

creating a community

where all housing needs are met



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 \$321,200 since 2007 to regional Habitats. The Community Grants Program has awarded \$516,799 since 2009 to local organizations in Mecklenburg, Iredell and Haywood counties.

EDUCATION: The Foundation originally developed the Workforce Housing Certificate Program designed to educate Realtors® about the needs of first-time homebuyers and consumers seeking financial assistance. As a result of significant growth, in 2023, the program was transferred to the Canopy Real Estate Institute to better consolidate educational offerings. In addition, the Foundation supports scholarship efforts in Haywood County, resulting in \$10,000 being distributed to area high school students to further their education.

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 large range of existing housing issues within the community.

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 \$56,250 has been awarded since 2007.

Y.E.S. AWARD (YOUTH EXCELLENCE IN SERVICE) In 2019, the Foundation and its Realtor® members instituted the Y.E.S. Award 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, receives a \$500 donation from the Foundation, with \$2,500 donated on behalf of recipients to date.

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.

creating community connections

PROJECT REACH - JUNE 12, 2024 In 2017, the Foundation initiated Project R.E.A.C.H. (Realtors® Engaging And Creating Hope). Each year, Project R.E.A.C.H. sends more than 125 Realtor® volunteers to five pre-selected volunteer projects at area nonprofit organizations. Since 2017, Project R.E.A.C.H. has engaged over 750 volunteers, and given \$12,500 to the partnering nonprofit organizations.

REALTORS® CARE DAY - APRIL 19, 2024 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, Iredell, and Haywood 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, 315 families and nonprofit organizations have received assistance in Mecklenburg, Iredell and Haywood counties.

STRIDES FOR SHELTER - OCTOBER 19, 2024 The Strides for Shelter 5K Run/Walk is one of the only local races dedicated to homelessness and unmet housing needs. In 2023, 651 participants registered for this community-wide race. Each year, the race benefits a different local housing non-profit with more than \$170,000 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 four core classes and participate in a workforce housing event. All enrollees must maintain their status through a recertification process. Core programs currently include: "Creative Lending: Financing Dreams," "NAR's Military Relocation Professional (MRP)," "Building Business by Saving Homes: Foreclosure Prevention," "Where is the Money? Partnering with Housing Nonprofits," and the workforce housing event.

Now, an official program of the Canopy Real Estate Institute, the Workforce Housing Certificate Program continues to educate and inform Realtors® on every aspect of the home-buying process. For more information on the program, visit canopyrestitute.com.

