

# Habitat for Humanity Workshop Relaunch

## Background

Habitat for Humanity is a national organization that promotes affordable homeownership for low-income families. Local Habitats across Canada engage volunteers, donors, and potential homeowners in building and rehabilitating homes. Habitat also provides homeowner education classes on financial literacy, budgeting, home repair, and maintenance. The organization's impact extends beyond shelter provision, promoting happiness, health, and financial stability. Habitat for Humanity Peterborough & Kawartha Region (PKR) is interested in re-launching a workshop series for the public and partner organizations.



## Purpose

- ❖ Develop a clear understanding of the types of workshops that can be accommodated;
- ❖ Identify competitors and community interest; and
- ❖ Identify potential partners and projects.

## Methods

- Grey literature review of
- ❖ other existing workshops on similar themes;
  - ❖ current projects underway with partner organizations; and
  - ❖ potential workshop ideas for Habitat PKR.

## Research Questions

What types of workshops might be of interest to individuals in PKR?

When would it be best to schedule workshops, and how many people could they reasonably accommodate?

What revenue could be generated?

Can Habitat for Humanity PKR partner with other local organizations to share resources and achieve common goals?

## Workshop Overview

How many people can attend?	<ul style="list-style-type: none"> <li>❖ 10-20 people/workshop depending on space and leaders</li> <li>❖ A 1:5 ratio of workshop leader to attendee is ideal</li> </ul>
How much revenue does each workshop generate?	<ul style="list-style-type: none"> <li>❖ Workshops can vary in price, depending on the materials</li> <li>❖ \$50-\$150 per attendee</li> </ul>
What kind of workshops are of interest?	<ul style="list-style-type: none"> <li>❖ Refurnishing a piece of furniture from the ReStore</li> <li>❖ Learn a Home Repair (ex: how to repair drywall)</li> <li>❖ Using power tools</li> <li>❖ DIY appliance maintenance</li> </ul>

## Discussion

- ❖ Workshops can be used as a tool for community engagement, encouraging active participation and fostering collaboration among community members.
- ❖ Strategies for the success of community engagement include transparency, communication, collaboration, participation, education, awareness, and benefits.
- ❖ Popular workshop ideas are home maintenance, DIY home decor, painting, furniture assembly, wall repair, electrical safety and plumbing basics.
- ❖ The most effective workshop approach was found to provide a demonstration followed by hands-on participation, with assistance provided as needed.

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