



2018 Annual Report



The Minnesota Homeownership Center promotes and advances successful homeownership in Minnesota.

Dear Friends:

Every day, we see how our work to make sustainable homeownership accessible to everyone improves the quality of life for households and families across our state. The wider community benefits as well when pride of ownership takes root.



Factors such as these are often referred to as **Social Returns on Investment (SROIs)**. They're obviously beneficial, but at the same time they're often hard to quantify without expending a fair amount of effort. In this era of governmental and philanthropic investment consolidation, however, smart nonprofits are beginning to see the value of engaging in such a process. We

believed our work was particularly well-suited to this exercise, and so in late 2018 we embarked on a journey with a third-party to determine the Center's SROI for the State of Minnesota.

To start the process, we looked at the Center's education, advising and foreclosure prevention work conducted during 2015 and 2016. The analysis demonstrated a **total SROI figure of \$2.98 in monetary value generated for every \$1.00 spent delivering services** – a return of nearly 300 percent! Two-thirds of this amount, or \$1.94 for every dollar spent, accrued directly to the households we served, 50 percent of which were households of color. Local government entities realized \$0.24 in reduced government spending for every dollar spent – a savings to taxpayers, and mortgage lenders realized \$0.75 in avoided mortgage default write-offs for every dollar spent – an important factor in maintaining the strength of the residential mortgage market.

The generated return accruing to mortgage lenders got us curious about the Center's impact during the foreclosure crisis, so we decided to crunch the data from 2008 through 2016. This analysis demonstrated a total SROI figure of \$7.26 in monetary value generated for every \$1.00 spent delivering services! The households we served during this time period realized \$1.81 in direct benefit for every dollar spent; local government entities realized \$1.42 in reduced government spending for every \$1 spent; and mortgage lenders realized \$3.77 in avoided mortgage default write-offs for every \$1 spent. These results are a strong indicator of the value of investing in foreclosure prevention services, especially in times of housing market instability.

This was an exciting and enlightening exercise to go through, and the results will help us to continue making the case for the value of homebuyer services accruing to the entire community. The key difference is that now we can confidently connect real dollar value to our work.



Thank you so much for your interest, your involvement and your support!

Julie Gugin, President
Minnesota Homeownership Center

19,924
Minnesota Households Served
14% Increase over 2017

89% First-Time Homebuyers
25% First-Generation Homebuyers
63% Households of Color
977 Foreclosures Avoided

A total SROI figure of **\$2.98** in monetary value generated for every \$1.00 spent delivering services

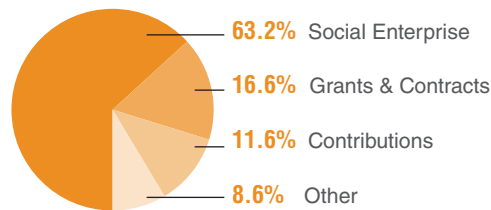
2018 Financials

Net Assets

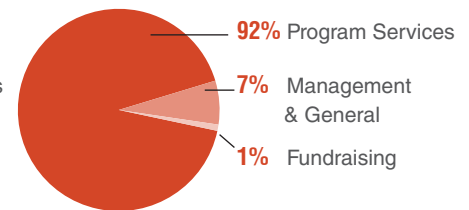
2018: \$12,239,182

2017: \$7,936,945

Income Total: \$7,130,876



Expense Total: \$2,828,639



Supporting Organizations

- Affordable Homes Congress
- Archie D & Bertha H Walker Foundation
- Associated Bank
- Bank of the West
- Bell Mortgage
- BMO Harris Bank
- Bremer Bank
- Family Housing Fund
- Freddie Mac
- Greater Minnesota Housing Fund
- Hennepin County
- HRK Foundation
- Klein Bank
- The McKnight Foundation
- City of Minneapolis
- Minnesota Housing
- Minnesota REALTORS®
- NeighborWorks America
- SFM Mutual Insurance Company
- City of St. Paul Housing and Redevelopment Authority
- Target Foundation
- TCF Foundation
- Thrivent Federal Credit Union
- U.S. Bank
- U.S. Department of Housing and Urban Development
- U.S. Department of Agriculture and Rural Development
- Wells Fargo

Network/Board/Leadership

Network

- African Development Center
- African Economic Development Solutions
- Anoka County Community Action Program
- Arrowhead Economic Opportunity Agency
- Bii Gii Wiin
- Carver County Community Development Agency
- Central Minnesota Housing Partnership
- City of St. Paul Planning & Economic Development
- Community Action Duluth
- Community Action Partnership of Hennepin County
- Comunidades Latinas Unidas en Servicio (CLUES)
- Dakota County Community Development Agency
- Headwaters Regional Development Commission
- Hmong American Partnership
- KOOTASCA Community Action
- Lakes and Prairies Community Action
- Lao Assistance Center
- LSS Financial Counseling
- Minneapolis Urban League
- Model Cities, Inc.
- Neighborhood Development Alliance
- NeighborWorks Home Partners
- One Roof Community Housing
- PRG, Inc.
- Project for Pride in Living, LLC (PPL)
- Reverse Mortgage Counselors, Inc.
- Scott County Community Development Agency
- Southwest Minnesota Housing Partnership
- Strickland Associates
- Three Rivers Community Action
- Twin Cities Habitat for Humanity
- Umoja Community Development Corporation
- Washington County Community Development Agency
- West Central Minnesota Communities Action
- White Earth Investment Initiative
- Wright County Community Action

Board

Chair: Robyn Bipes-Timm, Twin Cities Habitat for Humanity

Vice Chair: David Wiese, Wells Fargo

Treasurer: David Lindstrom, Midwest One

Secretary: Jill Aleshire, Caribou Coffee

- Christine Berger, Minnesota REALTORS®
- Andrea Brennan, City of Minneapolis
- Marilyn Bruin, University of Minnesota
- Rosey Dickey, TCF Bank
- Jim Erchul, Dayton's Bluff Neighborhood Housing Service
- Deborah Flannery, Greater Minnesota Housing Fund
- Karen Gajeski, Thrivent Federal Credit Union
- Mike Happe, SFM Mutual
- Nancy Healy, Bremer Bank
- Kasey Kier, Minnesota Housing
- Fatima Moore, Minnesota Coalition for the Homeless
- Noel Nix, City of Saint Paul
- Ela Rausch, Federal Reserve Bank of Minneapolis
- Keenan Raverty, Bell Mortgage
- Rose Teng, Metropolitan Consortium of Community Developers
- Jen Thompson, US Bank
- Stephanie Vergin, United States Department of Agriculture and Rural Development
- Michelle Vojacek, St. Paul Planning and Economic Development

Leadership

- Bill Gray, Stakeholder Relations Director
- Julie Gugin, President
- Karen Pederson, Associate Director
- Dana Snell, Grants Management Director
- Colin Thompson, Strategic Programs Director



Helping Minnesotans
achieve sustainable
homeownership for
more than 25 years.