

Neighborhood Revitalization Initiative (NRI)

Messaging Points

Overview: Through the Neighborhood Revitalization Initiative, Habitat for Humanity will serve more families by responding to community needs with an expanded array of products, services and partnerships, enhancing the quality of life for all.

Messaging Points:

The need for decent, affordable housing is increasing throughout metro Denver. Our local communities are challenged with increased foreclosures, abandonment and home-maintenance issues with existing housing stock.

Habitat for Humanity of Metro Denver will continue to build new, high-quality homes in which families can find stability and safety. Additionally we will begin to focus on rehabilitating existing homes in targeted neighborhoods.

Habitat for Humanity of Metro Denver will take a comprehensive approach to addressing the community's immediate housing needs through revitalization. This expanded array of services might include work such as:

- New, energy-efficient home construction which will provide upgrades in quality of housing stock
- Rehabilitation of vacated and foreclosed properties to remove blight that can negatively affect property values and overall neighborhoods
- House repairs for existing low-income homeowners, allowing families to continue to live in their homes by providing a healthier living environment
- Weatherization to make existing homes more energy-efficient, allowing for lower utility costs and sustainable living well into the future

HFHMD will work with residents, nonprofits, businesses, local government and faith communities to transform Denver's hard-hit neighborhoods together.

By expanding our services and addressing an array of housing needs throughout the community, HFHMD will be able to serve more families and revitalize more neighborhoods.

Wells Fargo:

Wells Fargo is investing in Habitat for Humanity of Metro Denver's initiative to expand the organization's array of products and services in order to create a better quality of life for families, neighborhoods and the entire community in which we all live. Through

generous grant funding provided by Wells Fargo, HFHMD will be able to launch local NRI projects throughout metro Denver beginning in 2011.

Wells Fargo's grant funding will specifically support:

- Growing HFHMD's infrastructure and internal capacity to support additional products and services
- Implementing new services including repair, weatherization and rehabilitation of existing housing stock to support local, low-income homeowners
- Launching these new initiatives in targeted neighborhoods in which Wells Fargo and HFHMD are currently working

The first project HFHMD will embark on is located in the Globeville neighborhood in North Denver. Globeville is bordered by the South Platte River on the east and south, Inca Street on the west and 52nd Avenue on the north. 2009 statistics show that 22.7% of Globeville residents are living below the poverty level, and the area has a median household income of \$37,597.

Habitat's initial NRI work in Globeville will consist of enhancing 11 vacant townhomes with energy-efficient upgrades. These renovated townhomes will then be sold with affordable, zero-percent interest mortgages to local, low-income families who are currently struggling to find suitable housing for their families. Additionally, HFHMD has acquired an adjacent property in order to build 16 new townhomes in the near future. The opportunity to acquire the 11 existing, vacant townhomes was through a partnership between HFHMD and the Denver Housing Authority. HFHMD is also working closely with City Councilwoman Judy Montero to engage local schools, churches and businesses in getting involved in the Globeville revitalization projects.