



**Federal Reserve Bank of St. Louis
Investment Connection Proposal**

Proposal title	Habitat's Homebuyer Incubation & Purchase program (HIPP)
Contact	Nancy Cope
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Organization name/address	Habitat for Humanity of St. Charles County St. Peters, MO 63376
Mission statement	Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope.
Overview of organization	Habitat for Humanity of St. Charles County is a leader in addressing the affordable housing crisis in our service area for 21 years. Since its inception, Habitat St. Charles has provided financial education and affordable mortgages to 85 residents. Habitat St. Charles believes that people should have safe, healthy, affordable places to live, play and grow. And we believe there's power in numbers - and that by mobilizing our own neighbors, we can change people's living situations for the better.
Website	www.habitatstcharles.org
Social media link(s)	Facebook

	https://www.facebook.com/HabitatforHumanityofStCharlesCounty?notif_t=pag_e_new_likes
Location of project/activity	Missouri Lincoln, St. Charles, and Warren Counties
Geographic Impact	Multicounty
Support request	Grant Investment
Requested dollar amount	\$100,000 Grant (over 3 years) / \$750,000 Loan Pool (over 3 years)
Proposal description and structure	<p>Habitat’s HIPP (Homebuyer Incubator & Purchase Program) will educate LMI families in understanding and improving credit scores; decreasing debt; mortgage and homebuying education, home maintenance workshops, navigating down payment assistance program requirements, and overall financial education.</p> <p>Building on Habitat’s proven model for homeownership, a grant(s) will allow us to expand our educational program to cultivate a larger pool of financially equipped buyers ready to purchase a Habitat project home or a home through direct lending by a local bank.</p> <p>Habitat will recruit investors to create a loan pool to purchase project mortgages, at a discount, which allows Habitat to reinvest funds into its mission more quickly & to increase the LMI population served.</p> <p>Habitat will also bring buyers and bankers together for open market purchase via direct lending opportunities. Buyers will be qualified, educated and financially prepared as Habitat’s HIPP participants.</p>
Issues addressed	Affordable Housing,Community Facilities/Services,Financial Access, Capability and Empowerment
Target population/geography	<p>Habitat St. Charles’ Homebuyer Incubation & Purchase Program (Habitat’s HIPP) will seek LMI program participants whose income is at or below 80% of area median income, and who live and/or work throughout St. Charles, Warren and Lincoln Counties.</p> <p>Approximately 62,000 residents in St. Charles, Warren, & Lincoln Counties have been identified as LMI.</p>

Population served including income	<p>This program will reach out to individuals whose households are at or below 80% of the Area Median Income for their County. The 2016 Census estimated 62,470 households at or below 80% of the Area Median Income in our targeted area.</p> <p>The Area Median Income is determined by HUD and is based on family size. Individuals will provide their proof of income upon application to the program.</p>
Anticipated outcomes/impact	<ul style="list-style-type: none"> • Make one-on-one credit counseling accessible to residents of St. Charles, Warren & Lincoln Counties by creating a Credit Counseling Coordinator position. • Open and expand Habitat for Humanity of St. Charles County's proven educational model for Homebuyer Readiness training (beyond its traditional program participants) to all residents of the target population. • Increase the number of successful home purchase opportunities by LMI target population as Habitat project participants OR • Increase direct lending opportunities for a local bank(s) with Habitat's HIPP participants.
How will the program be evaluated	<p>Outreach and participation will be tracked based on interest, participation, and completion of the program over a three-year period. Successful completion of the educational program (whether it results in a home purchase or not) will be considered a positive outcome with regard to community education.</p> <p>Evaluations will also be made in the reduction of debt and improvement of credit scores of each participant. Percentage of improvement will be noted on an individual and overall program basis to indicate the effectiveness of one-on-one counseling.</p> <p>Number of successfully purchased homes by program participants will be monitored and tracked.</p> <p>Feedback from participants (bankers and buyers) will be solicited as we strive to improve the program each year.</p>
Project time frame	<p>New Program</p> <p>Project Duration: 1-3 Years</p>
Other significant partners in the proposal	
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