



# 2015 ANNUAL REPORT

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

[www.TakeRootMilwaukee.org](http://www.TakeRootMilwaukee.org)  
(414) 921-4149

## MISSION & HISTORY

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 2015, the housing market has continued to recover, with property values rising and foreclosure filings falling by 19%.

Since 2010, Take Root Milwaukee has continued to strengthen and stabilize Milwaukee neighborhoods by increasing access to the homebuyer and mortgage assistance resources provided by its members.

## >> 2015 OUTCOMES <<

## Community IMPACT

### HIGHLIGHT

**Take Root Milwaukee CELEBRATED FIVE YEARS** of connecting residents to trustworthy homeownership and mortgage assistance resources with an event at City Hall!

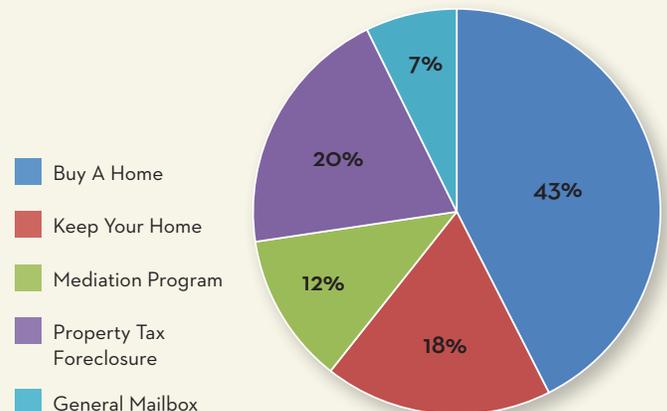
- Take Root Milwaukee Members participated in more than **210 community and educational events, reaching over 4,500 individuals**, an increase of 30% from 2014, connecting them with important homebuyer resources and foreclosure information.
- The Take Root Milwaukee **hotline received 950 calls** and **15,125 total visits were made to the website**; an average of **1,682 contacts per month**.
- **Investigated 32 mortgage rescue scam complaints** and assisted homeowners in filing complaints with local, state and federal regulatory agencies, **resulting in the recovery of \$15,125**.
- Members provided services to **over 3,100 low- to moderate-income individuals**, assisting them to buy a home, strengthen their finances, keep their home or make much needed repairs.
- Take Root Milwaukee **lenders continue to lend to low-income and minority neighborhoods at a higher rate** than those not in the network.

### [TAKE ROOT MEMBERS]

Community Partners .....	11
Housing Counseling Agencies .....	4
Financial Institutions .....	12
Neighborhood Organizations .....	7
Realtors .....	14

**Total Members: 48**

### [2015 HOTLINE CALLS]



# >> 2015 OUTCOMES CONT. <<

## INCREASING Homeownership

- Take Root Milwaukee Members provided **more than 6,500 individuals with homebuyer education** through public events, workshops and/or one-on-one counseling.
- Assisted **over 570 people to purchase a home**. A total of **323 tax foreclosed homes were sold**, with **27 of those homes sold to residents using City of Milwaukee buyer-incentive programs**.
- Hosted **over 225 individuals at the 2015 Homeownership Fair**, where attendees could talk one-on-one with **27 Take Root resource providers and attend educational workshops**.

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



## PRESERVING Homeownership

- Take Root Milwaukee Members provided **more than 1,900 individuals with foreclosure intervention counseling**, mediation services and mortgage assistance information.
- Assisted **1,134 clients to avoid foreclosure**, helping preserve an estimated **\$3.17 million in local tax revenue** and an average of **\$45.36 million in local housing value** for the City of Milwaukee.
- Provided **over 890 homeowners with home repair assistance**, leveraging over \$1.3 million in additional private investment and lending out \$1.5 million in partially forgivable City-issued Strong Home Loans.
- Conducted **over 70 "financial health checkup" events**, assisting **over 690 people** to assess their financial situation. **More than 980 additional 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 updates on mortgage lending and regulatory changes, the regional housing market, and City of Milwaukee commercial development.
- Over **240 Member events were promoted** on the Take Root Milwaukee website, directing potential clients to Member services, events and educational workshops.
- Throughout 2015, **Take Root Milwaukee supported housing counseling agency members by providing \$5,000 in training scholarships**, assisting them to maintain professional certifications.
- Ran two radio and TV advertising campaigns that promoted homeownership and foreclosure outreach events and "foreclosure rescue" scam resources, **reaching over 1.2 million metro Milwaukee area households**.

### [2015 FUNDING SOURCES]



***For every \$1 spent by TRM, an additional \$1.51 was received in-kind.***