



2016 ANNUAL REPORT

Connecting the community to valuable, trusted resources that can assist them to BUY, FIX, or KEEP a home.

www.TakeRootMilwaukee.org
(414) 921-4149

MISSION & HISTORY

Originally launched in 2010 in response to Milwaukee's neighborhood foreclosure crisis, **the mission of Take Root Milwaukee has expanded to more broadly promote and support sustainable homeownership by:**

- Connecting the public to local, trustworthy resources;
- Increasing awareness of homeownership education and assistance opportunities; 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. Today, the local housing market continues to recover, with rates of foreclosure and the number of city-owned properties decreasing.

Take Root Milwaukee continues to strengthen and stabilize Milwaukee neighborhoods by promoting homebuyer and mortgage assistance resources delivered by its member organizations.

>> 2016 OUTCOMES <<

Community IMPACT

HIGHLIGHT

Take Root Milwaukee created a new member-led working group focused on supporting and promoting housing and home repair resources.

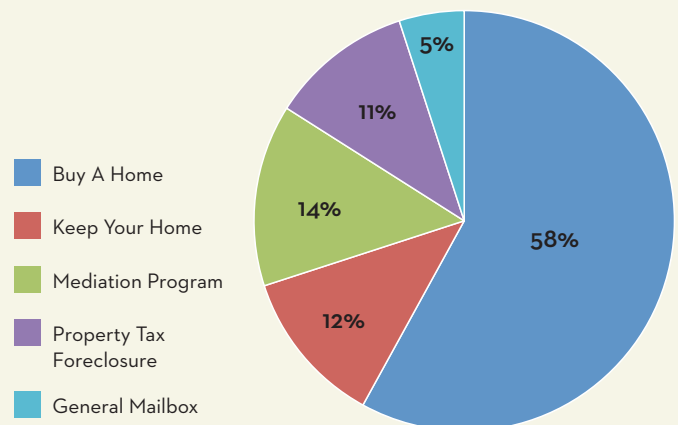
- Take Root Milwaukee members participated in more than **230 community and educational events, connecting nearly 5,000 individuals** to homebuyer and foreclosure prevention information, an increase of 10% from the previous year.
- The Take Root Milwaukee **hotline received over 1,000 calls and nearly 15,000 total visits were made to the TRM website; an average of 1,311 contacts per month.**
- **Investigated 31 mortgage rescue scam complaints** and assisted homeowners in filing complaints with local, state and federal regulatory agencies, **resulting in the recovery of \$6,590 and the pending recovery of \$46,996** for Milwaukee area homeowners.
- Members **provided services to nearly 6,000 low- to moderate-income individuals across the state of Wisconsin**, assisting them to buy a home, strengthen their finances, keep their home or make much needed repairs.
- Lender members continue to **lend to low-income and minority neighborhoods at a higher rate** than those not in the network.

[MEMBER BREAKDOWN]

Community Partners	12
Financial Institutions	12
Realtors	7
Neighborhood Groups	5
Housing Counseling Agencies	4

Total Members: 40

[HOTLINE CALLS]



>> 2016 OUTCOMES CONT. <<

INCREASING Homeownership

- Take Root Milwaukee Members **provided nearly 6,500 individuals with homebuyer education** through public events, workshops and/or one-on-one counseling, creating **over 600 new homeowners**, an increase of 11% from the previous year.
- A total of **291 tax foreclosed homes were sold**, with 31 of those homes sold to residents using City of Milwaukee buyer-incentive programs.
- **Welcomed 250 individuals to the Take Root Milwaukee Citywide Homeownership Fair**, where attendees talked directly with 25 members to learn about the services and products they provide.

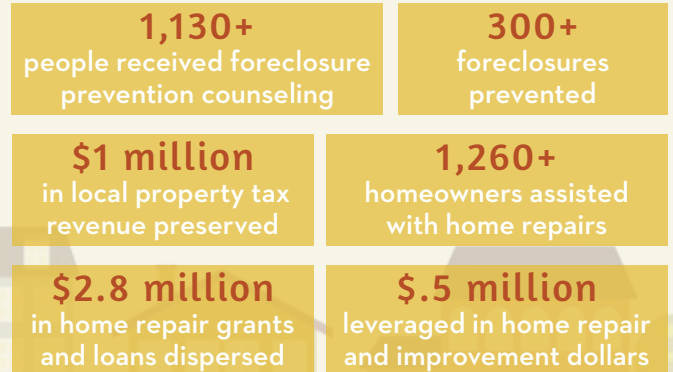
[BUYING A HOME]



PRESERVING Homeownership

- **Provided more than 1,130 individuals with foreclosure intervention counseling**, and helped **prevent at least 300 foreclosures** through mitigation services.
- This resulted in the preservation of nearly **\$1 million in local tax revenue** and an average of **\$28 million in housing value**.
- Provided **home repair assistance to 1,260 homeowners**, leveraging half a million dollars in private investment.
- **Dispersed a total of \$2.8 million in home repair dollars**; \$1.7 million through grants and \$1.2 million in partially forgivable City of Milwaukee-issued STRONG Home Loans.
- **Delivered financial health "check-ups" to nearly 4,000 individuals**, helping them to assess their financial situation through credit, debt and/or reverse mortgage counseling.

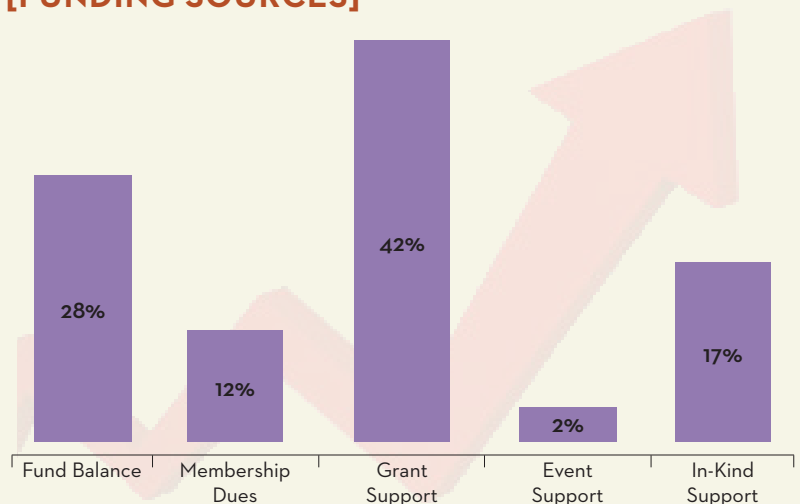
[KEEPING & FIXING A HOME]



Supporting our MEMBERS

- Take Root Milwaukee **sponsored quarterly meetings & roundtable events** that featured updates on foreclosure trends, GSE reform, mortgage credit and insurance, WHEDA Single Family programs, the City of Milwaukee STRONG Neighborhoods program, immigration reform, and 2014-2015 HMDA data.
- **Promoted nearly 300 events on the Take Root Milwaukee website**, directing potential clients to member events and educational workshops.
- **Supported homeownership specialists and other members with over \$4,000 in scholarships**, assisting them to maintain required certifications or pursue professional development and growth opportunities.
- Promoted the network to over **1.48 million households in the metro area** through marketing campaigns.

[FUNDING SOURCES]



For every \$1 spent by TRM, an additional \$1.03 was received in-kind.