



Silvercreek 2020 Report

PREPARED FOR THE **CREB® REALTOR® COMMUNITY FOUNDATION**



reflections from the CEO

The global Covid-19 pandemic in 2020 saw a year that challenged everyone. Everyone, including individuals, CREB® Realtors®, corporations, communities and governments, had to adapt and learn new ways of doing things. At the same time, the pandemic emphasized the importance of family and a safe home more than ever.

Many Habitat families work in the sector we now call “frontline” such as hospitality, personal care homes and grocery stores. Many lost their jobs in the first wave. Thanks to the support of our donors and partners, we were able to help, such as providing mortgage relief until they found new jobs. We also adapted to ensure families in partnership continued their homeownership classes and their volunteer hours. As a result, Habitat families kept safe in their homes and we welcomed new families throughout 2020.

The pandemic proved the effectiveness of Habitat’s unique home ownership model for helping families build strength, stability and independence for themselves. A larger number of longer-term Habitat families than we could have expected applied to graduate from Habitat housing to market housing. They had built independence for themselves and saw the pandemic as the opportunity to buy their first market home.

CREB® Realtors® Community Foundation continued its strong partnership with Habitat in 2020 including a Transformational Grant to refurbish one of the homes vacated by a graduating family.

As I reflect back on 2020 I feel much gratitude. Gratitude that our families, volunteers and staff stayed well through a year that saw many firsts and challenges. Our many partners staying strong in their commitment to help Habitat families. And thanks to CREB® REALTOR® Community Foundation and REALTORS®, new families and their children became homeowners in Silvercreek. Habitat’s partnership with CREB® has been the catalyst to many heartwarming stories of families finding their path, and building a solid foundation in Calgary because they have found a home.

On other fronts, housing stability is high on the agenda for all levels of government, with a priority of further strengthening Calgary’s real estate market to ensure all levels of housing needs are met. 2021 is shaping up to bring new optimism for our city and province.

Thank you to all at CREB® REALTOR® Community Foundation, CREB® and all Realtors® for your strong support.



Nicole & Grace



Robert, Lilli & Elliot

welcome to our new homeowners

The families at Silvercreek are thrilled to be part of the Silver Springs community and are thriving in their new homes. We are excited to report that the children have started their own bike club. They are interested in exploring their new neighbourhood, the different community blocks and the beautiful path systems it offers.

Summer cannot come soon enough for the families who are looking forward to enjoying their landscaped park again! The beautiful views, many bike trails and welcoming neighbours have made Silvercreek another Habitat success.

It is rewarding to see the community welcoming more families to their community in 2020, with more set to make the NW neighbourhood their new home in 2021.



Thathiana, Myriam, David and Santhiago



Javed, Fatema, Farina & Farhan



Ana, Mauricio, Jeremy & Juan



Zufan & Abdul-Razzaq



"when I told my kids that we had been accepted **they got big smiles on their faces.**"

Ana - SILVER CREEK HOMEOWNER

Ana and Mauricio

We are blessed with two bright and energetic boys who are seven and five years old. It has not been an easy life for us. I have worked several different jobs just to be able to sustain our needs. However, we are a family that do not give up easily, and are always looking for opportunities to grow in life.

In the past, we lived in a basement suit with very few small windows. This was difficult and not the environment I wanted for my kids, but it was all we could afford at that time.

We were able to move to a new place with a lot of sunshine, however, sometimes the neighborhood looked unsafe for the kids. Plus we were paying a lot of rent and are not able to save. That is why being a Habitat home owner means so much for our family.

Our objective as parents is to raise our kids in a safe and happy environment. When I told my kids that we had been accepted they got big smiles on their faces, and started making plans on how their bedrooms will look like.



We are very happy and grateful to have this home where we can start setting new goals for our future. Thank you Habitat and Habitat supporters.

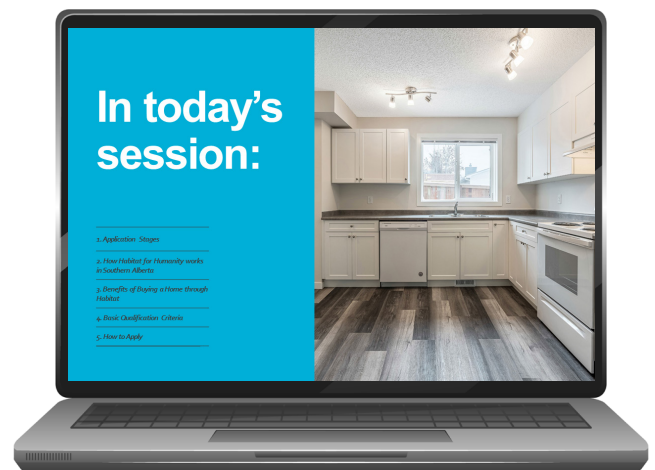


family recruitment update

In spite of the pandemic, eight families completed their 500 volunteer hours and moved into their new Silvercreek homes.

At the same time, five new families started their journey to homeownership with Habitat.

Three of these families started their volunteer hours in 2020 through volunteering opportunities at ReStores, at the construction site and in the community



community relations

Show suite thanks to IKEA partnership

IKEA partnered with Habitat for Humanity Southern Alberta in 2020 to create a show suite at Silvercreek! The suite was designed and furnished beautifully courtesy of IKEA. Habitat teams lent a hand putting the suite furniture together. The suite opened in March 2021 for potential homeowners to tour the suite; it's a new way for families to explore the Silvercreek development.

We would like to give a special thank you to Murray Scotton – Chair of the CREB® Realtors Foundation's Board of Governors – who has been a long-serving Habitat volunteer. Murray is part of a special crew who volunteered for shifts at the Ikea Show Suite touring potential Habitat families.



**GIRLS BEDROOM
DECORATED BY IKEA**



**BASKETS GIFTED BY SILVER
SPRINGS COMMUNITY**

Silver Springs community warmly welcomes families

“We are a close community of passionate citizens,” says Cydney Elofson, President of the Silver Springs Community Association (SSCA). “Everyone is committed to making life better for our members and residents. We can’t wait to share all that Silver Springs has to offer with our newest families.”



volunteer update

Habitat's construction sites, including Silvercreek, were impacted by the COVID-19 related closures. As a result, the number of volunteers and community members who build with Habitat also dropped in 2020. Habitat eventually re-opened the site with AHS safety protocols in place such as limited numbers, distancing, sanitizing and masking. The focus however, was on giving families the opportunity to complete their volunteer hours.

A number of organizations that participate in builds regularly made the difficult decision to pause their planned build days due to their companies' safety guidelines. On a positive note - a number of the organizations asked to defer their builds to 2021, allowing Habitat hold their funds until they are able to return. These organizations included the Health Sciences Association of Alberta, BASE, Power Properties, Aucerna, Appraisal Institute, Rife Resources and Gowling.

One organization- complying with all Government, AHS and their company's guidelines and in consultation with their employees - decided to proceed with their Build Day with very limited numbers. They reported having a successful day. Everyone – Habitat volunteers and staff, and the company's employees – all enjoyed to opportunity help build a new home for a family and remained healthy.

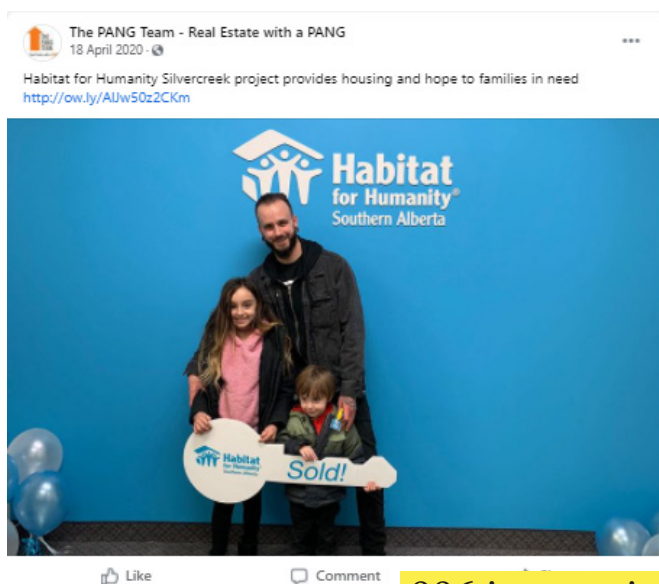
We would like to thank CREB® REALTOR® Community Foundation members and board members who have continued their volunteering on site throughout 2020 as government and AHS health protocols permitted. We look forward to more "normal" times when Habitat is able to host more CREB® REALTOR® Community Foundation members, staff and board members again.



News and social hits that from January 1 to December 31, 2020.

260,000
total news reach

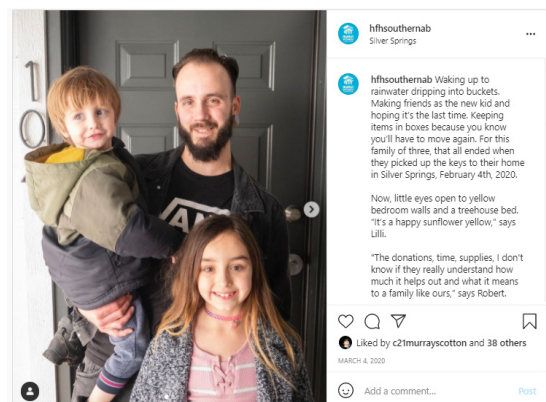
4,099
total social reach



986 impressions

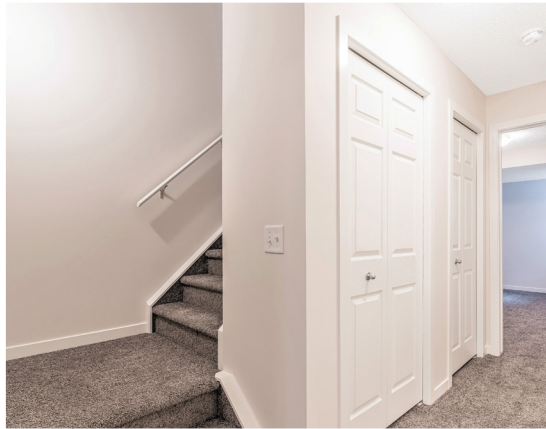


202,000 impressions



This is the equivalent of \$26,500 in advertising.

construction update



In a year where everything was a little different, our annual construction plans looked a little different as well. With the onset of COVID-19, our sites shut down around the first of March. Although our building was paused for some time, work resumed in June with a limited number of volunteers on site, with well-established COVID-19 safety protocols added to the daily site-safety protocols. Teams continue to work with that limited number on site in 2021.

What's new at the Silvercreek development?

- **Silvercreek Building 1:** Possessions continued in 2020 and all 8 homes are now occupied!
- **Silvercreek Building 2:** Our amazing construction crews finished the work on Building two in October and received occupancy permission just before Christmas. The community now has 10 more homes available for new homeowners.
- **Silvercreek Building 3 & 4:** These remain capped and are ready to frame. Starting the summer of 2021 we will begin construction on these buildings, which are scheduled to be complete in late 2022.

- **Sitework:** The development's parking stalls are in-place, with 45 stalls that include accessible and visitor parking available for Silvercreek residents and their guests.
- Landscaping is complete, including the walking path to Nosehill Drive, which will be fully accessible once construction of all the Silver Creek units have been completed.

silver creek legacy build budget
we are pleased to present the expenses to date!

Habitat for Humanity Southern Alberta Society
Silvercreek- Job Costs
As of December 31, 2020

Project Costs to Date

Land Costs	1,622,115
Construction Costs	3,355,322
Total Construction	4,977,437





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