

Best Block Blitz Ever!

Southside & Near Westside - "This was just a godsend--all these people helping out and helping me. I couldn't do this on my own, I'm so grateful," said a South Side homeowner who received new porch steps, a cleaned up yard and freshly painted porch railings during this year's Block Blitz.



Southside Block Blitz Volunteer

Volunteers made up of staff from area businesses, nonprofit organizations and local government, dedicated church groups; skilled laborers, college and university students including a whole gaggle of Syracuse University Cheerleaders, neighborhood residents and Home HeadQuarters' staff,

descended on the 200 block of McLennan Avenue and the 500 block of Marcellus Street this past September to assist residents in sprucing up their neighborhoods.

Volunteers and neighborhood residents donned gloves, grabbed tools and displayed cheerful cooperation to trim, plant, paint, rebuild and repair just about everything within reach. A university fraternity helped spray wash 20 houses, a women-owned business group helped repaint an aging Victorian home, a church group helped lay sod and a cheer squad led contractors in demolishing a brick porch.

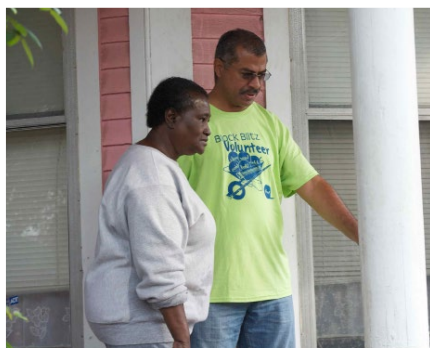
The day's sweat equity and donations of funds, services and goods helped raise more than \$140,000 for the event and Home HeadQuarters' ongoing programs and services.

Thank you to the 300 or so volunteers and contractors who gave of their time, energy and humor!



Corporate, church and student volunteers work to give a Near Westside warehouse a facelift during this year's HHQ Block Blitz.

A Day in the Life at HHQ



Comic Strip



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Anthony Marrone, HHQ Board President, receives support from Bank of America representatives.



Board members and resident committee co-chairs Dwight Hicks and Gladys J. Smith award one of four scholarships to college-bound SCSD kids.

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Home HeadQuarters' HomeTown Herald

Opening Doors to Opportunity

Tuesday, November 20, 2012

Home HeadQuarters' Annual Report 2012

What Happens When HHQ Shows Up?

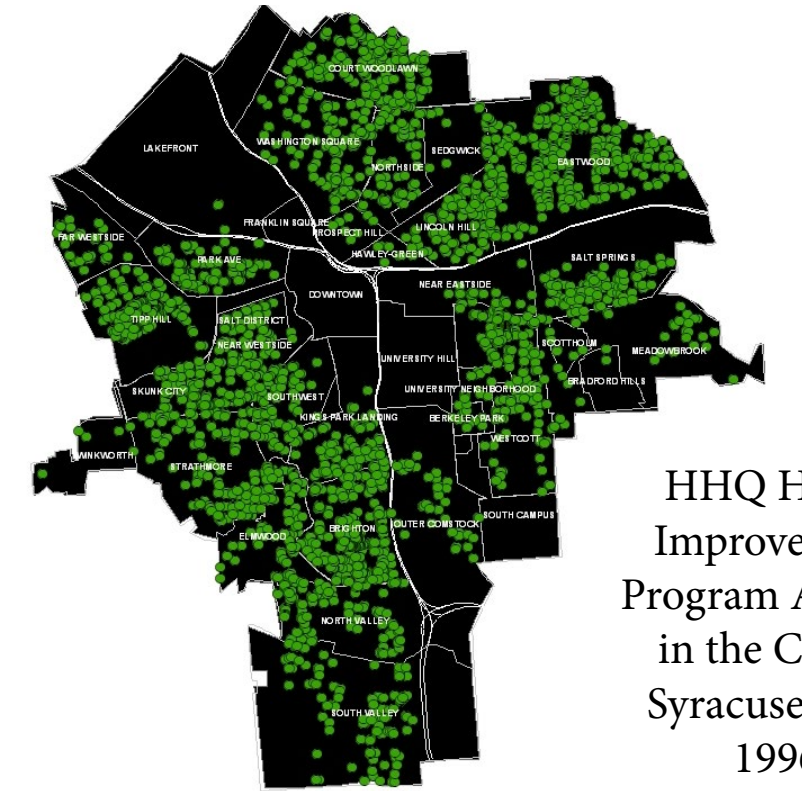
SYRACUSE, NY - Want your property values to rise? Then hope that Home HeadQuarters comes to your street and rehabilitates a home or builds a new one.

Why? Because Home HeadQuarters activities have continuing and "significant impact" in boosting nearby property values, a 2012 study by ISquared Community Development Consulting, Inc. found. Properties up to 100 feet away from a HeadQuarters' rehabilitation project

increased almost \$9,000 in value and property values were positively affected as far away as 500 feet. This means that more than 15 homes can be positively impacted by just one Home HeadQuarters' project.

HeadQuarters projects and investments in Onondaga County also generate jobs and income for local industries like home construction, home repair, real estate and banking. In one year, Home HeadQuarters helped create 185 jobs earning \$9 million in income within our local economy.

Last year, Home HeadQuarters invested more than \$6 million in home improvement loans, \$3.35 million in new housing projects and \$3.59 million for housing rehabilitation and demolition projects helping to generate almost \$25 million in total economic activity in Onondaga County.



HHQ Home Improvement Program Activity in the City of Syracuse since 1996

Source: *Effects of Home Rehabilitation on Neighboring Property Values: a study of Home HeadQuarters in Syracuse, NY (August 30, 2012) by Eric Hangen, ISquared Community Development Consulting, Jack Northrup, New England Market Research, Inc., and Alys Mann, Baruch College.*

“...more than 15 homes can be positively impacted by just one Home HeadQuarters' project.”

Letter from the Publisher



by Kerry P. Quaglia
Executive Director

As Executive Director of Home HeadQuarters for the last 16 years, if I was asked to describe this amazing organization in one word, it would have to be "flexible." Over the years, we have exhibited a unique ability

to grow, to retrench, to innovate, to adjust and to turn on a dime in response to an ever-changing environment. Like many other non-profits, we have had to continuously manage change - particularly since the financial calamity of four years ago. Almost overnight, credit tightened, funding disappeared and government and other institutions began to question some very fundamental principles - such as whether home ownership was a worthwhile goal in a community.

In response to these changes, we adjusted and refocused all of our business lines as part of a comprehensive, strategic plan while

staying true to our core mission and values. As a community development lender, we have grown to realize that we will achieve greater results by positioning ourselves more as a "guarantor" than a direct lender. In this manner, we utilize our excellent credit as a "credit enhancement" for our customers so that lenders will provide increased funding levels for first mortgages and home improvement loans. As a developer of affordable housing, we have learned that we can still achieve impact, even with steep budget cuts, by tightly targeting resources and controlling every aspect of the real estate development process from project planning to the sale of

the home. As a provider of home ownership counseling services, we have learned that despite what is happening in other parts of the country, home ownership is still important, relevant and desirable in our community, but prospective home buyers require more support and services than ever.

While we never know what tomorrow will bring from an economic, regulatory or social context, it should be comforting for those that rely on us for help to know that despite the challenges thrown our way, Home HeadQuarters will be there with the flexibility to adapt and respond with positive results for our community.

Going Up: A day-by-day look at construction projects in Syracuse's Eastwood and Near Westside Neighborhoods

482 Woodbine Avenue



517 Marcellus Street



Mortgages Make Life Sweet for First Time Homebuyer

SKUNK CITY - Several years ago, Ivelisse attended Home HeadQuarters' HomeBuyer Education Course, a nationally-certified class covering all aspects of the homebuying process and a requirement of many lenders to qualify for mortgage financing. But then life took over with a full-time job and raising three children and buying a home fell to the bottom of the priority list.



First time homebuyer Ivelisse Torres all smiles about her own spacious house in Skunk City.

Early this year, Ivelisse contacted Home HeadQuarters and discovered that by improving her credit rating, she could qualify for an HHQ first mortgage to purchase one of the new Arts & Crafts-style bungalows the organization was building in Syracuse's Skunk City neighborhood. HHQ staff advised her to pay off some outstanding bills and mentored her through the home buying process.

should the home owner default. In its first year of the program, twelve first mortgages were provided to new homebuyers.

Ivelisse Torres can't quite believe she's a homeowner. Delighted to have her own spacious place on a quiet West Side street, she knows she worked hard to achieve this goal, but also thanks Home HeadQuarters for not giving up on her.

"Rey and Mary Jo were my angels. They still are." Ivelisse said of Rey Ortiz, Jr. and Mary Jo Richer.

Home HeadQuarters' First Mortgage program, a unique collaboration with Alliance Bank and the Allyn and Reisman Foundations, provides first-time Syracuse homebuyers with an affordable mortgage in these times of ever-tightening credit standards. Alliance Bank offers the financing to selected applicants, the foundations guarantee the mortgage and Home HeadQuarters services and buys back the mortgage



Home HeadQuarters' Brandiss Pearson: Brand New Homeowner & Newest HHQ Board Member

Home Improvement Lending Fills Gap

SYRACUSE, NY - Home HeadQuarters is often in the position of providing a safety net for Central New York families who want to borrow responsibly to repair their homes, but are unable to do so because they lack equity, fall below the increasingly more rigorous underwriting standards or find themselves in an emergency situation. Last year, more than 480 home and energy improvement loans, urgent care loans and minor repair grants were provided to homeowners unable to find help elsewhere.

This past year, Home HeadQuarters also launched an innovative pilot home and energy improvement loan program with help from CORE Federal Credit Union and Countyside Federal Credit Union. The credit unions provide the lending capital while HHQ services and resells the loans, giving

homeowners the opportunity to make home improvements at a low 3.99% interest rate.



Gail Capsello happy with her new roof on Syracuse's Far Westside

A New Roof Before Winter
76-year-old Gail Capsello has lived in her Syracuse home for 25 years and hopes to be there many more. But she couldn't postpone replacing her old, leaky roof any longer if she wanted to have it done before winter.

Paying medical bills for a serious family illness eliminated her cushion for extra expenses like a new roof. So when the contractor giving her a quote on replacing the roof recommended Home HeadQuarters for a home improvement loan, she called.

Home HeadQuarters was "...very easy and pleasant to work with," Gail said, with the whole process, from her loan application to the completion of her roof, taking just three weeks. "You can tell that the staff has a deep commitment to work with homeowners who need a little help."

Building Starts Increase Over Last Year

SYRACUSE, NY - Home HeadQuarters' construction and rehabilitation efforts this past year were primarily targeted in Syracuse's Southside, Near Westside, Skunk City and Prospect Hill Neighborhoods. Home HeadQuarters built 15 new homes and completed major rehabilitation on nine formerly vacant houses—all sold, and many even before project completion—to new homeowners.

Construction apprentices, themselves from challenged neighborhoods, learned valuable and marketable construction skills while in the field at many of HHQ's construction sites. Home HeadQuarters' construction activity, including the removal of almost 13 derelict properties, generated more than \$6 million in construction and rehabilitation contracts for the local economy.



Construction apprentice crew taking a break from rehabbing a house in Skunk City.



Senator John DeFrancisco joins HHQ, the City of Syracuse, the Allyn and Reisman Foundations and others to help to kickoff HHQ's First Mortgage Program.

HomeOwnership Center Delivers Ready Homebuyers

SYRACUSE, NY - Even with the sluggish national housing market, Home HeadQuarters HomeOwnership Center staff helped provide a steady pipeline of educated, budget-savvy homebuyers ready for the Syracuse market. Almost 450 prospective homebuyers took advantage of homeownership and financial counseling and 367 individuals graduated from Home

HeadQuarters nationally-certified HomeBuyer Education Course.

Home HeadQuarters provided more than \$750,000 in first mortgage financing to first-time homebuyers unable to secure an affordable mortgage elsewhere, and almost \$250,000 in Down Payment and Closing Cost Assistance to Central New York families. And while less

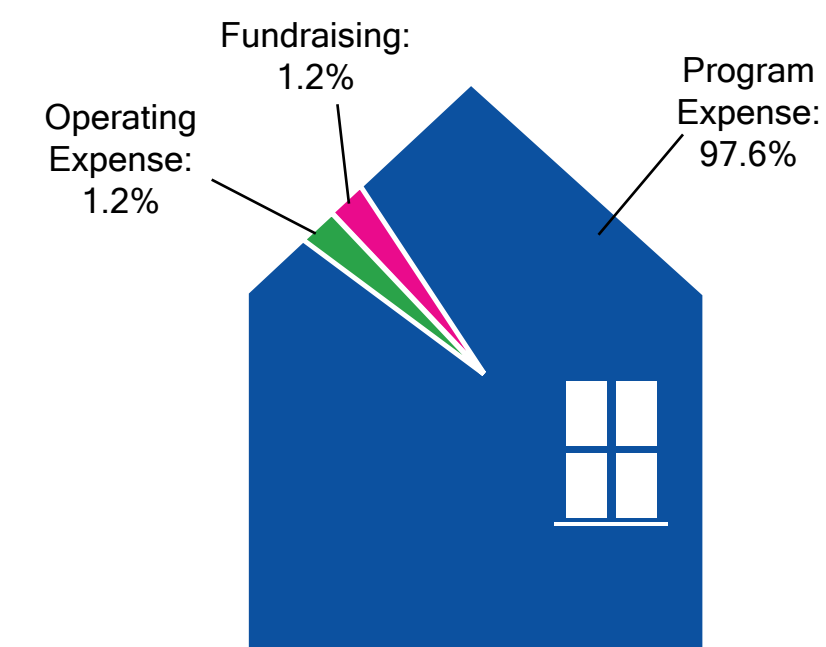
than 1% of HHQ's HomeBuyer Education graduates returned in need of foreclosure counseling, more than 140 other families were saved from foreclosure with help from Home HeadQuarters' Foreclosure Prevention staff.



Tony Hall becomes a first-time homeowner in a brand new HHQ home.

Financial Overview: Fiscal Year Ended April 30, 2012

Revenues:	
Program Related Grants	\$10,975,165
Contributions & Fundraising	\$230,212
Loan & Real Estate Program	\$2,078,324
Other Revenue	\$75,364
Total Revenues	\$13,359,065
Expenditures:	
Program Expenses	\$11,396,213
Management & General	\$262,424
Total Expenditures	\$11,658,637
Increase in Net Assets*	\$1,700,428
* Available for Programming	



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Operating & Program Support

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Donate

Home HeadQuarters, Inc. is a local, independent 501(c)3 committed to creating housing and related opportunities for families in Central New York. Almost 98% of every dollar raised goes directly to help low-income families purchase their first home, repair homes they already own, improve the neighborhoods where they live or save their homes from foreclosure.

By giving, you are making a difference not only for one family, but for your whole community. Did you know that kids who grow up in a family-owned home tend to do better in school, stay in school longer, have fewer health problems and lower incidences of juvenile delinquency? Neighborhoods with more homeowners enjoy lower crime rates, higher housing values and more civic-engagement from its residents. For every \$1 spent by a new homeowner, more than \$16 dollars impacts our local economy.

Questions? Email us now: donate@homehq.org

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To donate online click on our "Donate Now" link at www.homehq.org

Donate by Mail or Phone

To donate by mail, please mail your check to:

Home HeadQuarters, Inc.
 990 James Street, Ste. 100
 Syracuse, NY 13203

To donate by phone, please call Home HeadQuarters at (315) 474-1939 x249.

Donate Materials or a Work Crew

Home HeadQuarters accepts donations of NEW construction materials, appliances and landscaping items for use in home rehabilitation or new construction. We also accept donations of tools, plant materials, paint, homeowner items such as energy efficient light bulbs and garbage cans and skilled construction or project management individuals and crews for our annual Neighborhood Block Blitz event.

If you would like to make a material or work crew donation or just learn more about giving an "in-kind" donation, please call (315) 474-1939 x249 or email donate@homehq.org.

