

CURRENT MEMBERS

Agape Community Center
ACTS Housing
Angela Walters, Realtor
Arthur Mays, Realty Among Friends
Aurora Family Service Center for Financial Wellness
Bank of America
BMO Harris Bank
Career Youth Development (CYD)
Catherine Kierzek, Re/Max Lakeside
Centro Hispano of Milwaukee
Chase
City of Milwaukee DCD
Clarke Square Neighborhood Initiative
Community First, Inc.
CW 18 & My 24 TV
G. Calaway Realty LLC
Greater Milwaukee Association of REALTORS®
Green Path Debt Solutions
Guaranty Bank FSB
Havenwoods Economic Development Corporation
Hmong/American Friendship Association
Jim Bylewski, Re/Max Lakeside
Layton Boulevard West Neighbors
Lisa Williams, Williams & Associates Realty
LISC-Milwaukee
Marine Credit Union
Metropolitan Milwaukee Fair Housing Council
Metro Milwaukee Foreclosure Mediation
Milwaukee Habitat for Humanity
Monica Thompson, ALM Realty
Paulette Douglas, Transitions Real Estate Group
PNC Bank
PyrMax Bank
Rashell Gladney, Realty Dynamics
Rebuilding Together Greater Milwaukee
Rick Petrie, Urban Anthropology
Select Milwaukee, Inc.
Sherman Park Community Association
Sonya Mays, Midwest Executive Realty
Theresa Rooney, Cherry Home Realty
Thomas Stewart, TAS Real Estate LLC
Tricia Chartier, Coldwell Banker
U.S. Bank
United Community Center
United Way of Greater Milwaukee
Walters Home Inspection
Wells Fargo
Westbury Bank
Wisconsin Housing & Economic Development Authority (WHEDA)

www.TakeRootMilwaukee.org

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What is Take Root Milwaukee?

For the past five years, the City of Milwaukee has seen annual foreclosure filings that were double the historical average. Take Root Milwaukee is the brand for the Milwaukee Homeownership Consortium, which formed in 2009 as a recommendation of Mayor Tom Barrett's Milwaukee Foreclosure Partnership Initiative (MFPI).



Take Root Milwaukee includes over 47 individuals and groups active in the homeownership sector such as housing counseling agencies, financial institutions, Realtors, local government, neighborhood organizations and other community partners – all working together to promote sustainable homeownership.

In 2010, Take Root Milwaukee officially launched with advertising, a branding campaign, grassroots promotion and funding support from Freddie Mac. It is one of many strategies currently being used to address the impact of foreclosures on neighborhood residents and the housing market in Milwaukee.

Take Root Milwaukee is a valuable resource that provides free or low-cost, reliable and trustworthy assistance to consumers, who are encouraged to contact our "Trusted Participants" by calling either the Take Root Milwaukee Hotline or visiting www.TakeRootMilwaukee.org.

Mission

The purpose of Take Root Milwaukee is to preserve and promote sustainable, diverse neighborhoods by encouraging and maintaining homeownership. The Members of Take Root Milwaukee believe this can be accomplished by:

- Marketing trustworthy homeownership resources to the public;
- Elevating community awareness of homeownership education, products, and services;
- Increasing the community's access to effective homeownership education and counseling resources; and
- Serving as a clearinghouse for challenges and opportunities in homeownership.

Community Outreach Success

Since launching in 2010, Take Root Milwaukee has had the following impact:

- ✓ Participated in an average of 129 community outreach events or educational workshops each year, reaching over 8,600 individuals with homebuyer and foreclosure education and information.
- ✓ Received over 6,020 calls to the hotline for assistance and the Take Root Milwaukee website averages over 4,020 page requests each month.
- ✓ Our counseling agencies provided homebuyer education and counseling to over 7,404 individuals and families, and provided foreclosure intervention counseling and assistance to over 8,248 individuals.
- ✓ Take Root Members (counseling agencies, Realtors and others) have assisted over 1,313 first-time homebuyers to purchase a home, and helped 397 people purchase a foreclosed home.

Keeping it simple

Take Root Milwaukee members initiate a number of strategies under two main approaches:



BUY A HOME: We link consumers to trusted community participants who can offer comprehensive consumer education, credible housing professionals, a list of eligible properties, trusted lenders, and for those who qualify, financial assistance. Additionally, by promoting the sale of foreclosed properties to informed and qualified buyers, Take Root Milwaukee helps stabilize the housing market and Milwaukee neighborhoods.

KEEP YOUR HOME: We connect homeowners to trusted community participants who can assist them if they are having difficulty paying their mortgage, need a modification or if their home has decreased in value and they want to refinance. By understanding foreclosure, what may lead up to it, and the process, homeowners will be in a better position to recognize and address potential problems that may impact their ability to make every mortgage payment on time.

Community Impact

Since its launch in 2010, Take Root Milwaukee Members **have assisted over 3,614 individuals to avoid foreclosure**. This has preserved an average estimated \$9.8 million in annual tax revenue to local jurisdictions and an average of over \$211.6 million in local housing value.

Our Members meet regularly to share best practices and network around issues and activities the homeownership sector, strategizing together as new challenges emerge.

Take Root Milwaukee also supports the capacity of its members to deliver trusted, professional services. Since 2010 we have distributed over \$24,300 in scholarships to member nonprofit agencies to support the training and certification of their staff.



What is the future for Take Root Milwaukee?

Launching a community brand to promote homeownership sector partners and resources, and growing membership have been key outcomes since launching. As we move forward, we are focused on:

- ✓ Coordinating neighborhood-based marketing for homeownership promotion and investment.
- ✓ Continuing to employ and expand community outreach strategies for foreclosure intervention.
- ✓ Identifying and supporting professional development opportunities for the membership base.
- ✓ Enhancing the Take Root Milwaukee website to offer more resources and information.
- ✓ Outreach to new members, such as neighborhood organizations and community-based agencies who can assist in advancing successful and sustainable homeownership in Milwaukee.

How You Can Help

Help us get the word out! Tell your networks about Take Root Milwaukee and the resources we offer to consumers looking to a buy a home, or need assistance to keep their home. We have a speakers' bureau that is available for presentations to community groups and promotional materials for use at outreach events.

Consider becoming a member. If you are a housing agency, community-based organization, financial institution or Realtor, contact us about joining Take Root Milwaukee.

More Information

The Urban Economic Development Association of Wisconsin, Inc. (UEDA) is the administrative and fiscal agent for Take Root Milwaukee. UEDA is a nonprofit organization dedicated to supporting economic development and housing initiatives that revitalize Wisconsin communities and to building capacity in the community development field through professional training, innovative solutions, policy advocacy and collaboration. Contact Kristi Luzar, Program Manager at UEDA at 414-562-9904, kristi@uedawi.org