



2012 Annual Report



Working to preserve & promote sustainable, diverse neighborhoods by encouraging and maintaining homeownership.

Our Mission

Take Root Milwaukee formed in 2009 as a strategic and collaborative response to the foreclosure and housing crisis impacting Milwaukee's neighborhoods. **The purpose of Take Root Milwaukee is to promote sustainable homeownership** by marketing trustworthy resources to the public, increasing awareness of and access to effective homeownership education and counseling resources; and serving as a clearinghouse for homeownership and foreclosure mitigation.

Since 2008, the City of Milwaukee has seen annual foreclosure filings that were double the historical average. While the housing market continued its recovery in 2012, the impact of foreclosures remains as Members continue their efforts to provide access to reputable resources for assistance and preserve neighborhoods.

2012 Outcomes

- Take Root Milwaukee Members participated in **over 113 community outreach/educational events, reaching over 2,795 individuals with homebuyer & foreclosure education or information.**
- In 2012, there were over 1,943 calls to the Take Root Milwaukee hotline and over 54,500 website visits, remaining steady compared to 2011.
- Our Members **provided just over 4,660 individuals with one-on-one counseling** for either homebuyer or foreclosure assistance.
- Over 1,206 people received debt & reverse mortgage financial counseling and our Members provided services to over 1,685 low to moderate income individuals.
- Take Root Milwaukee Members **assisted 344 people to avoid foreclosure**, preserving an estimated \$963,200 in local tax revenue and an average of over \$20.14 million in local housing value.
- **Over 669 people purchased a home with assistance from Take Root Milwaukee Members, an increase of over 33% from 2011.** And nearly 30% of these purchases were foreclosed homes; assisting to stabilize neighborhoods.
- Take Root Milwaukee implemented two marketing initiatives, promoting a homeownership fair and the federal government's Independent Foreclosure Review program. For every \$1 spent, we secured an additional \$7.50 in matched advertising/production support.
- Take Root Milwaukee increased its membership by 6% as compared to 2011 and added three community partners that represent Milwaukee's Healthy Neighborhoods, increasing its efforts at the neighborhood level.

Supporting Our Members

- In 2012, quarterly meetings & roundtable events featured topics such as the federal foreclosure settlement programs, WHEDA's "Transform Milwaukee" initiative, and updates on the real estate market and lending activity in the metro area.
- **Over 116 Member events were posted and promoted on the Take Root Milwaukee website**, driving potential clients to Members.
- Throughout 2012, **we supported housing counseling agency members with nearly \$6,300 in training scholarships**, assisting them to maintain professional certifications. For every \$1 disbursed, \$1.37 in additional match was secured.

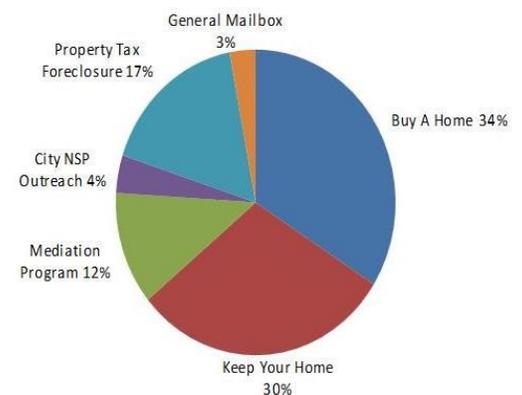
2012 Members

Community Partners:	15
Housing Counseling Agencies:	8
Financial Institutions:	9
Realtors:	3
Total Members:	35

By the Numbers: Buy A Home

- 84+ events/workshops participated in
- 2,177+ people reached at events
- 669 new homebuyers
- 200 foreclosed homes purchased
- 2,585+ people received one-on-one homebuyer counseling

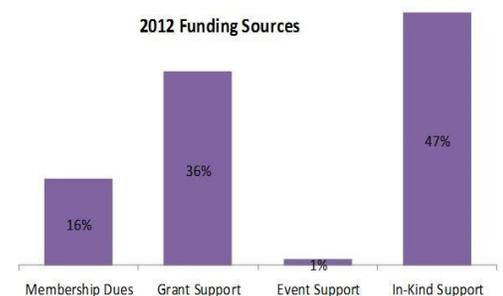
2012 Hotline Calls by Category



By the Numbers: Keep Your Home

- 29+ events/workshops participated in
- 618+ people reached at events
- 344 foreclosures avoided
- 2,075+ people received one-on-one foreclosure intervention counseling
- 57 foreclosure "rescue" scam complaints investigated

2012 Funding Sources



For every \$1 spent by Take Root Milwaukee, **an additional \$2.43** was received in-kind.