



# 2014 ANNUAL REPORT

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

[www.TakeRootMilwaukee.org](http://www.TakeRootMilwaukee.org)  
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## OUR MISSION

Take Root Milwaukee was launched in 2010 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. In 2014 the housing market continued to strengthen with values rising and annual foreclosure filings decreasing by 19%. Take Root Milwaukee Members continued their efforts to increase access to reputable resources for homebuyer assistance, promote Milwaukee neighborhoods, address rescue scams and mitigate the impact of city-owned tax foreclosures.

## >> 2014 OUTCOMES <<

### Community IMPACT

- Take Root Milwaukee Members participated in more than **160 community and educational events, reaching over 3,468 individuals**, connecting them with important homebuyer resources and foreclosure information.
- Over **978 calls** were made to the Take Root Milwaukee hotline and over **15,789 visits** to the website; an average of 1,425 contacts per month.
- Implemented three radio and TV advertising campaigns that promoted homeownership & foreclosure outreach events and "foreclosure rescue" scam resources, **reaching over 2.06 million metro area households**. Advertising partners provided \$20,350 in donated air time and production support.
- Members provided services to **over 8,440 low- to moderate-income individuals**, assisting them to buy a home, strengthen their finances, keep their home or make much needed repairs.
- **Increased membership by 17% from 2013**; new members include neighborhood organizations, lenders, and Realtors.

#### HIGHLIGHT

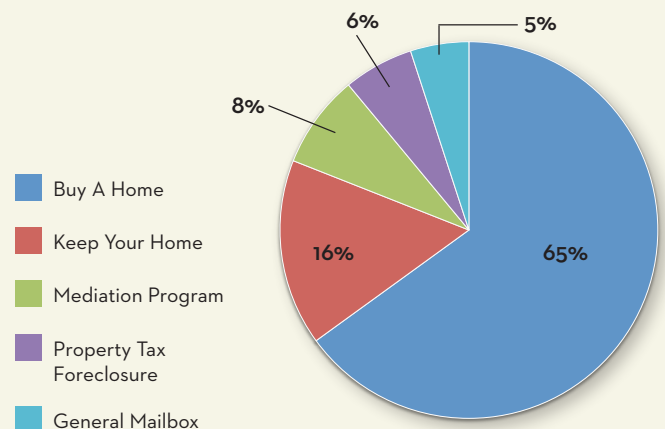
**In 2014, 71% of all homeowners assisted by Take Root Milwaukee were low to moderate income.**

#### [TAKE ROOT MEMBERS]

Community Partners .....	15
Housing Counseling Agencies .....	6
Financial Institutions .....	10
Neighborhood Organizations .....	8
Realtors .....	16

**Total Members: 55**

#### [2014 HOTLINE CALLS]



# >> 2014 OUTCOMES CONT. <<

## INCREASING Homeownership

- Take Root Milwaukee Members provided **over 3,769 individuals with homebuyer education and/or one-on-one counseling**, an increase of 43% from 2013.
- Assisted **over 844 to people purchase a home**, an increase of 88% from 2013. Nearly 30% of these purchases included foreclosed homes that assisted to stabilize neighborhoods.
- Over a three-year period, TRM Lenders **increased lending to minority neighborhoods by 78% and low to moderate income neighborhoods by 37%**.

### [By The Numbers: BUYING A HOME]



## PRESERVING Homeownership

- Take Root Milwaukee Members **provided more than 1,774 individuals with foreclosure intervention counseling, mediation services and information**. They also assisted victims of “rescue scams” and worked with the City to promote property tax foreclosure resources.
- Assisted **1,127 clients to avoid foreclosure, a 138% increase from 2013**. This helped **preserve an estimated \$1.5 million in local tax revenue** and an average of **over \$50.24 million in local housing value** for the City of Milwaukee.
- Provided over **524 homeowners with home repair assistance**, leveraging over \$2.7 million in additional private investment.
- Conducted **over 39 “financial health checkup” events, assisting over 537 people** to assess their financial situation. An additional **4,021 people received credit, debt and/or reverse mortgage counseling**.

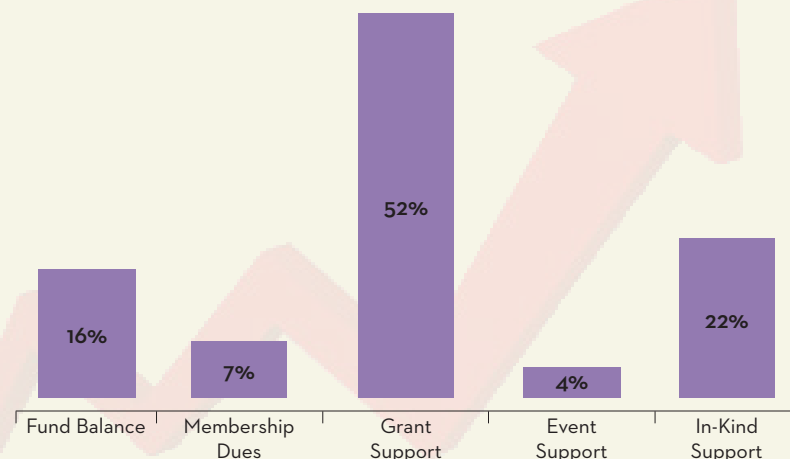
### [By The Numbers: KEEPING YOUR HOME]



## Supporting our MEMBERS

- Take Root Milwaukee **sponsored quarterly meetings & roundtable events** that featured mortgage lending updates, home insurance issues, ITIN lending, neighborhood features, Milwaukee housing resources and training for counseling agency staff.
- Over **172 Member events were promoted** on the Take Root Milwaukee website, directing potential clients to Members.
- Throughout 2014, **Take Root Milwaukee supported housing counseling agency members by providing \$5,395 in training scholarships**, assisting them to maintain professional certifications.

### [2014 FUNDINGSOURCES]



***For every \$1 spent by TRM, an additional \$1.46 was received in-kind.***