



Moments of IMPACT

2011 ANNUAL REPORT

Families thrive. Communities prosper. Everyone wins.



**THE Future
BUILDERS**

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Families thrive. Communities prosper. Everyone wins.

Message from the Board Chair and Chief Executive Officer



*Charles Golfman, Chair
2011-12 Habitat Board of Directors*



*Sandy Hopkins, CEO
Habitat for Humanity Winnipeg*

As you will see throughout this annual report, 2011 was a year of milestones, new records and special occurrences: moments of impact. It took 18 years to accomplish, but in 2011 we finally built more homes in Winnipeg than were constructed in 1993 when former U.S. President Jimmy Carter was here. That year 18 homes were built; in 2011 we constructed 21. Two homes were also built in Virden in 2011.

From the number of homes built to monies raised, to proceeds from Special Events to operating margin in the ReStore, new highs were achieved. Revenue increased by 22 percent; excess of revenue over expenses grew by 21 percent; and net assets increased from \$7.1 million to \$9.4 million to further strengthen our balance sheet.

The current Governor General, His Excellency the Right Honourable David Johnston worked alongside former Governor General, the Right Honourable Ed Schreyer on the 200th home built by Habitat Winnipeg and the 2,000th Habitat home built in Canada. Both homes are located at the Sir Sam Steele site on Nairn Avenue.

In 2011, we rolled out our regional expansion plan, opening new Chapters in Virden, Dauphin, Lundar and Kenora; reviving our Chapter based in Steinbach (Southeastern Manitoba) and continuing our Chapter operations in Selkirk and Portage la Prairie. Virden built two homes in 2011; Dauphin, Kenora, Steinbach, Selkirk and Portage will combine to build six homes in 2012.

We logged more than 40,000 volunteer hours in 2011, primarily on our build sites but also in the ReStore and in support of administrative, fund-raising and marketing activities.

Three Board members, Janet Milne and John Daniels both former Board Chairs, and Shauna Arnott retired in 2011. They provided invaluable advice and leadership to the organization and will be greatly missed even though they continue to provide wonderful support to us. Four outstanding people joined the Board in 2011: Tim Hayward, David Hooper, Marina James and Marty Maykut.

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.

Habitat for Humanity Winnipeg builds affordable homes for low-income working families. By offering families a hand up through no down payment, interest-free mortgages, the proud new homeowners gain stability, and security for their children they never thought possible. Habitat homes are sold at market value, but monthly payments are affordably set at 25 percent of the family's income, rather than the value of the property.

Affordable home ownership helps families living in difficult situations to escape from the cycle of poverty and experience positive change in their lives. The new homeowners are now able to build equity and because of the affordable monthly payment structure, families can purchase the necessities of life and save for their children's futures.

An improved situation encourages some parents to upgrade their job situations through additional professional development along with their children being able to focus more on school while the family integrates into the community.

New Habitat homes can increase property values and revitalize neighbourhoods, helping to build safer and stronger communities as each new home broadens the city property tax base. Habitat Winnipeg relies on its thousands of passionate volunteers who help build homes, and many generous sponsors, partners and donors that enable families and communities to share a brighter future.

Habitat for Humanity Winnipeg-The Future Builders: Families thrive. Communities prosper. Everyone wins.



Families thrive. Communities prosper. Everyone wins.



Moments of IMPACT

Habitat for Humanity Winnipeg experienced numerous moments of impact through its many milestones, events and highlights. Each helped to generate more excitement, awareness, funding and progress made by the organization and its continuing battle against the cycle of poverty.

Whether it was an impact that benefited more families' lives, or helped raise the profile of Habitat Winnipeg and its cause, each moment shaped 2011 as the organization's biggest year to date.

Moments of impact are highlighted throughout this year's annual report, helping to encompass the great year that was 2011.

Moment of IMPACT

Habitat Winnipeg builds record 23 homes



By building 23 homes in 2011, Habitat surpassed the previous record of 18 homes built in a single year when the Jimmy Carter Work Project came to Winnipeg in 1993. The total included two homes built outside of Winnipeg—in Virden, Manitoba—as part of Habitat Winnipeg’s Regional Development program.

The record number of Habitat homes in Winnipeg is spread over various areas of the city, located in St. Boniface, East Kildonan, Elmwood, Transcona and West Kildonan, with the greatest accumulation of homes at the Sir Sam Steele School site on Nairn Avenue in the Elmwood area.

The impact of these homes illustrated the continuing growth of the organization while offering immediate and long term benefits. The homes give 23 families the stability and security of first-time home ownership while their mortgage payments provide Habitat additional funding to purchase the land needed for building more homes in the future.



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Moment of IMPACT

Building of 200th & 2000th homes



Habitat Winnipeg celebrated two landmarks last summer at its Sir Sam Steele build site on Nairn Avenue. The ‘Celebrating Side by Side’ event took place on top of the side by side foundation of the two homes: the 200th home being built by Habitat Winnipeg along with the honour of building the 2,000 Habitat home in Canada next to it.

The Governor General of Canada, His Excellency, the Right Honourable David Johnston attended the event helping to raise the celebratory walls of each home. National and local Habitat representatives and former Governor General Ed Schreyer were joined by the two home sponsors—Schneider Electric and The Home Depot Canada Foundation along with long-time Habitat volunteers to assist in raising the walls.

The impact of this event attracted major media helping to raise the profile of Habitat locally and nationally in addition to offering more recognition for the home sponsors.

Moment of IMPACT

Habitat ReStore celebrates 20th anniversary



The 20th anniversary of the ReStore was celebrated by each of the 70 ReStores across Canada, but the true anniversary was in Winnipeg. Home to the first-ever ReStore in the world, it was with great pride that Habitat Winnipeg reflected on its past and the innovative mind of Jake I. Pauls. As the Founding Chair, Jake opened the doors to the first ReStore with General Manager Rick Penner, in a room located within one of the Palliser furniture buildings in Winnipeg.

The nationally produced television advertisements along with local promotions increased ReStore awareness resulting in record-setting proceeds for the second half of 2011.

The impact of this milestone benefited Habitat Winnipeg and its supporters as proceeds from the ReStore and other designated funding cover Habitat's administrative costs enabling 100 percent of all donations to be allocated to the Build program.



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Moment of IMPACT

Cycle of Hope raises record \$200,000



Since 1994 the Habitat for Humanity Winnipeg Cycle of Hope has been a passionate supporter of the organization raising over \$2.5 million. Every year 40 to 50 cyclists embark on a 1,600 kilometre, two week journey from a different designated location, each committed to fundraising a minimum \$2,500. The ultimate annual goal is to raise enough funds to build a Habitat home.

In 2011, the Cycle of Hope team followed the scenic rural roads along the Mississippi from St. Louis, Missouri while fundraising over \$200,000. They returned to Winnipeg with great fanfare, being greeted by the Habitat Homeowner family, staff and volunteers at the build site of their sponsored home.

The impact of this moment affected one family profoundly by enabling them to experience the pride and joy of first-time home ownership.

Moment of IMPACT

Habitat Regional Expansion Program



Habitat for Humanity Winnipeg addressed the need for safe, decent and affordable housing in many more communities by extending its reach further into rural Manitoba, and Northwestern Ontario. New Habitat Chapters were created in Virden, Kenora, Dauphin and Lundar to join a rejuvenated Southeast Manitoba Chapter along with the existing Portage la Prairie and Selkirk Chapters. Virden was 'first out of the gate' as an enthusiastic community built two homes in 2011. Further growth is expected as the other new Chapters will begin building in 2012 and 2013.

The impact of this initiative is vital as affordable housing problems exist across Manitoba and Northwestern Ontario. By developing a larger region, more opportunities are created to increase Habitat's building capacity to better serve the growing need for safe, decent and affordable housing for low-income families to purchase.

Families thrive. Communities prosper. Everyone wins.



Moment of IMPACT

Securing land for the future



Every year Habitat Winnipeg has to secure land to add to its inventory because of the constant need to build more homes and to help alleviate the rising future costs of this precious commodity. Last year was a huge success as two large parcels of land were purchased, for a total of 38 new lots.

The first was the school building and surrounding land at the Sir Sam Steele site, adjacent to where Habitat has been building for the last three years. This new land will allow 18 more homes to be built over the next few years, extending the initial three-year initiative. The completed development will be a Habitat community of 50 homes.

Secondly, acquiring a large piece of land at Fernbank Avenue and North Main Street in the suburb of Riverbend became a reality late last fall which will enable the building of 20 more homes. Many infill lots were also attained throughout the year leaving the organization in a healthy land situation for the next two years. The land search is underway for 2014 and beyond.

The moments of securing two large parcels of land sustain Habitat's ability to build, with many more families having the opportunity of partnering with Habitat through its home ownership program.

Moment of IMPACT

PCL Aboriginal Home Sponsorship



Full Home Sponsorships are covered by the organization, and there have been many through the years, but none as comprehensive in scope as PCL Constructors Canada's. They not only funded an Aboriginal Build home, but through their business partners, supplied all the necessary subtrades and labour, along with the required building materials to complete the home in just three months.

The impact of this partnership was substantial for Habitat Winnipeg as it eliminated all costs to the organization (less the land costs) to build the home and enabled a very happy family to move in sooner than expected.



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Moment of IMPACT

Ride Around the Lake raises record \$180,000



Another of Habitat Winnipeg's premier cycling events set personal highs by raising over \$180,000. During four days in September, cycling enthusiasts of all skill levels rode through the beautiful scenic routes of Lake of the Woods to raise funds for Habitat for Humanity Winnipeg. The 20 participants each committed to, and raised the minimum requirement of \$5,000 in cash pledges.

Operating since 2007, under the leadership of the event sponsor Qualico, cyclists have raised nearly \$700,000 in their first five years.

The impact created by these dedicated cyclists enables the building of more Habitat homes as the funds raised by the Ride Around the Lake cyclists are distributed to homes requiring more funding.

Additional Moments of IMPACT

There were many other moments that each played a part in the success of the organization, all making a unique impact of their own:

The high profile build at the Red River Exhibition and subsequent transporting of the Habitat home through the City garnered much media attention and awareness for the organization and the home sponsor, The Source;

The redesigned website being much more user friendly and graphically pleasing increased page views enormously while having viewers spend much more time per page;

Habitat Winnipeg held the first Aboriginal Ground Blessing Ceremony by a major Affiliate in Canada;

Social media gained ground and with added staff to the Marketing & Communications department continues to attract new followers;

Women Build's inaugural Garden Party Fashion Show along with its other fundraising activities raised enough funds to construct a Women Build home;

High Schools for Habitat for Humanity (3H) Clubs, sponsored by Genworth Financial, launched a new generation of Future Builders;

Many local businesses accepted the Adopt-a-Day challenge and for the first time, sponsored and helped build an Adopt-a-Day Home.



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Impacting 2012 and beyond

As described earlier in this report we were successful in acquiring a great deal of land in 2011, thus meeting our needs for 2012 and 2013. However, given the time requirements to secure land and bring it to permit-ready, we constantly search for more land to maintain our inventory in order to expand our building capacity.

In the fall of 2011 we completed a new Strategic Plan with a bold vision to significantly increase our impact in Winnipeg and across our region. The key objectives of the plan include:

Statement of Direction

By the end of 2016 we will have underway a large (at least 100 acres) affordable housing 'community' to be built in partnership with the private sector and government. It will be a community that addresses the need for more affordable housing on many levels.

Other Major Objectives

- Continue to build at the same pace or better in Winnipeg.
- Expand the Regional Program.
- Develop Neighbourhood Committees.
- Continue our emphasis on quality.

Manitoba Lotteries Habitat for Humanity Legacy Build



The landmark partnership between Manitoba Lotteries and Habitat for Humanity Winnipeg continues to offer the benefits of home ownership to low-income Manitoba families. The Legacy Build has funded 33 homes since 2008.

“In 2011, the Legacy Build fund contributed to the construction of eight more homes in which families can build a proud and bright future,” said Winston Hodgins, President and CEO of Manitoba Lotteries. “We are pleased with how the program has unfolded and the strong bond we have forged with Habitat for Humanity. This program has made a unique and tangible impact on our communities that has been rewarding for everyone involved.”

Manitoba Lotteries created the Legacy Build program as a self-sustaining model of funding to provide affordable homes for low-income families today and for decades to come. Since 2008, Manitoba Lotteries has provided \$500,000 annually to offer support to families through Habitat for Humanity in communities across our province.



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Developed as a five year program, the crown corporation's commitment of up to \$2.5 million over that time period is based on matched funding raised within the participating Manitoba communities. This approach encourages additional community support and awareness for Habitat projects and has the potential to create \$5 million in funding during the five-year span of the Legacy Build program.

In addition, homeowners not only put their sweat equity into the building of their Habitat homes but also play a key role in sustaining the Legacy Build fund through their mortgage payments, which are reinvested to build homes for other eligible families. It is estimated that in the next 45 years, these proceeds can help as many as 200 more low-income families attain quality affordable housing in Manitoba.

“Like most of our successful partnerships, we share a common vision of community responsibility with Habitat for Humanity and that vision is fundamental to the success of the Legacy Build Fund,” said Mr. Hodgins. “The program exemplifies a truly sustainable, community approach that meets both organizations’ goals.”

Looking ahead to the fifth year of the Legacy Build program and the twenty-fifth year of Habitat for Humanity in the province, Manitoba Lotteries is very proud to have the opportunity to introduce the Legacy Build Fund to even more communities throughout Manitoba. And as they have for several years, including before the Legacy Build program began, Manitoba Lotteries dedicated volunteers will show up with their tool belts, ready to lend a hand by building even more Habitat homes.

Making an Impact

Major Sponsors

COMMUNITY DEVELOPMENT PARTNERS



SUSTAINABLE DEVELOPMENT PARTNER



More saving.
More doing.

HOME SPONSORS



CONSTRUCTION LEADERS



\$75,000 HOME SPONSORS



Jeld-Wen Windows and Doors*

\$50,000 HOME SPONSORS



All Weather Windows *
Princess Auto Ltd. *

\$25,000 HOME SPONSORS



DeFehr Furniture (2009) Ltd.*
Goodfellow Inc.*
Kitchen Craft Cabinetry*
Thoughtful Touch*

*Major ReStore Donor

Making an Impact

Major Supporters

All Charities Campaign
All Star Concrete
Arne's Welding Ltd.
Arnold Bros. Transport
Armtec
Assiniboine Credit Union
Ballycastle Distributors
Brock White Construction
Materials
Cambrian Credit Union
Cascade Boxboard Group
CGC Inc.
CG Power Systems Canada Inc.
DJN Services
Daelight
Derksen Plumbing and Heating
1984 Ltd.
East Side Ventilation
Enbridge
G. R. Carscadden Funeral
Chapel Ltd.
Genworth Financial Canada
Grain Insurance & Guarantee
Company
Gypsum Drywall Interiors
Holz Constructors
Hugh Munro Construction
Hunter Douglas Canada Inc.
IBM Canada Inc.
ICI Canada Inc.
Insurance Institute of Manitoba
Jeld-Wen Windows and Doors
Johnston Group
Franke Kindred
Kitchen Craft Cabinetry
Lavergne Draward & Associates
Les Usines Giant Factories Inc.
Loewen Drywall Ltd.
Loewen Mechanical Ltd.

Manitoba Government
Employees Union
Manitoba Home Builders
Association
Manitoba Public Insurance
Manitoba Real Estate
Association Shelter Foundation
Metal Depot
Murray Chevrolet Hummer
Priority Restoration
Portage Credit Union
Rueben Potash
Qualico
RBC Foundation
RenewABILITY Energy Inc.
Roger Branum Construction
Laurence & Elizabeth Rosenberg
St. Andrew's Presbyterian Church
Salisbury House
Scotiabank
Standard Aero Limited
Star Building Materials
Steinbach Credit Union
The Dow Chemical Company
The Estate of Tibor Toth
Tim Hortons
Urbanmine Inc.
Ursuline Sisters of Tildonk Inc.
Viriden Lions Club
Westcan Electrical Mechanical
Services
Western Financial Group
Westgate Enterprises
Whirlpool Canada Inc.
Robert Williams
Winnipeg Evangelical
Free Church
Winnipeg Building & Decorating
Winnipeg Foundation

Major ReStore Donors

Allmar International
Andrew Ogaranko
Ben-Mor
Brock White Construction
Materials
Buhler Furniture
Dakota Door and Window
Kraus Flooring
The Heimbeckers
Home Hardware (Kenora)
Image Flooring Inc.
Kennedy Flooring Inc.
McDiarmid Lumber
Old Navy
Princess Auto
Rona (Kenaston & Sargent)
The Bay (Downtown)
The North West Company
The Tile Boutique
- Greg & Lucy Chartier

Habitat Canada 360 Built Smart Partnership

The partnership was created to address the affordable housing crisis in Canada.

Title Sponsors:

- The Home Depot Canada
Foundation
- Holcim (Canada) Inc.

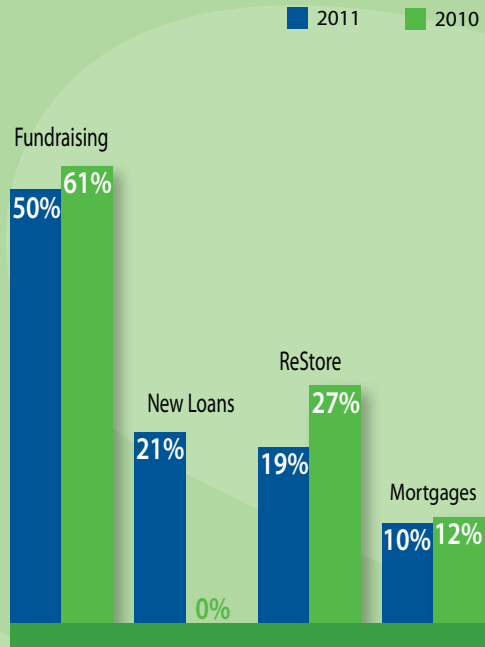
Other National Supporters:

- Everyday Essentials
- RBC Foundation
- Schneider Electric
- First Canadian Title
- Trialto Wine Group Ltd.

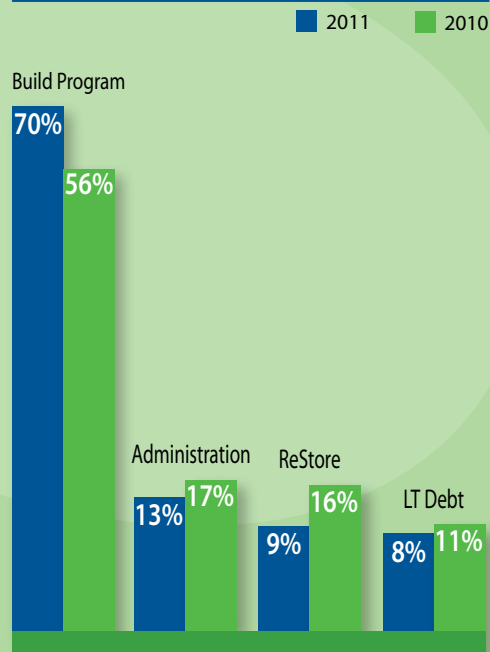
Thank you to all supporters not appearing on this list.

Financials

CASH SOURCES



CASH OUTFLOWS



*These Financial Summaries are not audited.
The 2010 & 2011 Audited Financial Statements are available on request.*

Winnipeg Habitat for Humanity Inc.

Statement of Financial Position

	As of December 31	2011	2010
ASSETS			
Cash	\$	583,324	\$ 674,042
Accounts receivable		282,321	114,359
Inventory, refundable deposits and prepaid expenses		222,130	186,464
Construction in progress		1,747,476	280,818
Mortgages receivable (Note 1)		7,967,339	7,047,670
Residential property		1,926,898	443,463
Property and equipment		1,356,274	1,435,629
Investment in subsidiary		50,708	52,941
TOTAL ASSETS		\$ 14,136,470	\$ 10,235,386
LIABILITIES			
Bank indebtedness	\$	-	\$ -
Accounts payable and deferred revenues		1,330,417	863,092
Long term debt (Note 1)		3,421,173	2,317,012
TOTAL LIABILITIES		4,751,590	3,180,104
NET ASSETS			
Invested in property and equipment		618,749	550,611
Unrestricted (Note 1)		8,766,131	6,504,671
		9,384,880	7,055,282
TOTAL LIABILITIES AND NET ASSETS		\$ 14,136,470	\$ 10,235,386

Winnipeg Habitat for Humanity Inc.

Statement of Operations

	For the 12 Months ended December 31	2011	2010
REVENUES			
Donations, special events, grants, other	\$	4,296,069	\$ 3,438,363
Habitat Winnipeg ReStore (Net Income)		651,457	624,677
		4,947,526	4,063,040
EXPENSES			
Administration costs & amortization		962,383	776,006
Build program		490,639	388,660
Habitat for Humanity Canada Affiliation fees		111,022	90,265
Interest on long term debt		101,823	86,290
Tithe for Habitat International efforts		10,000	12,500
		1,675,867	1,353,721
EXCESS REVENUE OVER EXPENSES BEFORE CONSTRUCTION COSTS	\$	3,271,659	\$ 2,709,319

Note 1: These lines include a significant Present Valuation factor due to the required adoption of new accounting standards that became effective January 1, 2007.

Note 2: 2010 Statement of Operations comparative figures have been reclassified to conform with the current year classifications.

Making an Impact

Board & Staff

Board of Directors

Bob Aldridge	Margaret Haworth-Brockman, B.Sc	John Ruban, A.I.I.C., CCIB, CRM, <i>Vice-Chair</i>
Don Bjornson, LLB, <i>Past-Chair</i>	Tim Hayward, CA	Phil Sheegl, B.Sc (CE)
Jino Distasio, PH.D	David Hooper, CMA, CRM	Jeremy Warnick, B.A., C.F.P.
Angela Evans, LLB	Marina James, MBA, CHA	
Charles Golfman, MBA, CMC, <i>Chair</i>	Marty Maykut, B.Sc, MBA	<i>(Retired: Janet Milne, John Daniels,</i>
Glen Gowryluk, CA	Don O'Hara, LLB	<i>Shauna Arnott)</i>

Winnipeg Office and Construction Staff

Brian Born, CMA* <i>VP, Finance & Administration</i>	Pete Klippenstein <i>Construction Supervisor</i>	Luc St. Godard <i>Human Resources Specialist</i>
Beth Cameron <i>Special Events Coordinator</i>	Vern Koop <i>Director, Construction</i>	Heather Scott <i>Database & Administration Supervisor</i>
Ron Dacombe <i>Project Manager, Construction</i>	Steve Krahn <i>VP, Regional Development</i>	Janice Sells <i>Manager, Personal & Planned Giving</i>
Carmen Fredborg <i>Data Entry & Reception</i>	Samantha MacDonald <i>Site Host / Food Coordinator</i>	Elaine Smith <i>Manager, Special Events</i>
Brenda Friesen, <i>Manager, Family Selection & Support</i>	Greg Mallett <i>Volunteer Coordinator</i>	Dave Stoesz <i>Construction (part-time)</i>
Walter Geddert <i>Construction Site Supervisor</i>	Ken McIntyre <i>VP, Marketing & Communications</i>	Lisa Tachan <i>Communications Assistant</i>
Sandy Hopkins <i>Chief Executive Officer</i>	Peter Ostash <i>Construction (Part-time)</i>	Nicholas Williams <i>Assistant Controller</i>
Fred Horbaty, CA <i>VP, Finance & Administration</i>	Linda Peters <i>VP, Program Delivery</i>	Kim Wilson <i>Director, Fund Development</i>
	Shelley Robinson <i>Accounting & IT Specialist</i>	

*Retired February 2012

ReStore Staff

Geramie Amante <i>Sales/Delivery & Pick up</i>	Justin Herschfield <i>Sales Associate</i>	Devon Preece <i>Sales Associate</i>
Tim Frey <i>General Manager</i>	Espi Javier <i>Sales Associate</i>	Patricia Sudyn <i>Cashier</i>
Kelvin Gregoire <i>Shipping & Receiving</i>	Gregg Kozyra <i>Delivery & Pick up</i>	Marcel Thomas <i>Shipping & Receiving</i>
Herb Griffith <i>Assistant Manager</i>	Gareth Mills <i>Manager, Procurement</i>	Terri Purchase <i>Merchandising</i>
	Sheila Picklyk <i>Dispatch Supervisor</i>	



Moments of IMPACT



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