



**Creating a community where all housing needs are met.**



A home is a place of comfort. Through home ownership, individuals and families create lifelong memories, gain greater independence and build stronger connections to the community. These are outcomes that benefit us all.

As the charitable arm of the Canopy Realtor® Association, the **Canopy Housing Foundation** works to address unmet housing needs and advocates for fair and affordable housing standards and practices. Through the Foundation's leadership, we are aligning Realtors® with individuals and businesses to build a stronger community and greater quality of life.

The Canopy Realtor® Association has a rich history of supporting and giving back to its local communities. In 2003, the Association formalized the Foundation mission to encourage promotion of affordable housing and charitable efforts through the formation of the Canopy Housing Foundation. Four key areas of focus guide the mission of the Foundation:

**FUNDING:** The Foundation conducts a Habitat Support Program to fund regional Habitat for Humanity organizations. The Foundation's second grant initiative, the Community Grants Program, aids local housing organizations whose purpose is the expansion, improvement and sustainability of housing in our community. The Habitat Support Program has awarded \$230,500 since 2007 to regional Habitats. The Community Grants Program has awarded \$267,499.70 since 2009 to local organizations.

**EDUCATION:** The Foundation administers a Workforce Housing Certificate Program designed to educate Realtors® about the needs of first-time homebuyers and consumers seeking financial assistance. Since its inception, hundreds of Realtors® have earned the local designation of Workforce Housing Specialist.

**ADVOCACY:** The Foundation works in concert with the Association's Government Affairs Department to recognize, promote and advocate for fair and affordable housing standards and practices. Programs of the Foundation have included public policy workshops and advocacy training for members. The Foundation also works to address a range of existing housing issues within the Charlotte area.

**LEADERSHIP:** The Foundation fosters leadership opportunities by empowering Realtors® as leaders in the community through its annual Realtors® Care Day. The Foundation also annually presents the Humanitarian Award to recognize outstanding volunteer efforts. Recipients are able to designate \$5,000 to the charity of their choice. Through the Humanitarian Award a total of \$35,075 has been awarded since 2007. The Foundation and its Realtor® members have also instituted the YES Award (Youth Excellence in Service) to recognize and celebrate the area's youth who are engaged in improving the quality of life in the region. This award was established to encourage youth to address a broad spectrum of needs in an effort to build a stronger community. A non-profit, chosen by the recipient, will receive a \$500 donation from the Foundation.

**opportunity**  
*resides here*

# creating community connections

## PROJECT REACH

In 2017, the Foundation initiated **Project R.E.A.C.H.** (Realtors® Engaging And Creating Hope). Through this event, the Foundation has created community-wide opportunities to impact their mission. Each of the participating organizations receives funds totaling \$2,500 to support their mission.

## REALTORS® CARE DAY

Realtors® are in our community working to make a difference each and every day. Individually and collectively, we continue to be involved in countless philanthropic activities. One such cause is the Foundation's **Realtors® Care Day** – an annual, all-day home repair project to assist homeowners with critical exterior home repairs, and to provide adaptive and safety modifications for the elderly and disabled in Mecklenburg and Iredell counties.

Launched in 2009, Realtors® Care Day brings hundreds of volunteers together each year to repair multiple homes and help change the lives of the homeowners living in them. To date, 271 families and nonprofit organizations have received assistance.

## STRIDES FOR SHELTER

The **Strides for Shelter 5K Run/Walk** is one of the only local races dedicated to housing issues. More than 500 runners participate each year in the community-wide race. Each year the race benefits a local housing non-profit with more than \$65,000 distributed to date.

## WORKFORCE HOUSING CERTIFICATE PROGRAM

Specifically developed to educate Realtors® about working with first-time homebuyers and consumers who purchase in an affordable price range (roughly 80 percent of the median income), this program helps families and individuals experience the pride of long-term home ownership.

To earn the local designation of **Workforce Housing Specialist**, Realtors® must complete five workshops during the two-year enrollment period and maintain their status through a recertification process. Programs include: Creative Lending Programs for Workforce Housing, Foreclosure Prevention, Military Relocation, Working with Housing Nonprofits and the Workforce Housing event.

## WORKFORCE HOUSING FORUM

Initiated in 2009, the **Workforce Housing Forum** brings together Realtors®, community housing organizations and local elected officials to champion affordable-housing issues. Discussions have included impediments in zoning and land-use regulations that increase costs associated with the development of affordable housing. Most recently, the forum took the form of two Charlotte Housing Bus Tours highlighting mixed-use development opportunities throughout the city, and also ON THE TABLE conversations as part of a city-wide dialogue.

