

2025 Housing Opportunity Grant - Level 2 Application

Status: Submitted

Date Submitted: 2024-12-19 18:32:57

Submitted By:

Does the proposed activity adhere to the stated requirement? Yes

First Name: Veronica

Last Name: Cardello

Contact Title: Assistant Vice President of External Engagement

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Association: WEST CENTRAL ASSOCIATION OF REALTORS®

Association ID: 6680

Address 1: 400 S Cable Rd

Address 2:

City: Lima

State: OH

Zip: 45805-3112

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

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

Association Executive Contact Email (if different from above): lscheer@wcare.net

Activity Details

Required: Submit application at least 30 days before the date of the proposed activity.

Amount Requested (Max \$7500): \$7,500

1. Projected Completion Date: 2025-03-12

2. Type of Initiative: Forum/workshop

3. Describe the proposed initiative including key details about how it will be executed.: The West Central Association of REALTORS® is excited to announce its upcoming Homeownership Seminar tailored specifically for high school seniors. This dynamic and informative event will take place on March 12, 2025, at the Lima Civic Center in Lima, OH (Allen County). Serving the communities of Van Wert, Hardin, and Allen counties, the seminar aims to empower the next generation with the knowledge and tools needed to embark on their journey toward financial independence and future homeownership. Building on the success of last year's event, which saw participation from over 400 high school seniors, this year's seminar is anticipated to welcome 500-600 students, including schools eager to participate for the first time. The expanded program will cover essential topics such as: Understanding Credit Scores: How they work and why they matter. Budgeting Basics: Practical steps to manage personal finances. Opening a Bank Account: Tips for getting started with financial institutions. Navigating Credit Cards: Responsible use and potential pitfalls. In addition to valuable educational sessions, attendees will enjoy a complimentary lunch, exciting prizes, and engaging games, all generously sponsored by our affiliate members. This event represents an incredible opportunity to prepare high school seniors for financial success and responsible decision-making. With a larger venue, a broader reach, and an engaging lineup, the 2025 Homeownership Seminar promises to be our best yet!

4. Why is the association interested in conducting this initiative?: The West Central Association of REALTORS® is dedicated to

supporting the growth and success of the communities it serves. By conducting this Homeownership Seminar, the association seeks to empower graduating high school seniors with the essential financial knowledge and skills they need to navigate their transition into adulthood. This initiative aligns with the association's mission to promote responsible financial decision-making, cultivate future homeowners, and strengthen the local economy. Educating students on critical topics such as budgeting, credit, and banking equips them for personal success. It fosters a culture of financial literacy and community engagement, ensuring a brighter future for all residents in Van Wert, Hardin, and Allen counties.

5. How will this initiative advance the association’s housing opportunity goals?: The West Central Association of REALTORS® aims to offer this Homeownership Seminar as an outreach and educational engagement initiative, targeting community members most likely to invest in their first home. By equipping high school seniors with essential knowledge about the home-buying process and the long-term value of homeownership, the association seeks to foster a more informed and prepared community. Additionally, this event serves as an opportunity to strengthen the relationship between REALTORS® and the communities they serve, building trust and encouraging collaboration for future endeavors.

6. How will the association measure the success of the initiative?: The long-term success of the Homeownership Seminar will be measured by the West Central Association of REALTORS® through ongoing collaboration with school administrators to track the progress of participating graduate students. Short-term success will be evaluated based on the level of student engagement during the seminar's activities and the total number of attendees. Last year's event saw participation from over 400 students, alongside active involvement from community leaders, setting a strong foundation for continued growth and impact this year.

7. How will REALTORS® be involved in the planning and implementation of the initiative?: Understanding the home-buying process is a critical component of a successful real estate transaction. This seminar is designed to educate high school seniors on fundamental topics such as credit scores, opening and managing bank accounts, and navigating the real estate transaction from start to finish. By offering this educational opportunity, the West Central Association of REALTORS® advances its housing advocacy goals, empowering potential future buyers with the knowledge they need while emphasizing the vital role that REALTORS® play in guiding and supporting clients throughout the home-buying process.

8. How will association staff be involved in the planning and implementation of the initiative?: REALTORS® from the West Central Association will take the lead in planning and executing the Homeownership Seminar, with valuable support from the association's Executive Officer and local community leaders. Serving as speakers for the event, REALTORS® will share their expertise and insights, working in collaboration with West Central affiliates and additional vendors to deliver a comprehensive and impactful program.

9. List any organizations that will partner with the association in the initiative. Describe their role(s) in the initiative.: West Central will be supplying funding toward marketing and an in-kind contribution of staff time. Attendees are expected to be between 500-600 students, not including REALTOR members and vendors. We are not charging for this event as we are trying to promote the attendance of potential home buyers. We have ten affiliates that will be providing door prizes valued at \$25 a piece, and who will also be present to participate. The local school administrators will be there to help chaperone the event with the high school seniors encouraging them to learn more. Community leaders will also be in attendance to help encourage our younger generation about the responsibilities of owning a home.

Budget Details

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
 - 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)

Note: Associations are encouraged to use the majority of grant funds for expenditures related to the development and implementation of an activity (such as speaker fees, marketing, printing, etc.) rather than venue and catering costs.

Revenue	
Housing Opportunity Program Grant (enter requested amount)	\$7,500
Contribution from non-REALTOR® collaborating partners	\$1,500
Total	\$9,000
Expenditures	
Security at the Venue	\$1,500
Venue rental	\$1,000
Catering/refreshments/lunches	\$5,000
Marketing	\$1,500
Total	\$9,000

10. Additional Budget Information: If applicable, use the space below to: provide explanations for "other" revenue or expenses noted above; provide an estimated number of attendees for activities with an admission fee; provide a breakdown of consulting fees; or provide details about in-kind contributions the association will make toward the activity.: The West Central Association of REALTORS® will provide funding for the venue and marketing, along with an in-kind contribution of staff time to ensure the success of the event. Attendance is expected to reach between 500 and 600 students, in addition to participating REALTOR® members and vendors. Recognized as the standout event of the year in 2024, the Homeownership Seminar made a significant impact on the education of graduating seniors. Many students expressed interest in learning more about purchasing a home and have shown a desire to become more involved in their financial future, underscoring the value and influence of this initiative.

11. For local associations, the state association must be notified of this funding request. Please provide the name and title of the person at the state association who is most familiar with this request.

First Name Association Contact: Veronica

Last Name Association Contact: Cardello

Association Staff Email: cardello@ohiorealtors.org

12. In reference to THIS activity, as described in question #4, has your association applied for funding from other NAR grant programs including Smart Growth, Diversity and Inclusion, Placemaking, Fair Housing, or Issues Mobilization?: No

13. If this funding request is approved, do you give NAR permission to share your application, and any outcomes?: Yes