



Rotary Club of Louisville West Louisville Housing Fund Administered by Park Community Credit Union

THE CHALLENGE

- 80% of West Louisville residents are renters
- As such, opportunities to build wealth are limited
- Cost for renting a home is often as much as twice the cost of owning
- Access to affordable capital is the challenge

WHY IS ACCESS TO CAPITAL A CHALLENGE?

1. Impact of redlining still exists
2. Many West Louisville residents cannot qualify for a conventional bank mortgage due to restrictive federal bank regulations for conventional mortgages.
 - Applicants often work two or more jobs
 - Reportable income level may not be representative of true income
3. Residents are burdened by higher cost of leasing versus owning.

THE SOLUTION/PROJECT GOALS

1. Improve home ownership opportunities in West Louisville
2. Establish pool of funds to be used to provide affordable loans

PROJECT DETAILS

- Raise a minimum of \$5 million over five years
- Target loan cap: \$100,000 which will put 63 families in homes over five years
- As loans are repaid into the pool, more loans can be made
- Program becomes self-sustaining for years to come
- Target home buyer: first time low and moderate income home buyers
- Target market: low and moderate income census tracts in West Louisville
- Buyers must live in home – no home-flipping allowed

*This project is the first of its type in the United States
and will bring positive publicity to Louisville*

HOW WILL THIS WORK?

Rotary Club of Louisville will raise funds to underwrite program through the Rotary Fund of Louisville...goal: raise \$5 million

Through a Gift Agreement, funds will be transferred to RCL's fiduciary partner (Park Community Credit Union) into a dedicated account

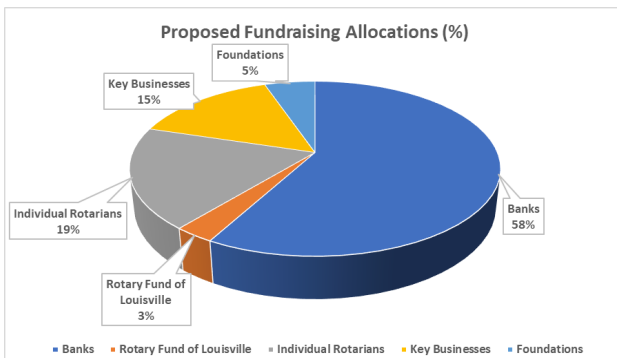
PCCU will administer program, originate and service loans to first time home buyers in West Louisville

Buyers make payments back into the dedicated account, thereby creating a revolving fund which will sustain itself for years to come

PROGRAM BENEFITS

First Time Home Buyers	Donors
<ul style="list-style-type: none"> • Innovative financing will provide 30-year loans • Program is designed to be flexible with specific goal of increasing homeownership in West Louisville • Generational wealth building will begin • Health outcomes, educational attainment, public safety, and neighborhood pride will increase • 60+ FAMILIES WILL BECOME HOMEOWNERS 	<ul style="list-style-type: none"> • Loans will be made in low and moderate-income census tracts in West Louisville • Loans will be made to low and moderate-income borrowers • Bank investments in program will qualify for CRA credit • Individual donors/businesses who invest in program will qualify for tax deduction

FUNDING



- Nationwide, banks and businesses have made huge commitments related to DEI
- This program allows everyone to participate and help to increase homeownership in West Louisville
- Pledges can be paid in full or spread over five years
- All participating entities will be recognized

Please join us in this ground-breaking initiative to positively impact our community!