



OPENING DOORS

Campaign for Affordable Homeownership



Now is the time to invest in a permanent, transformative approach to generating wealth and opportunity for families who have historically been excluded from homeownership. One investment advances social justice, increases affordable housing, and promotes diverse neighborhoods.



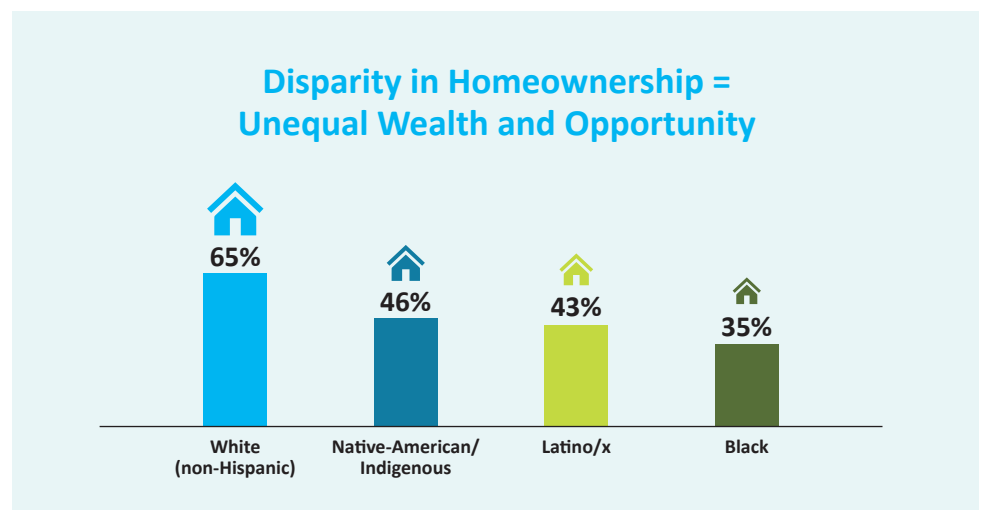
Diane Linn
Executive Director

Executive Summary

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CAMPAIGN IMPACT

- * Creates 200 new permanently affordable homeownership opportunities
- * Focuses on serving communities historically denied access to homeownership
- * Supports Oregon’s lower income working families
- * Creates a replicable and scalable way to create affordable homeownership opportunity: systemic, multi-generational impact



Source: U.S. Census data



Proud Ground is the Pacific Northwest’s largest provider of permanently affordable homeownership opportunities. Founded in 1999, we have helped over 430 families in five counties—Clackamas, Clark, Lincoln, Multnomah, and Washington—become first-time homeowners.



Homeownership Means

- Stability
- Financial Gain
- Educational Opportunity
- Self-Esteem
- Intergenerational Impact
- Community Engagement
- Autonomy



CAMPAIGN GOAL: \$5 MILLION RAISED TO CREATE 200 NEW PROPERTIES

Each \$25,000 raised creates a new dedicated affordable property.

\$25,000

Opening Doors investor

\$75,000

Leveraged public investment

\$250,000

Proud Ground assists families in achieving mortgage-readiness. Families build equity and the property stays permanently affordable.

CAMPAIGN GIVING OPTIONS

Lead Opportunity Investors

Creates 10 new affordable homeownerships

\$250,00 or more

Pledge of \$50,000 per yr x 5 yrs

Major Opportunity Investors

Creates 4 new affordable homeownerships

\$100,000 or more

Pledge of \$20,000 per yr x 5 yrs

Premium Opportunity Investors

Creates 2 new affordable homeownerships

\$50,000 or more

Pledge of \$10,000 per yr x 5 yrs

Opportunity Investors

Creates 1 new affordable homeownership

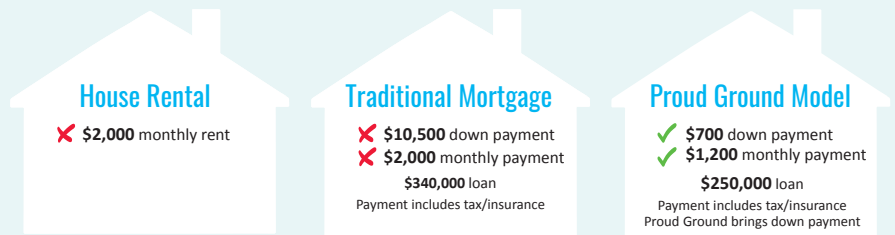
\$25,000 or more

Pledge of \$5,000 per yr x 5 yrs

Affordability Comparison for Family with \$4,000 Monthly Budget

Each home below has a current market value of **\$350,000**

Only one option is **affordable** for a family of four earning \$55,000/year.



Ten years later...

Renter has no equity	Owner has \$182,000 equity	Owner has \$98,000 equity + \$96,000 saved on monthly house payments
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CAMPAIGN CONTACT



Alma Barraza, Fund Development Manager
alma@proudground.org
 ph 503-493-0293 ext 19