



2013 ANNUAL REPORT

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

www.TakeRootMilwaukee.org
(414) 921-4149

OUR MISSION

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

From 2008-2012, the City of Milwaukee experienced annual foreclosure filings that were double the historical average. The housing marketing continued to recover in 2013, with annual filings decreasing by 36%. Over the past year, Take Root Milwaukee Members focused on providing access to reputable resources for assistance and addressing the impact of city-owned tax foreclosures in Milwaukee neighborhoods.

>> 2013 OUTCOMES <<

Community Outreach

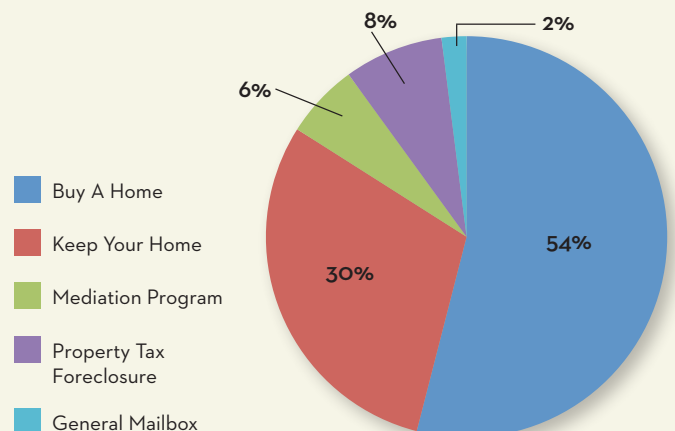
- Take Root Milwaukee Members participated in more than **176 community or educational events, reaching over 3,916 individuals** with homebuyer and foreclosure information, representing an increase of nearly 45% from 2012.
- Over **2,183 calls** were made to the Take Root Milwaukee hotline and over **55,080 visits** to the website, a slight increase from the previous year.
- Implemented three radio and TV advertising campaigns that promoted homeownership events, neighborhood tours, and foreclosure rescue scam activity, **reaching over 1.9 million metro area households**. Advertising partners provided an additional \$22,742 in donated air time and production support.
- Members provided services to **over 1,460 low- to moderate-income individuals**, assisting them to buy new homes or keep their current home.
- Partnered with **Milwaukee Water Works** to publicize resources for homeowners through water bill inserts, **reaching 168,000 metro-area property owners**.
- **Increased membership by 34% from 2012**; new members include neighborhood organizations, lenders, and Realtors.

[TAKE ROOT MEMBERS]

Community Partners	11
Housing Counseling Agencies	7
Neighborhood Organizations	6
Financial Institutions	11
Realtors	12

Total Members: 47

[2013 HOTLINE CALLS]



>> 2013 OUTCOMES CONT. <<

INCREASING Homeownership

- Take Root Milwaukee Members provided **over 2,642 individuals with homebuyer education and/or one-on-one counseling** - an increase of 2% from 2012.
- Assisted **over 449 to people purchase a home** with assistance with nearly 38% of these purchases including foreclosed homes that assisted to stabilize neighborhoods.

[By The Numbers: BUYING A HOME]



PRESERVING Homeownership

- Take Root Milwaukee Members provided **more than 2,198 individuals with foreclosure intervention counseling and information**, an increase of 6% from 2012.
- Assisted **473 clients in avoiding foreclosure, a 38% increase from 2012**. This helped preserve an estimated \$1.48 million in local tax revenue and an average of over \$20.76 million in local housing value for the City of Milwaukee.
- **Provided over 147 homeowners assistance with home repairs**, leveraging over \$1.5 million in additional private investment.
- Conducted **over 34 “financial health checkup” events, assisting over 530 people** to assess their financial situation. An additional 2,600 people received debt and/or reverse mortgage counseling.

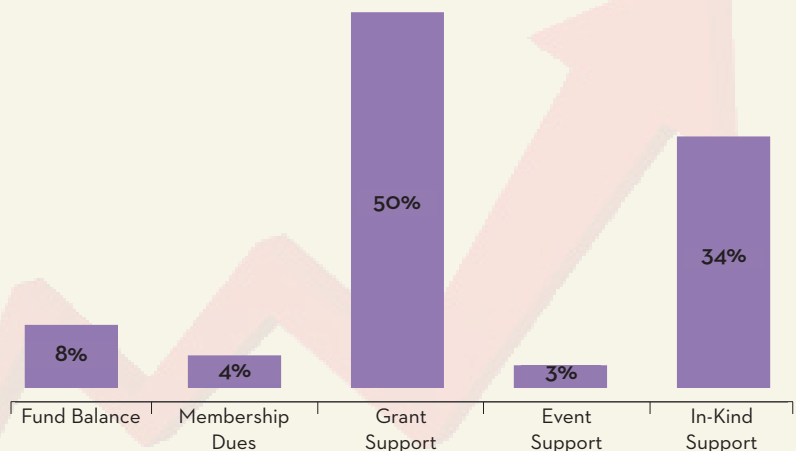
[By The Numbers: KEEPING YOUR HOME]



Supporting our MEMBERS

- Take Root Milwaukee **sponsored quarterly meetings & roundtable events** that featured topics including lending activity in the metro area, the City of Milwaukee Market Value Analysis project, ITIN lending, and the national foreclosure settlement.
- **Over 170 Member events were promoted** on the Take Root Milwaukee website, directing potential clients to Members.
- Throughout 2013, **Take Root Milwaukee supported housing counseling agency members by providing \$5,570 in training scholarships**, assisting them to maintain professional certifications. For every \$1 disbursed, \$1.73 in additional match was secured.

[2013 FUNDINGSOURCES]



For every \$1 spent by TRM, an additional \$1.26 was received in-kind.