



Habitat GTA, Daniels and BlackNorth Initiative Welcome Two Families to their New Homes at Daniels OMG 2 in Brampton

Cross-sectoral collaboration helps two Black families realize the dream of homeownership through the Homeownership Bridge Program

TORONTO, ON (July 18, 2024) – This morning, [Habitat for Humanity Greater Toronto Area](#) (Habitat GTA), [The Daniels Corporation](#) (Daniels) and [BlackNorth Initiative](#) (BNI) gathered to officially welcome two Habitat GTA Partner Families to their new homes at [Daniels Olivia Marie Gardens Phase 2 \(OMG 2\)](#). While Daniels' partnership with Habitat GTA extends over two decades, this is the first time that Daniels has partnered with Habitat GTA and BNI to build these two homes in support of the [BNI Homeownership Bridge Program \(HBP\)](#). This milestone celebration marks a significant achievement in providing safe and affordable homeownership opportunities for Black Canadian families.

[The 2021 Canada Mortgage and Housing Corporation's \(CMHC\) Housing Research Insight Report](#) revealed that in 2016, Canada's overall homeownership rate was over 72 per cent, with Black Canadians representing significantly lower homeownership rates at 44 per cent.

This partnership across sectors is instrumental in empowering Black Canadian families across the GTA to build security, stability, equity and opportunity through homeownership. In collaboration with the [Dream Legacy Foundation](#), the HBP is a result of a partnership between Habitat GTA and BNI, which aims to unite society at all levels to work together to eliminate systemic racism within the housing system.

Integral to this build is funding from the Government of Canada and the Region of Peel.

Since 2019, the Government of Canada has made a total funding commitment of \$11.7 million through the Affordable Housing Fund under the National Housing Strategy towards Habitat GTA's projects, including these homes. This funding commitment includes a Black Families Funding investment of \$3.6 million.

"Organizations such as Habitat for Humanity play a crucial role in our efforts to ensure that every Canadian has a secure place to call home," said Member of Parliament Sonia

Sidhu on behalf of the Honourable Sean Fraser, Minister of Housing, Infrastructure, and Communities. "The federal government is committed to investing in more affordable homeownership options across the country, including right here in Brampton. I am proud to welcome these families into their new homes today and I wish them all the best."

In March 2023, the Government of Canada and Habitat for Humanity Canada announced an additional \$25 million investment to build 500 new affordable homes across Canada over the next three years. This brings the total federal investment in Habitat for Humanity to \$80.8 million through the Government of Canada's Affordable Housing Fund.

An additional one-time grant of \$2.5 million was provided by the Region of Peel towards the BlackNorth's Homeownership Bridge Program. Affordable housing solutions like the HBP are critical in responding to the economic and racial inclusion problem that exists within housing in Canada.

"The only way we can tackle the housing crisis is by working together and confronting systemic discrimination," said Nando Iannicca, Regional Chair, Region of Peel. "I want to thank Habitat GTA, Daniels, and the BlackNorth Initiative on this tremendous achievement. I look forward to building more partnerships to help more residents get and keep housing."

To Habitat GTA, Daniels and BNI, the racialized disparity in housing reinforces the need for programs like HBP and community action as a whole. By partnering across private, non-profit and government sectors, the organizations have combined their resources and expertise to amplify their efforts, dismantle discriminatory practices, set standards for inclusive housing practices and ultimately inspire systemic change.

"As we celebrate this significant milestone with our partners at The Daniels Corporation, BlackNorth Initiative, the Federal Government and the Region of Peel, we are reminded of the transformative power of home. The disparity in homeownership rates among our Black communities is a stark reminder of the systemic barriers that persist in our society. However, today's celebration is a testament to what can be achieved when private, non-profit, and government sectors unite with a common purpose," said Ene Underwood, Chief Executive Officer for Habitat for Humanity GTA. "Our work does not stop here; the housing affordability crisis demands we press on, and so we look forward to continuing to work with all our tremendous partners to make more homes possible here in Brampton and across our wider region."

"Today marks a monumental step forward in our mission to dismantle systemic barriers and forge equitable opportunities for Black Canadians. The Homeownership Bridge

Program is more than just providing homes; it's about building a foundation for stability, security, and future success." says Dahabo Ahmed-Omer, Chief Executive Officer, BlackNorth Initiative. "Through our partnership with Habitat GTA, Daniels, the Federal Government and Peel Region, we are not only addressing the critical need for affordable housing but also driving systemic transformation within our community. Together, we are actualizing the dream of homeownership for more Black families and establishing a benchmark for inclusive housing practices nationwide."

Daniels has been a partner of Habitat GTA for over 25 years, and has supported the organization's mission of building strength, stability and self-reliance through affordable homeownership. Together, Daniels and Habitat for Humanity affiliates have welcomed over 90 Habitat partner families to Daniels' communities across the GTA. In 2022, Daniels was honoured with the first-ever Developer for Humanity Lifetime Achievement Award by Habitat GTA, in recognition of their unwavering commitment to affordable homeownership opportunities as well as economic and social well-being within the communities they serve.

"We are proud of our long-standing partnership with Habitat GTA, which has allowed us to deepen our commitment to creating inclusive and affordable housing for all. Welcoming two families to their new homes today exemplifies our shared dedication to prioritizing people and providing opportunities for them to thrive in a safe, high-quality and beautiful new home where they can pursue their dreams," says Heela Omarkhail, Vice President of Social Impact, The Daniels Corporation. "At Daniels, we believe it is our responsibility as community and city builders to foster inclusive environments where everyone can prosper and feel a sense of belonging. We are honoured to collaborate with Habitat GTA, BNI, the Region of Peel and the Federal Government who share our vision and dedication to making a positive impact."

Daniels OMG2 is a boutique collection of one and two-bedroom condominiums located at Olivia Marie and Mississauga roads, in Brampton. The energetic community offers residents access to ample green spaces, public transportation, major highways and urban accommodations, providing a lifestyle of convenience and comfort.

"For the first time, we have a home that suits our needs, and it genuinely feels like the future is more promising," said Nikesha, one of the families who received keys to their new home today. "Our family is excited to create memories in our new home, make new friends, and continue being part of this wonderful city we are thankful to call home. We extend our gratitude to Habitat for Humanity GTA and all its incredible partners for making this day a reality."

About The Daniels Corporation (Daniels)

[The Daniels Corporation](#) is one of Canada's pre-eminent builders/developers, building nearly 40,000 new homes across the Greater Toronto Area for 40 years. Daniels is the developer of TIFF Bell Lightbox in Toronto's Entertainment District and the City of Arts community on Toronto's East Bayfront. Among its many initiatives, Daniels partnered with Toronto Community Housing to revitalize 53 of the 69-acre Regent Park community in Toronto. Regent Park is home to the World Urban Pavilion, a collaboration between the Urban Economy Forum, UN-Habitat, Canada Mortgage and Housing Corporation and Daniels. Understanding that quality of life is created by much more than physical buildings, Daniels goes above and beyond to integrate building excellence with opportunities for social, cultural, and economic well-being.

About Habitat for Humanity Greater Toronto Area (Habitat GTA)

Habitat for Humanity GTA is Greater Toronto's most recognized provider and advocate of solutions that tackle our region's housing crisis. Our mission is to create a world where everyone has a safe, quality place to live. We focus on creative solutions to address the affordable housing crisis in Toronto, Brampton, Caledon, York Region and Durham Region. With the help of volunteers, donors and community partners, we unlock change for generations by bringing the benefits of home ownership to more people and communities. Since 1988, Habitat GTA has built 23 new communities, empowering more than 550 families. To learn more visit <https://habitatgta.ca>

About BlackNorth Initiative (BNI)

The BlackNorth Initiative is on a mission to close the gaps created by systemic anti-Black racism for Black Canadians—a Canada where systemic anti-Black racism does not exist. For more information, visit <https://blacknorth.ca/> and follow us on social media @blacknorthca.

About Region of Peel

In 2024, Peel Region marks its 50th anniversary. Peel Region works with residents and partners to create a healthy, safe, and connected *Community for Life* for approximately 1.5 million people and over 200,000 businesses in Brampton, Mississauga and Caledon. Peel's services touch the lives of residents every day. For more information explore peelregion.ca and follow us on X @regionofpeel and Instagram @peelregion.ca.

On December 13, 2023, the Ontario government announced that Peel Region will not be dissolved, and that Bill 112 legislation will be updated to reflect service delivery in Peel. Services for residents and businesses will continue without interruption. For updates and more information, visit [Peel's transition page](#).

For more information or to request an interview, please contact:
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