

Diversity Grant - Level 1 Application

Status: Submitted

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Submitted By: jledesma@greaterbergenrealtors.com

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Association: GREATER BERGEN ASSOCIATION OF REALTORS®

Association ID: 6055

Address 1: 405 N Midland Avenue

Address 2:

City: Saddle Brook

State: NJ

Zip: 07663

Association Executive First Name (if different from above): Jorge

Association Executive Last Name (if different from above): Ledesma

Association Executive Contact Email (if different from above): jledesma@greaterbergenrealtors.com

Amount Requested (Max \$1,000): \$1,000

Diversity Grant Details

Please visit www.realtorparty.com/diversitygrants to review the full list of grant regulations and funding criteria.

1. **What type of activity are you planning: (Check one only):** Multicultural Real Estate Organization Partnership

Which of the following national organization's chapter is hosting the event?: NAREB - National Association of Real Estate Brokers

Who is your primary contact at the local multicultural chapter or board?

First Name: Mayarani

Last Name: Smith

Email: njnareb@gmail.com

Telephone: 5165022480

How will this program or activity enhance and improve the relationship between the REALTOR® Association and the local multicultural board or chapter?: The event "Black History Month: Empowerment Through Heritage" agenda will be celebrating the history of homeownership for Black Americans. The agenda will include: -speaker: Allegra House, State President Women's Council of REALTORS® New Jersey on the intersection of race and gender within real estate history and the importance of DEI initiatives within the profession -speaker: National Association of Real Estate Brokers (NAREB REALTIST), New Jersey Association of Minority Real Estate Professionals (NJAMREP), Regional President, Mayarani Smith on democracy in housing and homeownership. This event will help us continue to build strong relationships to our local chapter of NAREB, as we look to further our mission for advocacy for all REALTOR members and homeowners within our association.

Describe the proposed activity including specific details about how the activity will be executed.: The event will highlight the advancements that Black American REALTORS within the industry have made, as well as Black American homeowners through adversity, including homeownership and fair housing. In addition, Greater Bergen REALTORS hopes to expand our DEI committee to raise awareness

and increase member participation. As our DEI Committee grows in number and stature, we remain committed to the Black History Month event becoming not only a staple of the Committee, but something that expands into a larger event for a great cause.

Please select and answer at least one of the following:: The event will be a collaboration between our Diversity, Equity, and Inclusion Committee and our Global Business Council. We are collaborating with the Northern NJ Chapter of NAREB (NJAMREP) as well as the Women's Council of REALTORS New Jersey. Both Presidents from these organizations will be our speakers for the event. We will also be promoting the Center For Modern Dance Education, Hackensack NJ to bring our local community together through culture.

Please select and answer at least one of the following:: Greater Bergen REALTORS, Diversity, Equity, and Inclusion Committee works to increase awareness and appreciation of the multi-cultural diversity of our community as well as eliminating discriminatory practices in housing. We want to enhance the mission of DEI committees/initiatives within the association and the real estate industry. This will be a DEI Committee event in conjunction with the Global Business Council Committee, where both committees represent our association's goal to enhance member knowledge of the importance of DEI to elevate professional development and business practices.

2. Date of Initiative/Activity (or timeframe if ongoing) Required: Submit application at least 30-45 days before the date of the proposed activity.

NAR will not fund activities already taken place: February 29, 2024, 6-9pm

3. Why is the association interested in conducting this activity? : Greater Bergen REALTORS has over 8,000 members from many diverse backgrounds, and our REALTOR members serve a diverse public across Bergen County. In keeping with our mission to provide connections, advocacy, resources, and education, we know the importance of providing our members with educational events that help them learn more about different DEI initiatives, such as democracy in housing. The Black History Month event not only does this, but it sheds understanding into the journey for diverse groups of homeowners who need well educated and professional REALTORS on their side. Our speakers who attend from local organizations are able to bring this knowledge to our members, and we are very grateful for their participation. Each year we receive great feedback from our members who had many takeaways from the event.

4. How will the association measure the success of the activity? : This will be our fourth annual Black History Month Celebration, in 2020 we held our first in person celebration with a great turn out of over 100 attendees. Following COVID, we hosted a virtual event. In 2023, we hosted the event in person again, increasing our community outreach and elucidating the importance of inclusivity in the real estate profession. Each year, we have representatives of the leadership team of NAREB join to speak and shine light on what their organization does to advance DEI initiatives within the profession. As our association grows, we have seen such positive feedback from this annual event, and we would like to see it become an event that includes many multicultural real estate organizations so we can have a larger positive impact in our area and the industry.

5. What are the outcomes that the association expects to accomplish through this activity? : We would like to connect further with NAREB so that we can lean on one another as associations who share common goals for our members and the public. Additionally, in its infancy, this event was an opportunity for our DEI Committee to gain traction, but in our 4th annual year, we want the DEI Committee to expand further. As an association that is highly involved in our community, and among other local and state boards, we want to continue to grow our committees so that we are providing our members and the public with the best level of DEI knowledge, tools, and education.

6. How will the association assess the outcomes and long-term benefits of this grant?: As we run metrics for the event, we can see that each year we have a larger attendance at the event. With over 8,000 members it is important to provide an array of events that interest a wide array of REALTOR members. We have crafted strong connections to other multicultural organizations and county and state figures who help transform the event into something that has great takeaways for our members. Greater Bergen REALTORS was one of the co-hosts of the regional DEI Summit, that was started only 2 years ago. Alongside other associations, including New Jersey REALTORS and NAR, we want to see our efforts rewarded with larger attendance, exposure, and opportunities for members to learn about the importance of DEI in the real estate industry. Events like our Black History Month Celebration are a great opportunity for exposure, building relationships, and building our association committees.

7. List any organizations that will partner with your association in the activity. Describe their role(s) in the activity.: The event will be a collaboration between our Diversity, Equity, and Inclusion Committee and our Global Business Council. We are collaborating with the Northern NJ Chapter of NAREB (NJAMREP) as well as the Women's Council of REALTORS New Jersey. Both Presidents from these organizations will be our speakers for the event. We will also be promoting the Center For Modern Dance Education, Hackensack NJ to bring our local community together through culture.

Budget Details

Please provide details regarding any expenses or in-kind contributions the association will make towards this activity.

The following are NOT eligible uses of grant funds.

- REALTOR® association staff time/hours, including contract staff
- Fundraising contributions or money to hold a fundraiser
- Registration fees and travel related expenses for REALTORS® attending events
- General operating expenses for the association or partner organization
- Donations to an organization or person including direct down payment or closing assistance
- Cash prizes or purchase of gifts and prizes
- Materials for construction/rehab of a property
- Landscaping materials

- Home furnishings or similar items
- Subscription fees for video conferencing services
- In-house association classroom rental fees
- Activities that benefit a single/select group of property owner(s)

Budget notes, include discussion of association staff time to be utilized for this program:

PLEASE only use numbers! No letters or special characters (dollar signs, commas, periods)

Expenditures

Enter requested amount	\$1,000
Contribution from your association = 10% of grant request	\$200
Admission fee/tickets	\$2,500
Revenue from sponsors (e.g., booth rental, payment for advertising, etc.)	\$1,500
Total	\$5,200

For local associations: The state association must be notified of this funding request. (provide the name and email of the person at the state association most familiar with this request)

If this funding is approved, do you give NAR permission to share your application with others as an example a successful application?: Yes

First Name Association Contact: Teresa

Last Name Association Contact: Tilton

Association Staff Email: teresa@njrealtor.com