



## MEDIA RELEASE

January 11, 2024

### Habitat for Humanity Manitoba kicks off national student writing contest

**Winnipeg, Manitoba** – Students in grades 4, 5 and 6 are invited to share what home means to them in an annual national writing contest that is now open and accepting entries.

Submissions are online at [meaningofhome.ca](https://meaningofhome.ca) or through mail until February 23, 2024, every student who enters the contest will help Habitat Manitoba build safe and affordable homes. This year, Habitat Manitoba's goal is 3315 student submissions locally, and 15,000 across Canada.

Every student who enters the contest will help Habitat Manitoba build safe and affordable homes by earning a \$10 donation. In May, three grand prize winners will be chosen and receive a \$30,000 grant to help their local Habitat for Humanity build homes for families in need of affordable housing. In addition, nine runners-up will receive a \$10,000 grant for their local Habitat for Humanity.

Last year, there were 2710 students across Manitoba who entered which lead to Grade 5 Harleen from Winnipeg winning a \$30,000 grant for Habitat Manitoba for her entry: "Home, a Place for Love and Laughter". There were also two additional runner up students including Grade 4 student Simon (Meaning of Home), and Grade 6 runner up Armeen (In My Baba's Arms) who both won a \$10,000 grant for Habitat Manitoba.

Housing continues to be an important concern for all Canadians, including children, who understand how it can provide them with a safe place to study, pursue their dreams and build a better life.

"I encourage all eligible students to participate. Your words have the potential to inspire action and bring about positive change in the lives of Habitat Partner families," says Jamie Hall, CEO, Habitat Manitoba. "The Meaning of Home contest sheds a light on the pressing issues of the housing crisis in Canada and the role of future philanthropists in our community."

Founded in 2007 by Sagen™<sup>1</sup>, the Meaning of Home contest has raised over \$2.3 million while encouraging more than 100,000 students to become more active and compassionate citizens. Last year over 12,000 entries raised \$302,000, helping families in 42 communities across Canada build a brighter future through affordable homeownership

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<sup>1</sup> Sagen™ is a trademark owned by Sagen MI Canada Inc.

The Meaning of Home contest would not be possible without the generous support of founding sponsor Sagen™ and awards sponsors Urban Systems Foundation and Face to Face Games.

Please visit [meaningofhome.ca](http://meaningofhome.ca) for further contest details.

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### **About founding sponsor: Sagen™**

Since 2000, Sagen has donated over \$6 million in support of Habitat Canada and has helped thousands of Canadian families realize their dreams of affordable homeownership. While Sagen's financial support provides crucial funding for Habitat Canada's homeownership program, its support extends far beyond. Throughout the sponsorship, Sagen employees, including President and CEO Stuart Levings and his executive team, have lent their leadership experience, industry knowledge and time to help launch many of Habitat's signature programs, including the Sagen Homebuilding Grants, the Global Village Volunteer Program in Canada and the Meaning of Home Contest. These programs, along with Sagen's support and involvement in them, have significantly increased Habitat Canada's ability to raise funds, recruit volunteers and, ultimately, support more families and build stronger communities. Find out more at [www.sagen.ca](http://www.sagen.ca)

### **About Habitat for Humanity Manitoba**

Habitat for Humanity Manitoba (Habitat Manitoba) brings communities together to help families build strength, stability and independence through affordable homeownership. Habitat homeowners provide a solid foundation for better, healthier lives in Canada and around the world. Since 1987, Habitat Manitoba has collaborated with local businesses, organizations, groups and thousands of dedicated volunteers to build homes for over 500 families in the province and Kenora, Ontario. Learn more at [habitat.mb.ca](http://habitat.mb.ca).

### **For more information:**

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