



# YOUR HOME



The foundation for a better quality of life in the region.

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

CHARLOTTE IS **YOUR** HOME. IT'S **OUR** HOME.  
LET'S MAKE IT THE BEST IT CAN BE.

## YOUR FOUNDATION

Through the Housing Opportunity Foundation, Realtors® are broadening our impact within the community. As the charitable arm of the Charlotte Regional Realtor® Association, our organization actively promotes affordable workforce housing, provides homeownership education, 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.

## YOUR FOCUS

The Charlotte Regional 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 Housing Opportunity Foundation. Four key areas of focus guide the mission of the Housing Opportunity Foundation:

- + **FUNDING:** The foundation conducts a Habitat Support Program to fund eight regional Habitat 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 \$185,000 since 2007 to regional Habitats. The Community Grants Program has awarded \$181,500 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 the annual Realtors® Care Day. The foundation also annually presents the Humanitarian Award to recognize outstanding volunteer efforts. The recipient receives a minimum of \$5,000 to designate to the charity of his or her choice. Through the Humanitarian Award a total of \$25,250 has been awarded since 2007.

### VISION:

Realtors® affecting a better quality of life in the region.

### MISSION:

Position and educate Realtors® as leaders, promote homeownership and provide funding to create housing opportunities.

## YOUR COMMUNITY CONNECTIONS

### Project REACH

In 2017, the foundation initiated Project REACH (Realtors® Engaging And Creating Hope). Designed as a vehicle to celebrate June as 'National Homeownership Month,' the foundation created community-wide opportunities to engage 100 Realtor® volunteers in hands-on community service experiences at five local non-profits to impact the housing needs of the Charlotte region. Each of the participating organizations (The Relatives, Charlotte ToolBank, The Harvest Center, Salvation Army Boys & Girls Club and Hospitality House) received funds to support their mission totaling \$2,500.

### 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 700-plus Realtor® volunteers together each year to repair more than 20-25 homes and help change the lives of the homeowners living in them. To date, 231 families and nonprofit organizations have received assistance



### Strides for Shelter

The Strides for Shelter 5K Run/Walk is the only local race dedicated to housing issues. Nearly 750 runners have participated in the community-wide race since its inception. Proceeds totaling more than \$20,000 have been distributed to Urban Ministry and A Child's Place. The Strides for Shelter event includes a 5K run with prizes, a one-mile fun run and an after party for all attendees..

### 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 homeownership.

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, Employer-Assisted Housing, 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 locally 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 Tour highlighting mixed-use development opportunities throughout the city.

## YOUR RETURN ON INVESTMENT

Through the Housing Opportunity Foundation, Realtors® are working hand-in-hand with individuals, organizations and corporate partners to strengthen our community.

Join us in upholding our unwavering regional values and affecting a better quality of life for all of us. For more information, please visit [CarolinaHome.com](http://CarolinaHome.com) or call 704.940.3148.