



The Builder

Summer 2021 habitat.mb.ca

**Homes,
Community,
Hope + You**





**Habitat
for Humanity®**
Manitoba

INSIDE THIS ISSUE

3

**RESTORE
CELEBRATES
30 YEARS!**

6

**MEANING OF HOME
CONTEST WINNER**

8

**HABITAT RECEIVES
90,000 FROM
WINNIPEG KINSMEN**

9

**BUTTERFLY WAY
PROJECT**

10

**HABITAT EVENTS
& UPDATES**

15

**HABITAT PAYS
TRIBUTE TO A
GENEROUS
SUPPORTER**



Habitat for Humanity®

ReStore®

**Celebrating
30 years!**

Over the past 30 years, Habitat ReStores have helped divert

950 million pounds*

of household furniture and building supplies out of landfills.



*That's 430,000 tonnes, which is almost 3.4 million couches saved!

... and if we're counting
couches, that's only

178,000** to go!



**50 million pounds
or almost 25,000 tonnes, based on an average 3-seater couch.

Help us celebrate by reaching our goal of diverting **one billion pounds** of household items and building supplies from landfills by 2022.



ReStore Celebrates 30 Years of Thrifting!

Vicky Sanderson, *Toronto Sun*, August 6, 2021

30 years later, ReStore has long established itself as an extremely effective retail model and trusted brand.

Canadians went on a renovation/redesign spree in February, spending more than \$4 billion on home building and garden supplies, according to Statistics Canada estimates.

All that activity, which is not slowing down, acts as a stimulant to a COVID-19-challenged economy, and that's a good thing. But there is an environmental downside, and it's that the building, reno, and décor industry creates a lot of waste.

One of the most elegant and sensible responses to that reality began 30 years ago, when the

Winnipeg affiliate of Habitat for Humanity – the international charitable organization that advocates for safe and affordable housing – opened the first-ever ReStore, a home and building supply retail outlet that accepted and resold surplus new and used building materials. Funds generated supported homebuilding projects.

The concept was executed with impressive speed once the local Habitat team connected with Rick Penner, freshly graduated from university with an environmental/economics degree and an interest in community economic development and environmental issues.

Soon after reading an article in 1990 about the idea, Penner

became a lead volunteer for a process that included developing the retail model and working with the Habitat board, community volunteers, donors, government grant partners, and potential suppliers of material, to get the enterprise off the ground. Penner turned his full-time attention to the project after being offered a stipend to drive it. Habitat made a wise investment here. By 1991, the store was up and running.

Thirty years later, and ReStore has long established itself as an extremely effective retail model, and as a trusted brand for homeowners looking for affordable and sustainable materials, furniture, appliances, and décor.



Designers appreciate having a reliable place to which they can donate fixtures that still have lots of life, but don't fit their style direction. DIYers and makers, along with props stylists and film folk, are also frequent shoppers there. Home shows and celeb contractors always seem happy to promote the stores.

While managing the Winnipeg location for three years, Penner also helped tackle a second objective—to share with other communities how to replicate the model. "That was written into the business plan, and was very much a goal from the get-go," he says.

Penner laid a solid foundation for that too. There are now more than 100 stores nationally. Some pair with other waste containment services—like battery or old paint collection. Many are partly staffed by volunteers, who gain solid retail/admin/trade skills.

The chain's growth is tied to increasing comfort level with recycling among Canadians. "That," says Penner, "takes education, and it takes time."

Jim Waechter, ReStore success/product support director, hopes the uptick in renovation will see more good-quality, useable home goods directed to a ReStore, rather than the waste stream.

"We do want to drive awareness about the larger items," he says, because while Canadians do well at recycling smaller items, their habits don't translate to household items and building supplies.

According to a Habitat-commissioned study, 82 per cent of Canadians nearly always recycle items like cans, bottles, cardboard, and paper. That compares with 42 per cent who recycle household furniture such as chairs, couches or lamps.

To encourage people to re-use when they can, and to celebrate the milestone 30th birthday, Habitat ReStores have launched a campaign that challenges Canadians to keep one billion pounds out of the landfill by May 2022—either by shopping at or donating to one of their stores.

Over the past three decades, ReStores have diverted nearly half a million tonnes of waste from landfills. Penner says while that makes it "a perfect example of harnessing the market to achieve social and environmental objectives," there's a larger context of waste.

Penner thinks it's time to address society's surpluses with big ideas, like a truly circular economy.

"Resource constraints, plastic pollution, all the more obvious signs show that rampant material use and wastage is not sustainable," he says. "I think that's getting noticed now, and not just as a fringe thing."



Vicky Sanderson
Toronto Sun
August 6, 2021

"Leading with our core values of humility, courage and accountability, Habitat is committed to protect the well-being of communities we serve throughout the world."

Johnathan Reckford

Meaning of Home

Through the Meaning of Home contest, over 12,000 students, their teachers, siblings and parents now understand the importance of safe, decent and affordable housing and the work Habitat is doing to help families across Canada realize the transformational benefits of affordable homeownership. Thanks to the support of generous sponsors \$300,000 has been raised to support homebuilding efforts at Habitat Affiliates across Canada.

In addition to the \$30,000 grant, Anika also received an iPad and a pizza party for her class.

We are extremely proud to announce that 2,526 students from Manitoba entered submissions this year!

Congratulations to one of the grand prize winners - Annika K!



Annika K. from Winnipeg, Manitoba, is the Grade 4 grand prize winner and her \$30,000 grant will help build a house in Winnipeg!

Find out more about The Meaning of Contest by visiting: meaningofhome.ca



Habitat Manitoba Receives \$90,000 from Winnipeg Kinsmen Club

A Little About Winnipeg Kinsmen Club

Winnipeg Kinsmen Club is dedicated to serving our community's greatest need by providing funding to nonprofits and charitable organizations that make a meaningful and long lasting impact in our city and our province.

Winnipeg is a generous city filled with kind people who are passionate about helping others. This results in an abundance of charitable organizations that rely on donations to operate. The Winnipeg Kinsmen have an internal Mantra of "Give Back, Have Fun". This means that they are part of a club that makes an impact and has fun building long lasting relationships with a multitude of local organizations.

The Winnipeg Kinsmen are proud presenters of Kinsmen Jackpot Bingo and the Kin Kar Raffle, two of our ongoing fundraisers that are a perfect example of having fun while

raising funds. The money raised with fundraisers like these has been used to start many notable projects over the years like the Kinsmen Discovery Centre at the Assiniboine Zoo, Winnipeg Harvest, and The Dream Factory. In the middle of the pandemic, the Kinsmen made significant donations to local hospitals to help their ICUs stay ready to save patients dealing with COVID-19.

Habitat Manitoba was chosen to be the recipient of \$1 for every card sold for the Kinsmen Jackpot Bingo held on April 3. Excitement was high that evening because the Jackpot was \$3,000,000. Not only was the Jackpot won that evening, but Habitat was also the recipient of \$90,000 based on the number of cards sold.

Tim McKay, Vice-President of Service said:

"We know that Habitat provides not just houses, but homes for families in need. The impact of this can never be understated and it makes us so happy to be able to support such a community focused organization."



winnipeg**kinsmen**

The Butterfly Way Project

On a beautiful August evening, Master Gardener and Butterfly Ranger Derek Yarnell along with fellow Master Gardener in Training, Florence Carey stopped in to visit the Habitat for Humanity families living on Lyle Street, the site of the 2017 Jimmy and Rosalynn Carter Work Project. Derek reached out to Kelly Kluger, Manager of Volunteers with Habitat in 2020 hoping to collaborate on a project to create butterfly gardens for homeowners. Instantly, the 2017 Jimmy and Rosalynn Carter Work Project came to mind, as former first lady Rosalynn Carter is an advocate for both the endangered monarch butterfly with her infamous Butterflyway Gardens in Plains Georgia. It felt like this was meant to be.

Despite the obstacles that Covid-19 presented, Derek and Florence generously divided a variety of Manitoba wild flowers from their own gardens and distributed them to interested homeowners. They were able to drop off the plants and provide directions for planting, but not much more due to restrictions.



Derek dug the front flowerbeds for Priscilla, a homeowner who is in a wheelchair, and planted her flowers this past spring. When they visited in August, many of the plants were thriving offering a beautiful garden for butterflies and bee's to visit. What a fun way to bring this community together on a gorgeous summer evening in August. There was quite a buzz in the air! We hope that the butterflies and bees will be enjoying food and shelter in the new gardens for years to come.



Women Build

A Note From the Women Build Committee Chair

Women Build was excited to host the annual Blitz Build the last two weeks of July. We started construction on our 18th sponsored home, which will be purchased by Gemina and her daughter Jancis.

The volunteer numbers were smaller than usual due to Covid-19 restrictions, but the energy on site was tremendous with a mix of new and returning volunteers. The Honourable Rochelle Squires joined us for a day of building and even won the lunchtime hammering challenge! We also had special visits from city councillor Devi Sharma, Mayor Brian Bowman and MLA Mintu Sandhu.

Gemina was able to come out on numerous days to help build her new home and to contribute to her much needed sweat equity hours. Her 15 year old daughter Jancis, though too young to build was able to visit the site a few of times for lunch and showed her excitement about soon having their own place to call home.

The Women Build volunteers had to contend with soaring temperatures and smoky skies that sent them home early on a couple of days but despite those delays, they were able to frame and erect all the outside walls and start on the second floor of the house. As always this is accomplished with lots of laughter, learning and fun.

With restrictions starting to lift, the Women Build fundraising committee is hopeful that we will be able to hold a couple of events this fall starting with the 12th annual Holes for Homes on August 25 at Lorette Golf Course. We are excited to be able to bring back one of our newer events Designer Handbag Bingo and everyone's favourite evening of fun, Quiz Night. We are also looking forward to once again holding a wine raffle in December.



Blitz Build

The committee's fundraising efforts allows us the opportunity to introduce women to home construction, and through mentorship and training allow them to extend their home building and leadership skills. Women Build would not be able to do any of this without the support of our event sponsors and attendees, and of course our dedicated volunteers.

Thank you and remember each dollar raised and every nail hammered makes an impact!

[Joanne Machado](#)

Chair, Women Build Committee
& Construction Crew Leader



Platinum Sponsor



Community Partner



We believe in a better Winnipeg

Habitat Build Day

The Ultimate Team Building Experience!

We are delighted to welcome back volunteers to the build site!



A Habitat Build Day is a great opportunity for corporate teams who are looking to give back to the community in a meaningful way, while learning new skills. This one-of-a-kind employee engagement experience offers companies the chance to invest in their employees while making a real difference in the lives of hard-working, low-income families and the communities in which they live.

Habitat offers Build Days from Tuesday to Friday, until the end of October. We will also be hosting a Blitz Build October 18 to 22 where your team can join others in helping build four homes simultaneously.



Please contact **Susan Buffie**, Senior Development Officer, Corporate Partnerships at **(204) 235-2400** or sbuffie@habitat.mb.ca to book your Build Day.

9th Annual Manitoba Property Insurance Build

October 4 - 8, 2021

Manitoba-based property insurers and brokers are invited to pick up a hammer and participate in this project to help improve the life of a local family through access to affordable housing.

Participating in this event is a great team building experience that produces tangible results. An investment in the build is an investment in your people, your community, and your corporate brand. No other team building experience can provide the same level of employee engagement, connection to the cause, and community impact that a Habitat Build Day can offer. Years after your Manitoba Property Insurance Build investment, you will be able to drive past the home and say, "I helped build it!" There is no better feeling than knowing you helped a family achieve stability, strength and self-reliance.

We are excited to announce **Westland Insurance Group** as the new Lead Sponsor. They are one of the largest and fastest-growing independent property and casualty insurance brokers in Canada. With a national network of over 175 locations and over 2000 employees, the company continues to expand coast to coast. While the family-owned company has become national in scope, it has

never forgotten its roots or the neighbourhoods in which it serves and is proud to support local projects like the Manitoba Property Insurance Build that strengthen the fabric of communities.

We welcome participants of all skill levels and abilities to join us – no construction experience required.

For more information, contact **Susan Buffie, Senior Development Officer, Corporate Partnerships** at 204-235-2400 or sbuffie@habitat.mb.ca.



Lead Sponsor



Chapter Updates

Our Chapters are doing phenomenal work!

We are expecting a banner year with up to **seven new homes** being started in communities across Southern Manitoba.

The project in Killarney was the first underway for the season, with a side-by-side project in Brandon that has also started construction.

To learn more about the various places that Habitat has a presence visit:

<https://www.habitat.mb.ca/chapters>



Upcoming Events



September 17, 2021
October 2, 2021
October 4 - 8, 2021

Beyond the Build Radiothon on 680 CJOB
Ride for Refuge
Manitoba Property Insurance Blitz Build

Habitat Pays Tribute to the Late Erna Reimer

Habitat Manitoba was the recipient of a generous donation from the Estate of Ms. Erna Reimer.

Erna was born in the village of Somoljowka, Ukraine and immigrated to Canada in November 1925. Upon completing High School, she worked at Winnipeg Supply during the winter months and helped on the family farm in the summers. Her next employment was at Canadian Red Cross where she became the driver for blood clinics held throughout Manitoba and Northwest Ontario. From there she moved on, studied, and worked in the Microbiology Department at St. Boniface Hospital for 26 years.

After retirement, she enjoyed many interests including gardening, reading, golf, crossword puzzles, painting in watercolors and travelling. Erna and her sister Helene enjoyed many trips together including three road trips to see the Rocky Mountains at the age of 92, 93 and 94! One of Erna's favorite spots to visit was Lake Louise.

It was on one of the many tours around Winnipeg in 2017 that they happened upon something very exciting happening in St. James. Intrigued about all the trucks, tents and signage, they stopped to inquire what was happening. When they found out that Habitat Manitoba was hosting the Jimmy Carter Build, they immediately wanted to know more and then made their way to the administrative offices to make their first donation.

Since that time, their generous donations have helped many families in need of safe, decent and affordable housing.

Helene and Erna are always eager to hear what is happening at Habitat and were very interested in learning about the families that were being helped through their donations.

Habitat Manitoba is very grateful for their support and for the incredible difference they are making in the lives of so many families.



Key Ceremony for Filmon, Rishan, and their children Murael, Mekseb, Eyobel and Danait, January, 2019.

Community Development Partners



Build Partners



Wawanesa Insurance, a proud Manitoba company, has actively supported Habitat for Humanity for many years in a variety of ways including sponsorship of our Special Events. Since 2013, Wawanesa has been the lead donor for the Manitoba Property Insurance annual home build. In addition to the cash support to Habitat, Wawanesa employees don their work boots and tool belts to assist to build a home each year.



FLOFORM Countertops, with its Head Office in Winnipeg, is a leading manufacturer of quality countertops. Since 2010, FLOFORM has been fabricating and installing all countertops for Habitat for Humanity homes in Winnipeg.



At Dufresne Furniture, we believe it is our honour and our responsibility to support the communities that have continued to support us for nearly 30 years. We are proud to partner with HFHM by providing product to the ReStore and a new energy efficient washer and dryer pair for each new home built in Winnipeg. Find out more about Dufresne at www.dufresne.ca.



Qualico, a fully integrated real estate company with our roots established in Winnipeg, has supported and partnered with Habitat for Humanity Manitoba for nearly 30 years. Our support includes the lead sponsorship of the annual Ride Around the Lake cycling fundraiser alongside a dedicated involvement with Women Build events, and we are proud to have partnered with Habitat for Humanity Manitoba on its first-ever net-zero build in 2018. Our employees also join in and volunteer on the job site to build homes for Habitat Builds each year, assisting working families in their pursuit of homeownership.



Canada Life is a leading insurance, wealth management and benefits provider focused on improving the financial, physical and mental well-being of Canadians. For more than 170 years, individuals, families and business owners across Canada have trusted us to provide sound guidance and deliver on the promises we've made. On January 1, 2020, Great-West Life, London Life and Canada Life became one company – Canada Life, and today, we proudly serve more than 12 million customer relationships from coast to coast.



The Richardson Foundation helps Canadian charitable organizations achieve their goals by providing meaningful funding that will enrich the lives of the people in the communities served by James Richardson & Sons, Limited and its affiliated companies: Richardson International, Tundra Oil & Gas Limited, Richardson Financial Group, Richardson Centre Limited and Wynward Insurance Group.

Title Home Sponsors



Cycle of Hope



Manitoba Property Insurance Build



Faith Build

The Estate of Patricia MacDonald

Ride Around the Lake

Helene Reimer and the late Erna Reimer

Women Build

Supporting Home Sponsors



Spirit of Hope



Meaning of Home



Community Partners

