

Embargoed Press Release

NOT FOR IMMEDIATE RELEASE

Publication Date: Sept 29, 2022

Habitat for Humanity Guelph Wellington announces social impact investment opportunity through new Community Bonds, alongside two new build projects in the works

Guelph, ON –

In 2021 Habitat for Humanity Guelph Wellington (Habitat GW) completed their Cityview Village project in Guelph, Ontario, bringing affordable homeownership opportunities to 22 families in need of affordable housing. Since this project, the team at Habitat GW has been working diligently to secure new land and roll out a new series of build projects.

Moving forward, Habitat GW is looking to expand its impact throughout the region as it works towards two new build projects in Fergus, ON and Guelph ON. In order to maximize the number of families served, each project will have a mix of market and Habitat sales – between the two projects there will be roughly 35 habitat units and 30 market units sold.

“We are continually striving to serve more and more families in all of the projects we take on,” said Ryan Deska, Director of Community Engagement and Development. “But Habitat for Humanity faces the same challenges we all do in today’s market, from the cost of land, to building materials, to labour availability and planning and permitting approvals. As a result, we incorporate market sales into our build projects to offset costs and in turn, to provide more affordable homes to families in need.”

To further support the development process and the purchase of land, Habitat GW will be issuing Community Bonds, a new social-impact investment tool that will allow grassroots community investment in all future Habitat projects.

“Community Bonds are an investment strategy for anyone looking to create social impact through their investment portfolio, or just looking to make a difference in their community,” said Deska. “It’s a way for people to be an active contributor to the future strength and prosperity of their community, with a financially secure return on their investments.”

Community Bonds provide:

- Investors with a fixed rate of return over a defined term of the project.
- Organizations like Habitat for Humanity with seed financing to get their projects off the ground.
- Investors and Organizations the opportunity to partner in creating meaningful social impacts in the community

As with any financial decision, there are many important factors to consider, and everyone needs to evaluate the relative merits and risks of Community Bonds for themselves. In anticipation of investors’ questions, the team at Habitat GW has set up a number of different ways for prospective investors to learn more.

To learn more about this social-impact investment opportunity, and an opportunity to put your money to work in your community, Habitat GW has provided additional information on its website at www.habitatgw.ca/communitybonds. Anyone interested can sign up to receive the full Prospectus document and project specific Financial Pro Forma sheet, sign up for a 1:1 phone session or receive information about monthly information webinars and in-person Q&A sessions.

“These new build projects are within our grasp. With the collective support of our communities behind us, we can create a very positive impact in the next 3-5 years”, continued Deska. “Between our dedicated volunteers, the tireless efforts of our ReStores, the ongoing generous community donations, our committed corporate partners and financiers, and now through the commitment of socially conscious investors, now more than ever, we can build homes by the community, for the community.”

Interested investors can submit inquiries at www.habitatgw.ca/communitybonds or reach out to the Habitat team through invest@habitatgw.ca.

There are numerous other ways to support Habitat programs. Contribute a cash donation, shop and donate at the ReStore, or sign up to volunteer. Full details are available at www.habitatgw.ca.

-30-

For more information or to schedule an interview, contact:

Rachel Hopf
Marketing, Communications, and Community Engagement Specialist
Habitat for Humanity Guelph Wellington
tel: 519-767-9752, ext. 36
rachel@habitatgw.ca

About Habitat for Humanity Guelph Wellington

Habitat for Humanity Guelph Wellington envisions a world where everyone has a safe and decent place to live. To achieve this vision, they partner with the Guelph and Wellington County communities to build homes that provide the foundation for bright, stable and empowered futures for the families and individuals who live there. Habitat for Humanity Guelph Wellington builds affordable homes in Guelph and Wellington County and partners with families through affordable housing so that they may attain social and financial stability to transform their futures and our community.

The Habitat for Humanity Canada model of affordable homeownership bridges a gap for people who face barriers to homeownership and would not otherwise qualify for a traditional mortgage. Local Habitat for Humanity organizations in every province and territory across Canada help build and rehabilitate decent and affordable homes, from single-family houses to multi-unit developments. With the help of volunteers and donors, Habitat helps families build their own homes and allow for them to pay an affordable mortgage geared to their income. Safe, decent and affordable homeownership plays a critical role in helping families build a foundation for a life with better choices and more opportunities and provides our community with a diverse range of employees and volunteers, coming from a wide range of socioeconomic backgrounds.