

BUILDING ROOTS

A HOMEOWNERSHIP, MENTORSHIP, AND EMPLOYMENT INITIATIVE



Expanding Homeownership | Building Intergenerational Wealth |
Uplifting Families and Neighborhoods

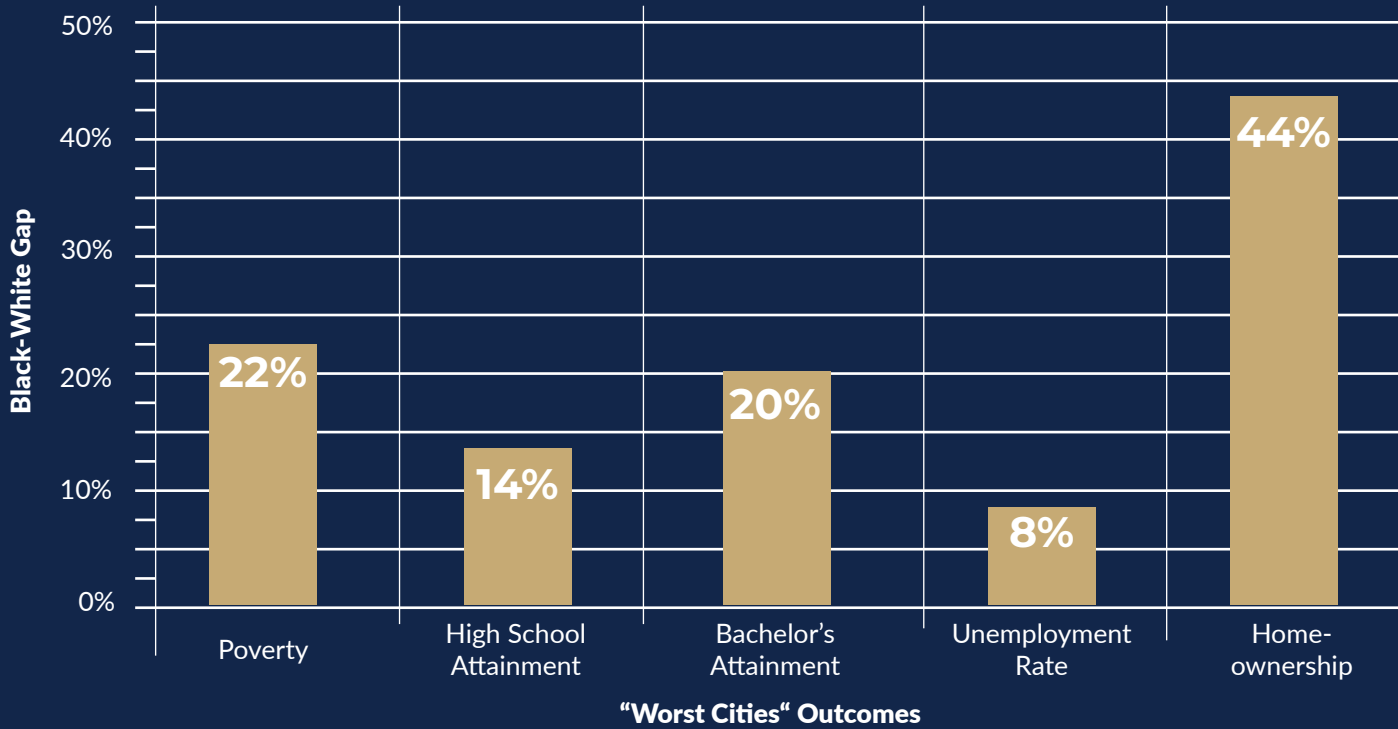


Racine County BUILDING ROOTS

Understanding Opportunity Gaps in Racine County

After being ranked the third-worst metro in the U.S. for Black Americans and fourth-worst the year before, Racine is now ranked second-worst metro according to a “Worst Cities for Black Americans 2019” study (24/7 Wall St.). Moving forward, our community must carefully consider key areas to close opportunity gaps and uplift our most vulnerable residents.

Black-White Gaps by Socioeconomic Outcome, “Worst Cities for Black Americans 2019”

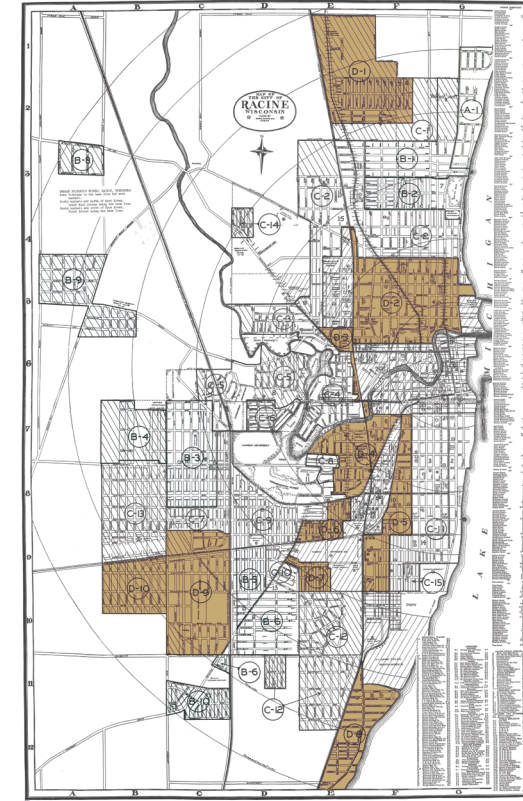


UNDERSTANDING HOMEOWNERSHIP

Homeownership is the largest outcome gap between Black and White residents, not only in Racine County but across communities on the “Worst Cities” ranking.

OUTCOME	BLACK	WHITE	GAP
Poverty	31%	9%	22%
High School Attainment	78%	92%	14%
Bachelor's Attainment	7%	27%	20%
Unemployment Rate	13%	5%	8%
Homeownership	31%	75%	44%

Understanding Root Causes & Neighborhoods



Historical Redlining Map, City of Racine (Dec. 1937)

Redlining is a New Deal lending practice where residential neighborhoods were assigned grades to reflect their “mortgage security,” with each grade visualized on a color-coded map. City of Racine redlining explicitly appraised low-income, minority, and immigrant neighborhoods as too risky to insure mortgages.

Many scholars claim historical redlining preserves current racial inequalities and intergenerational poverty, as reflected in the “Worst Cities” ranking.

In fact, historically redlined neighborhoods in the City of Racine (pictured left in gold) remain the poorest, least educated, and least employed with the fewest homeowners.



POVERTY

26% of households in poverty vs. 11% in Racine County



HIGH SCHOOL

25% high school diploma attainment vs. 27% in Racine County



BACHELOR'S

5% Bachelor's Degree attainment vs. 17% in Racine County



UNEMPLOYMENT

23% unemployment rate vs. 13% in Racine County



HOMEOWNERSHIP

33% homeownership rate vs. 68% in Racine County

FOCUSING OPPORTUNITY

Concentrated challenges by neighborhood are opportunities to concentrate efforts and resources by neighborhood

Building Roots redlined neighborhood (D5) vs. Racine County

Building Roots OVERVIEW

Building Roots provides Home Ownership, Mentorship, and Employment (HOME) opportunities to motivated, first-time home buyers in Racine County. Participants will receive the wraparound supports necessary to purchase and maintain recently foreclosed, Energy Star Certified renovated homes.

Building Roots incorporates national best practices to ensure long-term success and sustainable homeownership.

Foreclosed homes are in a historically redlined community (pictured right) with among the worst outcomes and highest rates of home foreclosure in Racine County.



Building on Best Practices HARLEM CHILDREN'S ZONE

Using a holistic, neighborhood-focused approach, this national best practice concentrates place-based services like counseling, education, employment as well as health and wellness directly in high-need neighborhoods.

Gains in academic performance and reversals in racial achievement gaps spurred significant community and federal investments in similar models on a national scale.

Map: Eligible foreclosable homes in a historically redlined, low-income neighborhood in the City of Racine.



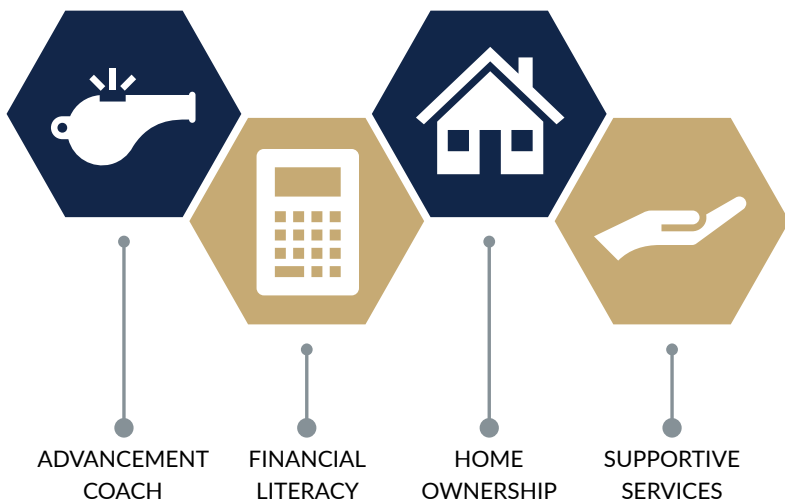
OUR MISSION

Expanding homeownership, building intergenerational wealth, and providing opportunity to motivated home buyers and neighborhoods

BUILDING BLOCKS OF SUCCESS

KEY ELEMENTS

Incorporating key building blocks to achieve sustainable homeownership



ADVANCEMENT COACH

Ongoing mentorship to navigate employment, homeownership, and barriers to success

FINANCIAL LITERACY

Money management and budget counseling through the Racine Financial Empowerment Center

HOMEOWNERSHIP

First-time opportunity to purchase a home

SUPPORTIVE SERVICES

Holistic supports such as childcare and transportation assistance

EMPOWERING CHILDREN AND FAMILIES

FAMILY SUCCESS

Achieving two-generation success through family coaching and neighborhood partnerships



Community Lead:
Racine Unified School District



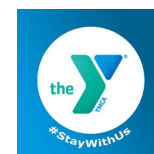
Community Lead:
Ascension All Saints

CHILD & PARENTAL EDUCATION

Improved school attendance, class behavior, and academic achievement by children and involvement and credentials earned by parents

FAMILY EMPOWERMENT & STABILITY

Basic needs continuously met, employment stability, higher income, and more financial assets



Community Lead:
George Bray Neighborhood YMCA



Community Lead:
St. Paul Missionary Baptist Church

HEALTH & WELL-BEING

Increased physical activity, confidence, and emotional well-being

SOCIAL & COMMUNITY CONNECTION

Increased participation in community life, connection to other families, and family cohesion

Building Roots TIMELINE



SHARED COMMUNITY INVESTMENT PROJECT BUDGET

Shared investment and partnerships across Racine County

ITEM	YEAR 1	YEAR 2	TOTAL	PERCENT
Home Purchase	\$227,000	N/A	\$227,000	15%
Home Development	\$930,000	N/A	\$930,000	62.5%
Holistic Supports	\$50,000	\$50,000	\$100,000	7.5%
Equity Incentive	\$110,000	N/A	\$110,000	8%
Staffing	\$62,000	\$62,000	\$124,000	7%
TOTAL	\$1.38M	\$112,000	\$1.49M	100%

LOCAL NON-PROFITS
\$1.1M
Value of Rehabilitated Homes

PROJECT SPONSORS
\$525K
Total Investment

Building Roots TRACKING IMPACT

Comprehensive participant, family, and neighborhood tracking to ensure the short- and long-term success of Building Roots.

PROJECT OUTCOMES

Participant, family, and neighborhood outcomes during and beyond Building Roots



HOMES

Rehabilitation costs, after-repair home value, and reinvestment funds for future projects

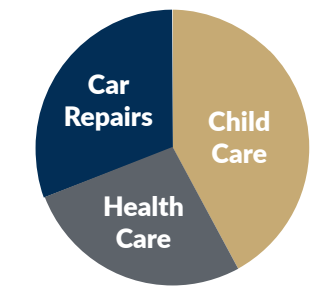


FAMILIES

Child and parent education, empowerment and stability, health and well-being, and social and community connection

BARRIERS TO SUCCESS

Barriers, supports received, and participant and family outcomes

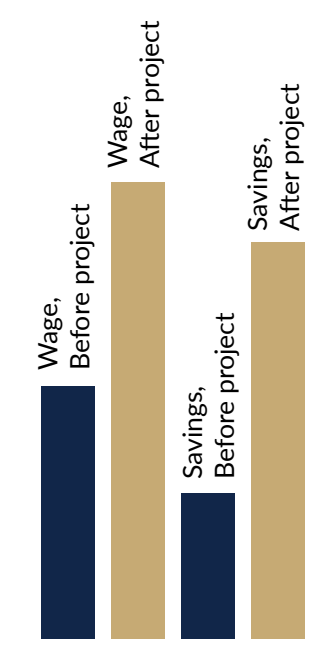


EQUITY AND SAVINGS

Equity and savings gains during and beyond project

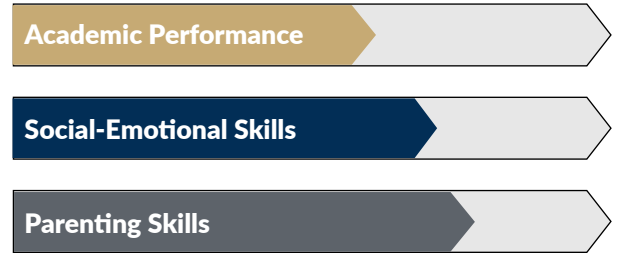
PERSONAL GROWTH

Participant outcomes through successful homeownership



CHILD AND FAMILY SUCCESS

Positive child and family well-being, whether at school, work, or home



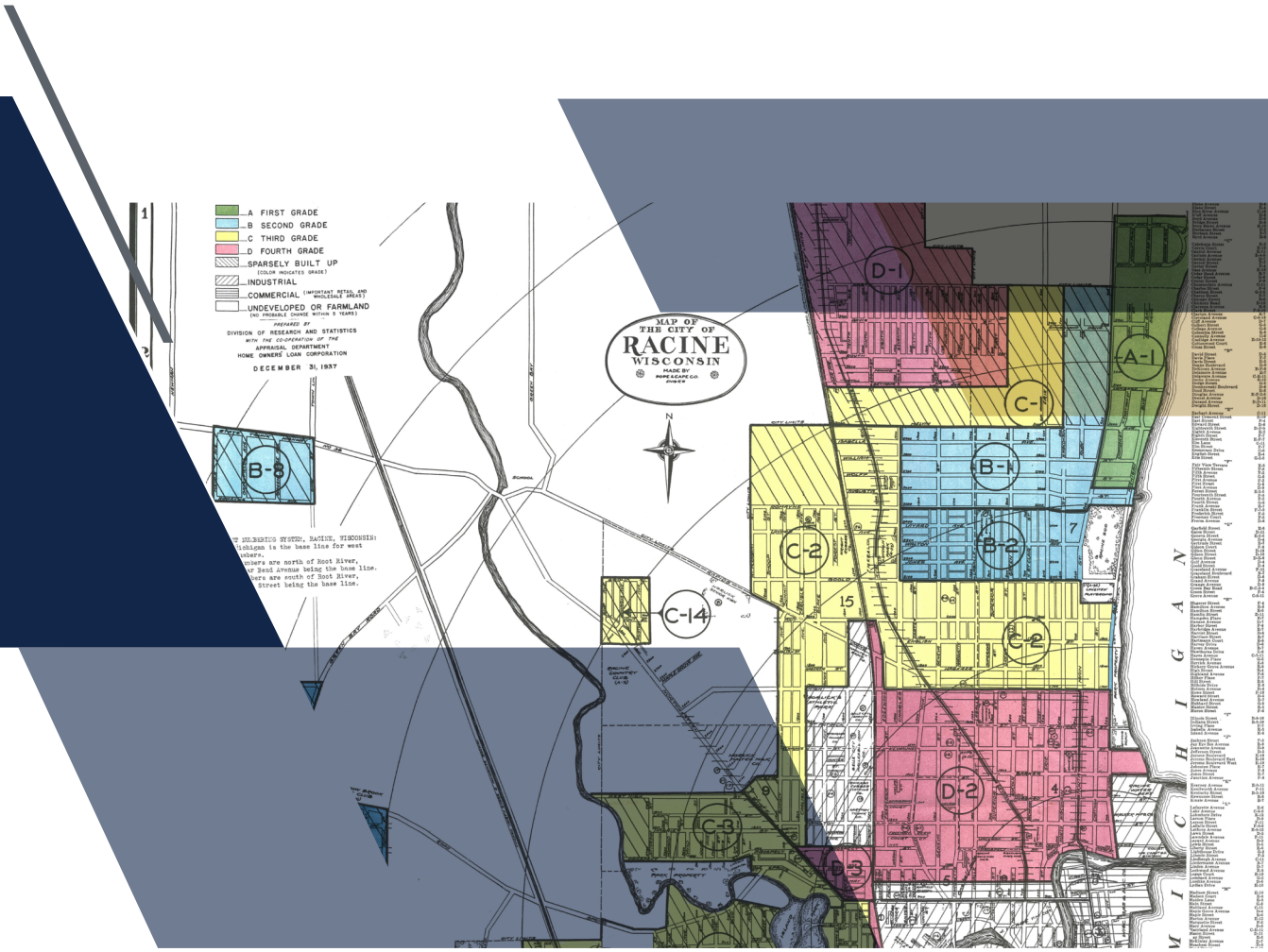
COMMUNITY PARTNERSHIPS

Neighborhood partners and supports provided



NEIGHBORHOOD

Key "Worst Cities" outcomes and developments in Building Roots neighborhood



Racine County
730 Wisconsin Avenue
Racine, WI 53403