

Healthy Neighborhoods Initiative 2012 HIGHLIGHTS



Enderis Park Magic Grove Tree Sculpture funded in part by the Greater Milwaukee Foundation Mary L. Nohl Fund & the Mary A. Tingley Fund

The Greater Milwaukee Foundation Healthy Neighborhoods Initiative is a collaborative approach among middle market neighborhoods that promotes neighborhood confidence by engaging neighbors in building pride and strengthening local real estate markets.

We know that neighborhoods improve when:

- Neighbors make decisions to invest in their homes and engage with their neighbors
- People are making a real choice to buy a home in the neighborhood
- The neighborhood has an image that attracts people and reinforces pride of place
- The real estate market supports rather than undermines the investments the neighborhood needs

Vision

The vision of the Healthy Neighborhoods Initiative is to create great neighborhoods – places that people love and are proud of, places where people choose to remain and seek out as their neighborhood of choice.

2012 Greater Milwaukee Foundation Investment **\$441,000**

Leverage

Lead Healthy Neighborhood Organizations	\$2,753,128
Partner Organizations	\$2,035,219
In-kind	\$452,486
Total Leverage	\$5,240,833

STABILIZE REAL ESTATE MARKET

ACTS

During 2012 several nonprofit organizations worked to strengthen local real estate markets within the Healthy Neighborhoods.

Allied Churches Teaching Self-Empowerment (ACTS) is one of the housing and community development organizations in the Milwaukee area designed to help alleviate the affordable housing shortage.

ACTS worked to assist individuals and families within two Healthy Neighborhoods; Layton Boulevard West and Sherman Park. In Layton Boulevard West, ACTS sold 12 homes including seven foreclosures, managed a rehab project and guided \$1,005,034 of investment including \$803,324 in mortgage financing. The average monthly household income is \$2,791, which is about 49 percent of county median income. The average monthly housing cost is \$601, which represents 12 percent of income.

In Sherman Park, ACTS sold 11 homes, 10 which were foreclosures, managed 5 rehab projects, and guided \$655,893 of investment including \$568,138 of mortgage financing. The average household monthly income is \$2,884, which represents 59 percent of county median. The average monthly housing cost is \$419, which represents 16 percent of income.

Rebuilding Together Greater Milwaukee

Rebuilding Together Greater Milwaukee (RTGM) provides free, professional-quality home repairs for low-income homeowners who are senior citizens and/or persons with disabilities who live in Milwaukee and Waukesha counties. With financial support from the Greater Milwaukee Foundation, RTGM

- Completed 56 projects on 38 homes in the Healthy Neighborhood boundaries. At these homes, it completed approximately 152 individual repairs and/or accessibility modifications.
- Of the 38 homes repaired, 10 were emergency repairs and 4 of those were installation of new water heaters.
- Throughout the year, RTGM invested more than \$111,383 back into the Healthy Neighborhoods, leveraging each dollar of the Foundation's \$40,000 grant over 2.75 times.



Common Ground

Common Ground's Milwaukee Rising Project is an effort to restore the housing market in the Sherman Park neighborhood and reverse the decline caused by the foreclosure crisis. In addition, a minor home repair program is taking hold and residents are organizing to engage in overall neighborhood improvements.

- To date 38 properties have been rehabbed, sold, or are on the market.
- Prices range from \$80,000-\$130,000. This is up from when homes were selling for \$30,000-\$40,000.
- Milwaukee Rising started a Minor Home Repair Program. On each block it rehabbed a property with existing homeowners. Each homeowner is eligible for a rebate grant up to \$5,000. In partnership with the Sherman Park Community Association, homeowners can apply for a grant. After the project is completed SPCA will rebate the homeowner up to \$5,000.
- Thus far \$90,000 has been allocated to this project.



BUILD SOCIAL CONNECTIONS

Bloom and Groom

Bloom and Groom aims to beautify neighborhoods and build social connections among residents. The event is coordinated along with the city of Milwaukee, Neighborhood Improvement Development Corporation and co-sponsored by Lowe's, which contributes \$18,000 worth of flowers and free delivery, including low-cost flower sales, in each Healthy Neighborhood.

- 1,096 residents participated
- \$18,000 in in-kind sponsorship

Pride Projects

Pride Projects create opportunities for neighborhood residents to work together to make improvements to their homes and blocks to enhance the neighborhood appearance and camaraderie and/or community identity of each neighborhood.

- 90 projects were completed for a for a total investment of \$137,553.



Events Hosted

- 13,823 residents participated in 344 events.

IMPROVE POSITIVE IMAGE

Healthy Neighborhoods Annual Tour of Homes

- Housing Resources Inc., conducted seven tours within five of the Healthy Neighborhoods.
- This facilitated \$1,923,836 in mortgage investments in Healthy Neighborhoods.

- Twenty-two vacant homes were purchased by first-time home buyers.
- 317 people participated in a tour and now are aware of the Healthy Neighborhoods Initiative and can identify the neighborhoods they toured.
- 86% of tour participants had an improved perception of the neighborhood they toured.

IMPROVE PHYSICAL CONDITIONS

HOME IMPROVEMENT PROJECTS 257

Private	\$244,886
Home owners	\$837,010
Total investment	\$1,081,896

PUBLIC SPACES IMPROVED 70

Public	\$102,837
Private	\$155,708
Total investment	\$258,545



HEALTHY NEIGHBORHOODS MAP

- 1 Havenwoods
- 2 Thurston Woods
- 3 Capitol Heights
- 4 Enderis Park
- 5 Sherman Park
- 6 Johnsons Park
- 7 Martin Drive Neighborhood
- 8 Layton Boulevard West Neighborhood
- 9 Lincoln Village
- 10 Tower Hill Waukesha (not on map)

