



**Habitat
for Humanity®**
Sault Ste. Marie & Area



**Sponsorship
Opportunities**



We need your support!

Since 2002, Habitat for Humanity Sault Ste. Marie and Area has been working hard to help local families facing barriers to traditional homeownership break the cycle of poverty and purchase their own Habitat Homes. We believe that everyone deserves a safe, decent, and affordable place to call home... and your support is vital to that.

Habitat does not give away free homes; rather, the families we partner with pay an affordable, geared-to-income mortgage which helps fund future builds. They also contribute 500 volunteer hours and participate in homeowner education courses to ensure their success.

We know that affordable homeownership plays a critical role in helping families build a foundation for a stronger future, one that's filled with possibilities and progress.

Our Affordable Homeownership Program allows families to foster the skills and confidence they need to invest in themselves and their communities. The benefits of a Habitat Home reach far beyond the build. Habitat families have reduced reliance on social housing and food banks, better education and employment outcomes, and improved health. An investment in Habitat is an investment in your community.

The support of businesses like yours helps us build homes, and brighter futures, for the families we serve. With your help, we can continue to help local families reach their full potential. We are endeavouring to have served 19 families by December 31, 2025.

This sponsorship package outlines various sponsorship levels; however, we are happy to work with you to personalize a level that is right for you. Sponsorship can be monetary or in-kind with the donation of goods or services.

Thank you in advance for your time and consideration of this request. We look forward to working with you as we help build safe, decent, affordable, and energy efficient housing in Sault Ste. Marie.

Sincerely,



Katie Blunt
Executive Director



Frank Bentrovato
Board Chair



our impact.

Housing provides so much more than just a roof over a family's head. It provides:

- Strength, stability, and self-reliance for families and children
- Physical safety and security
- A sense of dignity and pride

Habitat Homeownership leads to:

Increases in:

- High school graduation rates and post-secondary education
- Good health of families and children
- Children's confidence
- Net family wealth
- Community involvement (volunteering, voting, etc.)



Decreases in:

- School dropout rates
- Children's behavioural problems
- Asthma and allergy-related conditions
- Use of food banks
- Doctor visits



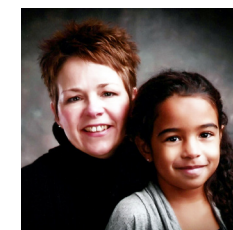
Thank you, Habitat for Humanity Sault Ste. Marie & Area, for letting us be a part of this mission!

We have been proud build volunteers for years and plan to continue for many more!

Cheers to another successful Habitat Home!



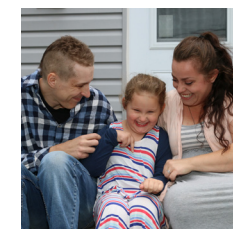
- SaDan Construction Group
Diamond Partner



"I feel proud that I put the work and I am going to pay for this - that this is my home and it wasn't given to me. I earned it because I am working for it." - *Sophia Martinen, Habitat Homeowner #4*



"The beauty of this program is that I am able to build equity for the future ... We will learn how to be homeowners, which will give us all great pride," - *Danielle Moore, Habitat Homeowner #11*



"I never really had stability growing up. This gives my family that. My daughter won't experience what I did, bouncing from home to home." - *Casey Gardner, Habitat Homeowner #10*



"Finally we'll have a big backyard where we can play soccer and other games ... everyone's got a place for themselves where they can just have their own thing" - *Nicholas Lacasse, age 12*

Please read the following two stories. The first is a letter from our very first Habitat Homeowners, who hope to tell potential sponsors and donors about the impact their Habitat Home has made on their lives. The second is from our thirteenth Habitat Homeowner whose story was written before becoming a homeowner in 2021.

What a Habitat Home has meant to Habitat Family #1:

In 2002, I had a heart transplant in Toronto. We were living in southern Ontario with three young daughters for over a year so they could monitor me, which was extremely hard as our monthly rent payments were so high.

After a year, we were ready to move back to Sault Ste. Marie. There were limited options for a new place to live and we settled for a townhouse. We soon learned that the townhouse had a lot of mold and the electricity bills were extensive. We used up all of our savings over this year and a half in southern Ontario. We lost all hope of buying a house of our own, even after saving money all the years before.

Fortunately, we had been selected as the first family to receive the first Habitat for Humanity house partnership. In 2004, we moved in to our brand-new, safe, clean, and affordable house. We have raised three amazing daughters in this house and created so many amazing memories!!!

Over the years the house has meant **togetherness** for our family. The girls didn't have to move again and find new friends or attend another different school. We also felt more like a part of the **community** and neighbourhood because we owned our own home. Our house has meant **safety** for us knowing we have a new and clean place to raise our kids.. The house has meant **security** for us; it has helped us financially by allowing us to pay an affordable mortgage payment, especially as someone who has a limited income due to health issues. It allows us to **save a little bit for the future** of our growing family. It is our little egg nest that **we can always rely on**.

As we come up on having just two to three years left until we fully pay off our mortgage, we feel so many emotions and so much completeness as we know Habitat has made our dreams come true. We have been able to build a beautiful life and grow our family from five to ten. We are so grateful to have had this opportunity to partner with Habitat for Humanity Sault Ste. Marie & Area. We are all so proud to call this our home - not just our house... It's our Home Sweet Home!

-Stephan Ross, Katrina Zielinski, Brittney, Brianne, & Brook



KATRINA ZIELINSKI (left) accepts the key to her family's new home from Rosalind Ennis, vice-president family support, Sault Habitat for Humanity. Enjoying the ceremony in the family's Shaler Avenue kitchen are, from left, Brittney, 12, Brianne, 9, dad Stephan Ross and Brook, 4.

Home at last: Habitat family moving in



What a Habitat Home will mean to Habitat Family #13:

Growing up I had a childhood filled with change ... I moved often. I switched schools five times before the age of ten. I remember my mother telling me that I had probably moved 20 times by that age as well. Stability was lacking.

I remember never feeling settled anywhere. I remember not knowing what was going on in school because we often moved halfway through the school year. I had so many classmates and so many teachers that they all became a blur.

When I brought my children into this world, I knew I would face struggles and hardships as a single parent, but I also knew that I never wanted my daughters to know of any of this. I wanted to create that sense of safety in their world.

The first apartment I lived in with both of my babies was in an older part of the city - in a drafty, small, second-floor apartment. It was all I could afford and the only place that would take a single Indigenous mother on maternity leave.



One winter, rodents moved in and I would find their droppings all over the floors my young daughter would play on. After being awake all day with two babies, I would get them into bed and clean the house, do the dishes, and pick everything up off the ground. Then I would sleep for a few hours and wake up to feed the newborn and disinfect the floors and surfaces while checking traps for mice or rats.

Eventually, we moved into our current apartment. I attended my first lecture at Algoma University after being out of school for a decade. This apartment



is where I took a chance on school and found employment in my field and where I learned how to drive a car. We made a lot of great memories in this apartment but we have outgrown this space.

I am ready for this opportunity to move forward into this next chapter of our lives. I am excited to be given this help in becoming a homeowner. I work hard but the truth is that I am a single person, living on a single income, in a career that was started within the past five years.

Soon enough I will be assisting my children through post-secondary school and completing my goal of getting a master's degree in social work. As time goes on, I plan to open my own practice.

I am not trying to travel to see the world or buy designer bags. I am simply trying to do the work that I love while raising the people that I love in a positive, supportive environment.

Providing stability for my children means not moving to a new home every year and having the chance to build routines into our daily lives. Having a stable home that is mine means I can do this.

I am looking forward to having a home that we can settle into and grow in.

- Samantha Kyle

choose an opportunity that works for you:

Benefits	Donor (\$1,000-5,000)	Sponsor (\$5,001-10,000)	Partner (\$10,001-20,000+)	Platinum Partner (\$20,000+)	Diamond Partner (\$50,000+)
Media and Advertising					
Website recognition	Hyperlinked logo	Hyperlinked logo	Hyperlinked logo	Hyperlinked logo & blog post	Hyperlinked logo & blog post
Social media recognition	1 post	2 posts	3 posts	4 posts	5 posts
Newsletter recognition	1x Hyperlinked logo	1x Hyperlinked logo	2x Hyperlinked logo	Hyperlinked bio/story	Hyperlinked bio/story
Annual report recognition	✓	✓	✓	Half page recognition	Full page recognition
ReStore recognition (signage & TV)	✓	✓	✓	✓	✓
Logo featured on build site signage	✓	✓	✓	✓	✓
Habitat t-shirts for up to 10 employees	✓	✓	✓	Up to 15 employees	Up to 20 employees
Cheque presentation photo opportunity	✓	✓	✓	✓	✓
Media release re. partnership announcement				✓	✓
Single-partner logo lockup					✓
Special Events					
Complimentary gala tickets	2 tickets	4 tickets	6 tickets	8 tickets	Table (10 tickets)
Invitation to/recognition at Groundbreaking Ceremony & Dedication Ceremony	✓	✓	✓	✓	✓
Speaking opportunity at Groundbreaking & Dedication Ceremony				✓	✓
Priority seating at events				✓	✓
Opportunity to bring banner-up or similar signage to event				✓	✓
Habitat Homeowner meet and greet				✓	✓
Partnership announcement media event					✓
Political Exposure					
Arrangements to attend VIP events with local & provincial politicians/other luminaries				✓	✓

* all events are subject to change or cancellation

Looking for a better fit? Need a donor payment plan? Let us know! We'd be happy to customize an opportunity that is just right for you.

media and advertising



special events



political exposure



our reach.



Monthly post reach: 20-30,000+
Followers: 3,210+



Monthly impressions: 1-2,000+
Followers: 900+



Monthly reach: 600+
Followers: 1,255+



Monthly website sessions: 3,000+
Monthly website visitors: 1,800+
Monthly ReStore visitors (in-person): 5,000+



Email subscribers: 1,020+

**data from 2021-22*

our events.



June - Touch a Truck

This will be a fun, hands-on event that will allow children of all ages to get up close and personal with vehicles of all shapes and sizes! Entry and truck registration will be by donation to raise funds for our Affordable Homeownership Program!



Summer - 50/50 Raffle

We are organizing a 50/50 raffle from June to August to raise funds for our Affordable Homeownership Program.



September - Soo Burger Month

During our 2nd Annual Soo Burger Month event, we are inviting local restaurants to get creative and design a signature burger (or choose one from their menu) to feature during this month-long event, and donate at least \$1 from every #SooBurgerMonth burger sold to support affordable homeownership in our community!



December - Steel Toes & Stilettos Gala

Our Steel Toes & Stilettos Gala will be an evening we can all look forward to after a long and challenging pandemic. We hope to invite over 300 attendees to dress up, dine, drink, dance, donate, and mingle. Come connect with our mission, meet our newest Habitat Homeowners, enjoy a fun photobooth, and bid in our silent auction.

Additional events include our Groundbreaking Ceremony, Dedication Ceremony, and various community engagement activities; all events are subject to change or cancellation

thank you to our 2021 build sponsors



ready to get started?

We're so excited to work with you. Whether your gift is monetary or in-kind (goods, services, or expertise), your support will improve the lives of local families for generations to come.

To contribute to our Affordable Homeownership Program, please reach out to:

Chelsey Foucher, Fundraising & Marketing Coordinator
marketing@habitatsault.ca
111 Elgin Street, Suite 303, Sault Ste. Marie, ON, P6A 6L6



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www.habitatsault.ca