

# Rooftops Canada Ambassadors

*Telling Stories That Build Homes and Communities*

Master Speaker Notes for Ambassador Slide Deck Tool

OPENING
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## What is the Rooftops Canada Ambassador Slide Deck Tool?

The Master Slide Deck tool is a prepared set of images and speaker notes that can be used to present the work of Rooftops Canada to external audiences.

The presentation is composed of:

- high emphasis on verbal storytelling
- supplementary high-impact images
- simplified visual data

## Why Storytelling?

Housing is a multi-faceted human rights issue. It affects health, education, income and so much more. These five stories have been chosen because they reflect the many topics in short, digestible narratives and cover several key focus areas:

**Sikitiko Salum** and **Damaris Wanjeri**

*housing microfinance loans and women’s access to land*

**Humphrey Omukuti**

*youth unemployment, housing spaces and urban food security*

**Thandiwe Austin**

*social housing, housing-based responses to HIV and AIDS*

**Mushawedu Housing Cooperative**

*housing and disability, disability and development, people power*

## How to Use this Document

This document contains complete speaker notes in bullet point form with prompts for slides changes and pre-set animations. This information is also loaded into the PowerPoint Master Slide Deck (more concisely). Use these notes as your talking points and prompts while presenting.

## Adapting Your Slide Deck

The Master Slide Deck is in its longest format. When preparing for your presentation, you should decide which stories you want to leave in (3-4 max.) and which ones can be left out. Copy and save the Master Slide Deck as a new presentation and delete the respective story slides as needed.

You should always consider what stories will **most captivate** your audience.

For example, if you are presenting to a Canadian food security non-profit, you will definitely want to keep Humphrey Omukuti’s story but you may remove some of the other ones.

## Adapted Slide Deck Examples

Here are some possible options for adapting the Slide Deck for different audiences. Don't forget to **reconsider how you transition from one story to the next**, if you change the order in which they appear:



## Using the Slide Deck in Presenter View

It is highly recommended that the Slide Deck be used in "Presenter View" while speaking. Presenter View allows you to view your presentation with your speaker notes on your laptop, while your audience views the notes-free presentation on a difference surface (usually a large screen via a projector).

To do this, your laptop must be configured to use the projector screen to be a 'second monitor' (essentially an extension of your own laptop).



### On a Windows laptop

The settings for each version of Windows are different, but they are usually located in the Control Panel, under Display Settings. View this guide for more details and pictures on how to quickly adjust your screen view for your version of Windows.

<http://www.pragmaticmarketing.com/resources/presentation-tip-using-screen-notes>

### On a Mac

On a Mac, if you see the same view on both monitors, go to System Preferences, Displays, and click on the second tab. Make sure "Mirror Displays" is unchecked. Detailed instructions can also be found in the link above.

## Rooftops Canada Ambassador Master Speaker Notes

### Cover

**Slide 1:** Title, Venue, etc.; Project on screen before presentation begins

- Hi everyone, thank you for having me here today
- My name is \_\_\_\_\_.
- I'm a \_\_\_\_\_ with Rooftops Canada.
- I've been with Rooftops Canada for ....

### Agenda

**Slide 2:** Today we'll cover

- Today, I'm going to share with you the work of Rooftops Canada
- I'm going to showcase some of our work, through some personal stories of people that have benefitted from the work do with our overseas partners
- Finally, I'm going to tell you where you fit in to all this

### Who we are Title Slide

**Slide 3:** Who we are

- So, who are we?

### Who are we

**Slide 4:** Who we are (with bullets)

- We are a non-profit organization, founded in 1984, later granted charitable status by Revenue Canada
- We are the international development program of co-operative and social housing organizations in Canada.
- We help communities create sustainable and practical housing solutions around the world
- And we provide thousands of families with needed shelter

### Canadian Partners

**Slide 5:** Our Canadian Partners – **(switch sequence depending on partner event)**

- In Canada, we were originally founded by the Co-operative Housing Federation of Canada (CHFC)
- Today, we also work on behalf of the Canadian Housing and Renewal Association (CHRA), the Ontario, New Brunswick and British Columbia Non-Profit Housing Associations and la Confédération québécoise des coopératives d'habitation
- We are also partly funded by the Department of Foreign Affairs, Trade and Development

## Our Stories Title Slide

### Slide 6: Our Stories

- I'd like to share with you some of our work today
- But I want to share it with you through the experiences of people who have benefited from it
- I'll ask you to listen along with me and get to know some of our friends

## STORY 1 – SIKITIKO SALUM – Enterprising Grandmother

### Slide 7: Sikitiko

- I'd like to first introduce you to Sikitiko Salum
- Sikitiko is a grandmother from Dar es Salaam.
- When her husband died in 1984, Sikitiko was left with her young children and a dilapidated home, not unlike this one. [Slide 8]
- She lived in a shantytown with her kids here in the largest city of Tanzania
- Her family was constantly at risk of theft, illnesses such as malaria and cholera.
- With no end in sight to this hardship, the future was bleak at best
  
- [Slide 9] But in 2009 things changed.
- Local residents like Sikitiko were given legal land tenure thanks to a regularization project with the local municipality and one of our overseas partners called the WAT Human Settlements Trust
  
- [Slide 10] Rooftops Canada supports WAT to promote women's equal access to land and property ownership.
- Together, we provide microfinance loans for housing
- And deliver training and technical support in housing development.
  
- [Slide 11] Sikitiko's new tenure gave her a 99-year lease on her land.
- This means that if the government wanted to redevelop the area, they would be legally obligated to reimburse her for the value of her property.
  
- With this new tenure, Sikitiko took out two loans totaling \$214 through the Rooftops Canada and WAT microfinance program.
- Adding her own savings, she was able to convert her mud hut into a concrete brick home.
  
- [Slide 12] Her endeavour was so successful that she eventually took out additional loans to help her build rooms for rent to other low-income earners.
- She's made a considerable number of improvements including:
- Adding electricity, windows, mosquito nets, running water, and even a larger kitchen to start a baking business

## DATA 1 – MICROFINANCED HOMES

- [Slide 13] Our microfinance loans at Rooftops Canada with our partners have helped countless enterprising women like Sikitiko begin their journey to a stable and healthy life.
- Through our major overseas partners in Zimbabwe, Tanzania and Kenya, we have financed **1,420** completed homes, like Sikitiko's (as of Dec 2013)
- And by June 2014, we will have completed a total of **2,459** homes.
- [Slide 14] These loans are just the beginning.
- By encouraging the conditions for success in home ownership and entrepreneurship, Rooftops Canada and our partners are allowing women to dream big.
- To put it in Sikitiko's words, [click]  
*READ: "I have built this nice house in the city for my children. I would now like to build a home where my grandchildren can visit me on the weekends and I can teach them about traditional life in Tanzania."*

## STORY 2 – DAMARIS WANJERI

### Slide 15: Damaris

- I'd also like to introduce you today to Damaris Wanjeri
- Damaris Wanjeri is 70 years old and a mother of 7 children in Kenya
- About 7 years ago Damaris was living in Molo – a quiet farming town on the eastern part of the country.
- [Slide 16] But in 2007, Kenya was thrown into an upheaval of political violence following the results of national election
- Peaceful demonstrations quickly turned violent and many people, like Damaris, were forced to leave their homes
- [Slide 17] Damaris and her husband arrived in Nairobi to Kawangare
- In this city slum region hosting thousands of residents, the couple found temporary shelter
- However, the stresses added up over time and her husband died of the difficult lifestyle there
- Determined to better her situation, Damaris worked hard to save the money she made selling porridge.
- [Slide 18] She was eventually connected with the National Cooperative Housing Union (NACHU): One of our main overseas partners in Kenya
- NACHU had been working to develop their Faith Foundation Housing Cooperative project in Ruiru [Slide 19] – a town a just a few kilometers from Nairobi.
- This 4-acre area would become the home to 52 new houses for NACHU's clients.
- And in 2012, [Slide 20] Damaris became the first tenant to move into Faith Foundation.
- Today, she is living in a 2-bedroom home that she can call her own and even develop further over time.

## DATA 2 – MORTGAGE ACCESS IN KENYA

- [Slide 21] But Damaris is just one of many stories of low-income earners in Kenya who cannot afford housing.
- According to a 2011 report by The Central Bank of Kenya and the World Bank, only 8% of Kenyans qualify for mortgages from banks
- [Slide 22] Rooftops Canada works with our partner NACHU to enable low-income earners to gain access to safe housing.
- Through NACHU, we provide a slight helping hand to allow people like Damaris to prove they can succeed in the quest for home ownership.

## DATA 3 – YOUTH UNDEREMPLOYMENT IN AFRICA

### Slide 23: Young Workers in Africa

- But grandmothers like Sikitiko and Damaris are not the only ones who have been impacted by our work.
- We also work with our partners to assist youth in improving their lives.
- Youth across Africa are facing challenging times [Slide 24]
- As per the World Bank, 72% of the youth population lives below the \$2 a day poverty line
- [Slide 25] And as per the Organization for Economic Co-operation and Development (OECD) and the African Development Bank, [Slide 26] for every 10 unemployed people in sub-Saharan Africa, 6 are young people under the age of 25
- [Slide 27] Together with our partner Mazingira Institute in Nairobi, Rooftops Canada is trying to address these issues faced by young people by supporting the training of young urban farmers
- They are using their housing spaces to grow healthy food and generate incomes that support their families.

## STORY 3 – HUMPHREY OMUKUTI – Street Youth Mentor

- [Slide 28] Humphrey Omukuti is one of the many urban farmers supported by Mazingira
- And he knows all too well the dangers of high youth unemployment rates.
- Humphrey grew up in the Mathare slums of Nairobi.
- Although he is proud of his history, he knows it was filled with many challenges.
- At the age of 7, Humphrey lost both of his parents
- And by the time he was 8 years old, he had begun working in the drug business
- Selling and using drugs freely with his friends
- But eventually, Humphrey met a good man who took him under his wing and
- Over time, showed him how to dedicate his youthful energy to the right places.
- Turning over a new leaf, he decided to take up urban farming.

- [Slide 29] Today, Humphrey is a Street Youth Mentor to young men just like him.
- [Slide 30] Through our partner organization Mazingira, he works with a self-help farming group of over 350 youth members
- Because of funding and training by Rooftops and Mazingira, young men and women have learned to produce, process and distribute food.
- They plant trees that can keep on giving. For example, bamboo can protect the soil, purify water, provide firewood and be used to make many products.
- Many youth have been drawn away from drug sales and addiction and are now creating sustainable livelihoods for themselves, their families and their communities – by taking advantage of their housing spaces.
- Humphrey has had a rocky past, but today he is happy to be leading youth in a different direction.
- He says, [click]
  - **READ:** *“I am proud I can look back and say that I used to destroy them with drugs, but now I can add life to them through urban farming.”*

#### **STORY 4 – THANDIWE AUSTIN – HIV Educator & Sex Worker**

##### **Slide 31:** *Thandiwe*

- But unemployment is not the only plague on young people in sub-Saharan Africa...
- Meet Thandiwe Austin
- Thandiwe is a 35-year old single mother living in South Africa.
- Thandiwe grew up in Zimbabwe, where her mother is from.
- But while she was still very young both her parents died by the time she turned 10 years old.
- She then moved in with her grandmother and went to school as long as the money would allow it.
- When the funds ran out, Thandiwe ran away from home back to South Africa, the birthplace of her father.
- When she arrived in Johannesburg, she had no place to stay.
- No shelter, no food and no one she knew.
- Faced with a lack of opportunity, Thandiwe began informal sex work at the age of 13.
- At around 18 years old, Thandiwe had contracted TB.
- While being treated, the doctor suggested she get an HIV test.
- The results came back positive.
- With children to support and no means for a better future, Thandiwe turned to Madulammoho Housing Association – a social housing group supported by Rooftops Canada through our overseas partner organization in South Africa, NASHO.



- [Slide 32] As Thandiwe puts it,  
**READ:** *“Before gaining access to safe, affordable housing through Johannesburg’s Madulammoho Housing Association, I was living in a garage and selling my body to support my three kids.”*
- Today, unlike many who live in fear of stigmatization, Thandiwe is open about her status.
- She speaks freely about being HIV positive and
- Has even been a motivational speaker to others.

#### DATA 4 – HIV/AIDS & WOMEN IN AFRICA

- [Slide 33] But Thandiwe is just one of many women facing these conditions
- Across sub-Saharan Africa, **almost 23 million** people are living with HIV
- And of this group, **60%** are women and girls
- Rooftops Canada and our partner organizations are using housing solutions to respond to this epidemic.
- [Slide 34] In Kenya, we have trained housing co-op leaders and youth as peer educators to reduce stigma and undertake community based programs for shelter, nutrition and care.
- [Slide 35] In Zimbabwe, we have helped affected women develop urban gardens to produce healthy food for eating and for sale.
- [Slide 36] In Uganda, we bring AIDS service organizations and housing groups together to provide the care and education that is desperately needed in slum conditions.

#### STORY 5 – MUSHAWEDU HOUSING COOPERATIVE

##### [Slide 37]: Mushawedu group

- Finally, I’d like to tell you about an inspiring group of people...
- Living with a disability anywhere in the world can mean a difficult life.
- Finding and building the right accommodations for your home can be an even tougher endeavor.
- For a group of 230 men, women and youth living in Chitungwiza, Zimbabwe, this was just the case.
- Many members of this group are people living with disabilities, including:
- The blind, deaf and dumb, people using prosthetics, individuals with albinism and those with cerebral palsy.
- These individuals have faced countless barriers in their living situations, especially those with mobility limitations.

- For example, rented housing may have bathrooms, but they may not be accessible enough for a person with a disability, forcing them to use the bucket system.
- Having had enough of inadequate standards, these 230 individuals came together with a national umbrella organization for persons with disabilities, called NASSCOH.
- Together, the group tried to lobby local council to gain access to land where they could build their own homes – homes that would fit their needs.
- But they were faced with discrimination from many ends.
- As one of the members, Phathani Mlalazi puts it, [\[click\]](#)  
**READ:** “We were told we did not have the capacity to purchase land as we were disabled.”
- But in 2008, the group found a chance for success.
- [\[Slide 38\]](#) With the help of Rooftops Canada and our partner the Zimbabwe National Association of Housing Cooperatives (ZINAHCO), they formed a cooperative.
- And by 2009, the Mushawedu Housing Cooperative was officially registered.
- With the support of ZINAHCO, Mushawedu members were able to secure land in Harare East.
- [\[Slide 39\]](#) And in 2011, ZINAHCO and Rooftops Canada provided a \$5,000 loan from our revolving loan fund.
- The cooperative purchased 600 cement bags [\[Slide 40\]](#) and built a warehouse to start molding bricks.
- Today the cooperative is thriving.
- [\[Slide 41\]](#) 95 homes have already been built and are inhabited
- [\[Slide 42\]](#) And another 105 homes have yet to be developed
- [\[Slide 43\]](#) Residents are now able to access usable bathrooms and custom septic tanks.
- This is a picture of some of the co-operative members with some of our long-term Technical Advisors
- The residents are proving that secure housing creates positive ripple effects in improving the lives of people with different abilities.
- [\[Slide 44\]](#) In the words of co-owner Tariro Gamanya, [\[click\]](#)  
**READ:** “I am now a proud owner of a core house. My life has changed as a result of having my own home. I am able to conduct my activities without control from a landlord. I have a vegetable garden, and food is not a challenge for me. The cooperative concept has enabled me to achieve what I would not have achieved on my own.”

## DATA 5 – DISABILITY & DEVELOPMENT

- [\[Slide 45\]](#) This is incredibly important when you consider that disability is closely linked to poverty across the globe.

- Of all the people in the world living with disabilities (purple circle), **[click]** **80%** live in developing countries (red circle)
- Where they are **twice as likely** to be unemployed
- And **three times more likely** to be denied healthcare
- (As they would be in industrialized countries)
- Housing plays a key role in the fate of such individuals.
- By working with groups like the Mushawedu Housing Cooperative, Rooftops Canada and our partners are providing safe, adequate homes to persons with disabilities – a necessary factor for dignity, increased quality of life and economic success.

### How we work Title Slide

**Slide 46:** How we work

- So you've gotten to know some of our friends that have benefited from our work
- This is how we do it:

### Overseas Partners

**Slide 47:** Overseas Partners (logos)

- We reach people like the ones you've met today through our overseas partners in Kenya, Tanzania and Zimbabwe.
- We also work with housing cooperatives in South Africa through their national association.

### Loans Funding, Resource Mobilization Trainings, Study Visits

*5 slides*

- **[Slide 48]** We provide our partners with direct and indirect financial support for programs such as and housing microfinance funds which help to purchase building supplies and other needs
- **[Slide 49]** We provide trainings and capacity building opportunities
- **[Slide 50]** We send Technical Advisors and volunteers in the field
- **[Slide 51]** And we provide study exchange opportunities for both Canadians and our overseas partners **[Slide 52]** to visit each other and learn from one another's work

### Countries

*2 slides*

- **[Slide 53]** We've worked in over 21 countries across the globe
- From Uganda to Latvia to Nicaragua

### Where do I fit in Title Slide

**Slide 54:** Where do I fit in?

- Finally, I'd like to tell you how you can get involved with us.

## Call-To-Action

**Slide 55:** How to get involved

- There are many ways to get involved including:
- Learning more about our organization through our website, or our social media channels
- Sharing information about us to your family, friends and colleagues
- Acting directly – by becoming a volunteer or a technical advisor, going on a study visit, being a fundraising volunteer or organizing a fundraising event
- Finally, you can also donate to Rooftops Canada online on our website, our micro-fundraising site (during special campaigns)
- Or write your cheque to Rooftops Canada and send it to our Toronto office.

## Closing

**Slide 56:** Rooftops Logo

- Thank you very much for listening to me today
- Do you have any questions?
- Please get in touch with us through our website, on social media or via our Toronto office.