

# OPENING DOORS

Campaign for Affordable Homeownership

[proudground.org/  
opening-doors](https://proudground.org/opening-doors)



## 55 new homes

On track for **80** by end of 2022,  
**200** by end of 2025



## 78% BIPOC

On track to exceed **75% goal**



## 42% of \$5 million goal raised in 18 months

Next benchmark:  
**50% by end of 2022**



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**PROUD  
GROUND**

*Dreams Start Here.*

[proudground.org](https://proudground.org)

# Quarterly Report

PROGRESS THROUGH JUNE 30, 2022



## THE POWER OF PARTNERSHIP

As we strive to advance equity in homeownership through the Opening Doors initiative, new and existing partnerships are essential to achieving our strategic change objectives. Meeting the goal of 200 new permanently affordable homeownership opportunities (with 75% BIPOC homeownership) by 2026 means working closely with a wide variety of community organizations and private developers.

“Collaboration is key,” says Proud Ground Executive Director Diane Linn. “It takes donors, policymakers, developers, lending institutions, real estate brokers and others who share a commitment to making homeownership accessible for communities historically denied access to homeownership.”

“**Habitat for Humanity** is a great example of the power of partnership,” adds Linn. “Our partnership with Habitat ensures every home Habitat builds will be permanently affordable. In turn, the homes Habitat builds are among the most affordable we can make available to families.”

Relationships with culturally specific community partners are essential to advancing BIPOC homeownership. We are proud to partner with groups like the **African American Alliance for Homeownership, Hacienda CDC, Native American Youth and Family Center, Immigrant and Refugee Community Organization (IRCO)**, and other diverse community organizations. **Portland Housing Bureau's N/NE Preference Policy** is a key partner in identifying households of color who have been displaced or at risk of displacement due to rising costs of housing in N/NE Portland. Proud Ground also participates in **Partners for Affordable Homeownership**, a collaborative of non-profit organizations focused on helping households of color get equal access to funding.

Partnerships like these help ensure prospective homeowners from diverse and underserved communities get access to new, affordable homeownership opportunities. Every Proud Ground partner plays a role in advancing systemic change.

## REMARKS FROM CHABRE VICKERS

I am excited to see the impact of Opening Doors steadily increasing. I am also pleased to continue chairing the Opening Doors initiative as I begin a new professional role with Prosper Portland.

Chairing Opening Doors reflects a deep commitment that is both personal and professional. I will continue to call for expanding opportunities for homeownership, especially in communities that have historically been excluded. And I am proud to

champion a successful model that creates homeownership opportunities and locks in affordability for generations to come.

It is so heartening to see many others stepping up to support Opening Doors! Banks, developers, real estate agents, individual donors and private foundations – with all of us working together, we make a huge difference that will provide lasting benefits to families and communities.



### CHABRE VICKERS

Director of Equity, Policy & Communications  
Equity, Prosper Portland  
Chair, Opening Doors Initiative

## WHITNEY: ON BECOMING A HOMEOWNER WITH THE OPENING DOORS INITIATIVE



### WHITNEY & DAUGHTER

*Proud Ground Homeowner*

**Q** What was your first thought when you walked in the front door of your new home?

**A** I was consumed with utter gratefulness. I never thought homeownership would be attainable for me, so walking through the doors of my home was an amazing moment filled with gratitude for all the people who

helped me on the journey and to Proud Ground for creating this life-changing opportunity for my family and me.

I remember my 3-year-old was so ecstatic. There was so much excitement to have a piece of space that was her own. I wish I had pictures of her facial expressions as she shared her imaginative ideas of what she wanted for her new room.

**Q** Describe how you feel about being a homeowner.

**A** I'm proud of myself. People that come from where I'm from typically stay renters and have no resources or aspirations to own a home. As a single mom, I'm proud that I pursued the journey and made it happen for myself and my daughter. I am so proud that my daughter will have a sense of community and stability along with an asset for her to accumulate wealth for her future family. None of this would be possible without Proud Ground.

**Q** What do you love most about your home?

**A** The vibe. I've managed to turn it into a peaceful oasis with plants and good energy. People enjoy the zen of it. I'm also really enjoying having a place to garden. We recently had a small harvest of bell peppers and strawberries!

**Q** What was it like to purchase a home through Proud Ground?

**A** The path to homeownership seemed daunting, but Proud Ground made things easy every step of the way. I am so grateful for Proud Ground for all the work that goes into keeping this program growing and thriving, and helping close the minority homeowner gap.

# THANK YOU!

## Leading Opening Doors Investors

*As of July 2022*

### Lead Opportunity Investors \$250,000 or more

Jim & Diane Coward Family Foundation  
Wells Fargo Bank

### Major Opportunity Investors \$100,000 or more

Oregon Community Foundation  
Ned and Sis Hayes Family Fund of Oregon Community  
Foundation  
JP Morgan Chase  
Anonymous  
The Collins Foundation

### Premium Opportunity Investors \$50,000 or more

Meyer Memorial Trust  
WRG Foundation  
PGE Foundation

### Opportunity Investors \$25,000 or more

Advantis Credit Union  
Deborah Stein  
Brandon Spooner  
Umpqua Bank

### Investors \$10,000 or more

State Farm  
Washington Federal  
Bank of America  
Walsh Construction  
Bonnie Reagan of Del's Kids OCF Advised Fund of Oregon  
Community Foundation  
First Republic Bank  
OnPoint Credit Union  
PNC  
US Bank

More information at [proudground.org/opening-doors/giving](https://proudground.org/opening-doors/giving)



“I long for a world where everyone has safe, stable, and affordable housing. The Opening Doors campaign is making homeownership possible for working families and those who have been previously denied the opportunity to own a home.”

**ANNIEROSE  
SHAPERO**

Portlandia Properties, LLC





## A HAPPY HOUR WITH A PURPOSE

For more information, ideas, comments, connections, please contact Alma Barraza, at [alma@proudground.org](mailto:alma@proudground.org).

Last month, Opening Doors launched a series of gatherings focused on engaging a growing community of Metro Area real estate brokers who are expanding the playing field for affordable homeownership.

The happy hour event was hosted by Proud Ground and Opening Doors Ambassadors Tyler Koski and AnnieRose Shapero. Tyler and AnnieRose have been key supporters of Opening Doors since the beginning, and they continue to inspire like-minded industry professionals who are committed to increasing equity in homeownership.



(left to right) Alma Barraza, Tyler Koski, AnnieRose Shapero, Diane Linn

The event was an incredible success thanks to Tyler, AnnieRose, and the wonderful group of industry professionals who participated. Proud Ground is looking forward to hosting ongoing gatherings for interested professionals who want to make a difference by supporting the Opening Doors initiative.

“I’ve seen first-hand the transformative power that homeownership has on individuals, families and communities. As a real estate broker my job is helping people become homeowners. Through my partnership with Proud Ground, I’m doing my part to ensure that more people get the chance to own a home. For every closed transaction, I then make a financial contribution to Proud Ground. I believe that my contributions make our community stronger and help make the dream of homeownership a reality for populations that have been historically denied that opportunity.”



**TYLER KOSKI**

Real Estate Broker,  
Grand Union Real Estate



**Proud Ground is the Pacific Northwest’s largest provider of permanently affordable homeownership opportunities.** Founded in 1999, we have helped over 520 families in five counties—Clackamas, Clark, Lincoln, Multnomah, and Washington—become first-time homeowners. Over 420 homes are in our portfolio of permanently affordable homes.