:



Habitat for Humanity homeowners and their children have improved confidence. Kids who believe in themselves become successful adults, who go on to build a better Canada.



Habitat for Humanity families and their kids are happier, healthier, and more socially involved. When our youth are more active in the community, they can go on to become the leaders of the future.



Habitat for Humanity kids are more involved in their neighbourhoods. Active, engaged kids grow up and give back by becoming firefighters, police officers, and paramedics — the heroes that protect Canadians every day.



Habitat for Humanity children have improved health and lower dropout rates. Healthy and happy kids who miss less time at school, spend more time deciding what they want to be when they grow up.

every family

deserves an affordable place to call home

We build so that families have a stronger foundation for a better, healthier future — for themselves and their children. Local Habitat organizations across Canada partnered with more than 150 new families who will become Habitat homeowners this year as part of the Carter Work Project. Below are some excerpts of some of their stories. You can read the full stories online at habitat.ca/150ReasonsToBuild.



British Columbia

Reason #27: A home where Natalie and Ivan's kids can be 'kids'

Natalie and Ivan applied to become Habitat homeowners in 2015, when they were still living in a mouse-infested apartment. With three young children, Natalie and Ivan worried for their kids' health.

The couple struggled to find an affordable rental in their community that was both free of pests and big enough for their family. They always dreamed of having a “forever home” where their kids would have the space to grow and play, but the high cost of rent made it difficult for them to set money aside for emergencies and, consequently, save enough money for a down payment. When they were told that they'd been selected to partner with Habitat for Humanity Okanagan, Natalie says it was a “dream come true.”



Ontario

Reason #84: A place for Steven and his kids to call their own

It wasn't until the first night in their new Habitat home, when Steven said goodnight, closed the doors to his son's and daughter's rooms, and began making his way down to the empty living room that it hit him — he and his kids officially have a place to call their own.

Before partnering with Habitat for Humanity Huronia, Steven and his two kids, Tobio and Lily, were living at his mother and stepfather's house. The three of them had moved in nearly two years earlier, shortly after Steven and his wife separated. They weren't on their own long before Steven realized that he couldn't keep up with the bills himself, and his mother and stepfather agreed to let them move in. Unfortunately, with his two younger siblings still in the house, there wasn't a lot of room to spare.

“I was starting to feel like nothing was in my control, like I wasn't able to dictate my future,” he says. Luckily, when Steven's stepfather saw his plans falling through, he mentioned an article he'd come across in their local paper about Habitat for Humanity. “It was eye-opening to know that you're not just handed a house — you're still responsible for the same things anyone else is, Habitat is just putting it within your reach,” he says.

every family

deserves an affordable place to call home



Nova Scotia

Reason #19: A ‘forever home’ for the McLeans

Spending so much time at the build site has given Anne and Jason the chance to meet and work alongside volunteers from the community, who were near strangers when they helped the couple raise the first beam of their house, but are now more like an “extended family,” according to Jason. Witnessing the community come together to help build their house, and a better life for their family, is unlike anything they’ve experienced before.

It’s a feeling Anne and Jason hope to never forget, which is why they’ve been asking each of the volunteers to sign or leave a note on one of the house’s wooden studs. Even though they’ll soon be closed-in with drywall, the couple has been documenting each step of the build with photos. If they do ever need to remove part of a wall to renovate or repair the house, the volunteers’ messages will be a welcome reminder of the experience. For now, they’re happy simply knowing they’ve captured the names of everyone who’s helped.

“With this place, we won’t have to worry about whether we’re going to have to move because rent is going up, the landlord is selling the place, or there’s a leak that can’t be fixed — it’s our forever home,” Anne says.



Saskatchewan

Reason #4: A sense of pride for Alex and Dionne’s family

There will be 61 other families moving into Alex and Dionne’s townhouse complex, which Habitat for Humanity Regina is building on a large lot in Eastview as part of their biggest build in history. In the process of completing their hours, both at the Habitat ReStore and on the build site, Dionne and Alex have gotten to know their future neighbours, and already consider many of them friends. Knowing who they’ll be living next to, and being able to count down to move-in day together, has made them even more excited about becoming Habitat homeowners. But for Dionne, the best part is that she and Alex will finally be living in a decent, affordable home in a safe community.

Every week, she drives her children past the build site to show off some of the work she and Alex have done as part of their partnership with Habitat, whether it’s the back steps they helped build or the siding they installed.

“We want to give them a sense of what we’re working toward, and why it’s so important to work hard.”

every family

deserves an affordable place to call home



British Columbia

Reason #56: A safe place for Audrey's kids to play

Plumbing issues in the unit above have led to countless water leaks in their place, and Audrey says that the resulting damage was never properly addressed. In one instance, when a burst toilet line caused water to flow into her daughter's bedroom through her light fixture, their landlords simply pulled out the fixture and drained the ceiling. Unfortunately, as a single mother of three, she simply couldn't afford to move to a more suitable place. That's when she decided to apply for a partnership with Habitat for Humanity. When she later received a phone call from Habitat for Humanity Mid-Vancouver Island telling her she'd been selected to partner with them, she was overjoyed.

"I cried when I found out I'd been selected," she says, a little reluctant to admit. "Our living situation had gotten really bad at that point."

"Now that my children don't have to worry and they're able to just be kids, as they should be, I think there will be an astronomical change in their attitudes, their behaviour, their schooling," she says.



Ontario

Reason #7: Building an accessible home for Atticus and his family

When Terence and Melissa moved in with Terence's mother, they weren't planning to stay forever. But then their son Atticus became sick, and that changed everything. "We've tried every medicine, every treatment imaginable, but it's relentless. He has seizures every day — yesterday he had 30. That's about his average in one day," Melissa says. "Every time we managed to save a significant amount of money, something seemed to happen with Atticus and we'd lose our footing."

Realizing this, she and Terence decided to apply for a partnership with Habitat for Humanity, which would involve volunteering for 500 hours and paying a no down payment, interest-free, affordable mortgage. When they were selected to partner with Habitat for Humanity Durham last fall, around the same time they learned that Melissa was pregnant with their third child, they keenly accepted the offer.

"There's a real feeling of inclusion, like you're part of a family, like nothing's impossible," she says. "Everyone at Habitat has hope in us and that gives us hope — and that's something we haven't had in a while."

every one

can continue to build a stronger Canada

What an unforgettable week! Pulling off such an extraordinary event — building 150 homes alongside 150 families across the country — required nearly two years of behind-the-scenes planning, involving local Habitat organizations in every province and territory. Collectively, we've made an indelible mark on this country and I am pleased to say that Habitat's 34th Jimmy & Rosalynn Carter Work Project was a huge success — thank you to everyone involved. And a special thank you to Habitat Manitoba and Habitat Edmonton, who worked tirelessly to host President and Mrs. Carter on their build sites this past July.

This year's Carter Work Project in Canada has created a lasting legacy — with over 150 families empowered to build a stronger foundation for better, healthier lives through affordable homeownership. I'm pleased to say that a quarter of the homes dedicated to the Carter Work Project are being built in partnership with Indigenous families, both on and off reserve. Recognizing the severe housing crisis that many Indigenous communities are experiencing, our Indigenous Housing program provides Indigenous families with a life-changing opportunity to access affordable homeownership.

But the impact of a decent and affordable home goes far beyond a Habitat homeowner. On average, each Habitat home in Canada generates \$175,000 of benefits back to the community. That means that this project will provide over \$26 million in societal benefits, as Habitat homeowners experience, among other benefits, improved employment opportunities, improved health, and better educational outcomes for their children.

Now that we've captured the country's attention with the Carter Work Project, it's more important than ever that we continue to speak up and act as an important voice of affordable homeownership in Canada. I believe that, together, we can have a real, positive impact on our country's affordable housing crisis. This year's Jimmy & Rosalynn Carter Work Project was proof of what we can accomplish when we work together in the pursuit of a common goal. It was proof that we are not simply helping families build houses — we are leaders building a nation.

Sincerely,



Mark Rodgers,
President and CEO
Habitat for Humanity Canada

Learn more about Habitat for Humanity Canada at [habitat.ca](https://www.habitat.ca)

Find out more about #150ReasonsToBuild at [habitat.ca/150ReasonsToBuild](https://www.habitat.ca/150ReasonsToBuild)

