

## GERANIUM ANNOUNCES THREE-YEAR COMMITMENT TO HABITAT FOR HUMANITY GTA

Geranium, an award-winning real estate development and new-home building company since 1977, has signed a three-year commitment to Habitat for Humanity Greater Toronto Area (Habitat GTA). With a donation totalling \$150,000 over three years, this commitment stands as a testament to Geranium's dedication to fostering community development, where the well-being and growth of the communities they build in is a top priority.

This commitment will support Habitat for Humanity GTA's mission to complete 26 homes to help 26 families know strength, stability and independence by unlocking the benefits of homeownership in Oshawa, in addition to future projects in Durham Region. Through combined resources, expertise and passion, Geranium's and Habitat GTA's collective efforts will help drive meaningful change. Already, many families, including dozens of children, are moving into the Habitat homes in Oshawa and are beginning to thrive.

"Thanks to this tremendous partnership and collaboration, Geranium is helping to change lives for dozens of families who are facing a housing affordability crisis in Oshawa and the wider Durham Region by making homes possible," says Habitat GTA CEO Ene Underwood. "It's also clear that Geranium's dedication goes beyond financial support; by participating in Build Days, Geranium's team members are taking a real hands-on approach by grabbing a hammer and helping to build these affordable homes, something that shows they are truly committed."

"At Geranium, we believe that building homes is not just about constructing houses, but about nurturing the communities within them," says Cheryl Shindruk, executive



vice-president at Geranium. "We're passionate about homebuilding and compassionate towards those in our community who need a helping hand. We're excited to enhance our relationship with this incredible organization through a three-year commitment that includes both substantial financial support and inspiring volunteer opportunities for our entire team. Together, we can build stronger, more resilient communities that thrive well into the future."

As part of this commitment, Geranium staff from all departments will volunteer at a Team Build Day each year. The 2024 Build Days took place on four days in June in Oshawa. Team Build Days provided employees with a hands-on opportunity to contribute directly to the construction of homes and make a positive impact in our community, connecting with families in need.

"Participating in the Team Build Day was an incredibly rewarding experience," says Christine Flynn, manager, integrated technology solutions at Geranium. "It was inspiring to see our efforts come to life and know that we are making a tangible difference in the lives of families in need. Working alongside our colleagues, witnessing the

collective dedication and hard work, truly showcases the impact we can have when we come together with a common purpose. This experience not only strengthened our team bond, but also reaffirmed our commitment to giving back to the community in meaningful ways."

Through this commitment, Geranium aims to support the construction of homes and raise awareness about the importance of getting involved in the communities it builds in. By involving team members in this mission, Geranium hopes to create a ripple effect of goodwill and community support.

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