



CANADA MORTGAGE AND HOUSING CORPORATION

PROJECT PROFILE

Manitoba Lotteries Legacy Build Program

Innovative Fundraising Partnership
Manitoba



Manitoba Lotteries and Habitat for Humanity Winnipeg (HFHW) reached a milestone in 2010 when the 25th home was completed through the Manitoba Lotteries Legacy Build program. This achievement is especially notable because it represents a partnership that is unique in Canada.

Highlights

Manitoba Lotteries Corporation establishes a Legacy Build Fund for Habitat for Humanity communities across Manitoba.

Client Group: Lower-income families

Developer: Habitat for Humanity Affiliates and Chapters in Manitoba

Number of Units: 25 as of mid-2011

Tenure: Homeownership

Who was involved? Manitoba Lotteries Corporation, Habitat for Humanity Brandon, Habitat for Humanity Winnipeg and all Habitat chapters in Manitoba

The Affordable Housing Solution

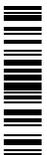
The Legacy Build program was created by Manitoba Lotteries in 2008 as a self-sustaining funding model. Through the program, Manitoba Lotteries commits to provide up to half a million dollars annually to build homes for lower-income working families in Habitat for Humanity communities across the province. Developed as a five-year program, the corporate commitment of up to \$2.5 million is based on matched funding raised within the community.

This approach encourages additional community support for Habitat projects and has the potential to create \$5 million in funding over the life of the program.

CMHC provided Seed Funding for Minto Street, the first development created through the Legacy Build program funds.

In the first year of the program, applications for the full \$500,000 were made with matching community contributions, meaning that \$1 million in new funding went to Habitat for Humanity projects in Manitoba. Habitat

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for Humanity Brandon raised \$50,000 through community support, which was matched by the Legacy Build program, allowing the local Habitat to put \$100,000 toward the construction of four homes. The Legacy Build program is now into its fourth successful building season.

“In 2010, Manitoba Lotteries supported the construction of eight homes across the province,” said Winston Hodgins, President and CEO of Manitoba Lotteries. “We are pleased to be able to support Habitat for Humanity in a way that will positively impact our communities for many years to come.”

The Legacy Build Fund will create long-term benefits because mortgage payments received from Legacy Build homeowners are reinvested into building more homes. These proceeds will potentially contribute to helping more than 200 families acquire safe and affordable housing by 2058. The children of these families will have brighter futures—meaning the life-altering results of this program will truly be far-reaching.

The support provided by this unique partnership has allowed HFH Winnipeg to expand its program to build affordable homes throughout Manitoba, except in Brandon where there is already an active affiliate. HFHW has already established satellite operations known as chapters in Selkirk, Portage la Prairie and Steinbach. Several other communities in Manitoba have also expressed an interest in becoming part of the Habitat program.

CMHC Contact

Contact a representative of CMHC’s Affordable Housing Centre
www.cmhc.ca/contactahc

Additional Information

<http://www.mlc.mb.ca/MLC/content.php?pageid=2020&langdir=E>
<http://www.habitat.mb.ca/legacy-build.cfm>

“Manitoba Lotteries supports hundreds of organizations in Manitoba each year. What we have learned from these relationships is that an effective organization, like HFHW, desires a partnership that demonstrates a real understanding of the organization’s work and its role in the community,” said Mr. Hodgins. “The Legacy Build Fund is the result of this type of understanding. Our relationship with HFHW has grown over time and the Legacy Build Fund exemplifies a truly sustainable, community-driven approach that meets the goals of our partner and the communities we jointly serve.”