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

Volunteers and neighborhood residents donated gloves, grab tools and displayed cheerful cooperation to trim plant, paint, rebuild and repair just about everything within reach. A university fraternity helped spruce wash 20 houses; a women-owned business group helped repair an aging Victorian home; a church group helped lay sod and a cheerleader, neighborhood residents church groups; skilled laborers, college businesses, nonprofit organizations.

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 Chefsleaders, neighborhood residents and Home HeadQuarters’ staff,.

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

Home HeadQuarters’ HomeTown Herald

Anthony Mariano, HHQ Board President, receive support from Bank of America representatives.

Anthony Mariano, HHQ Board President, receive support from Bank of America representatives.

Home HeadQuarters HomeTown Herald

SUDARGY, 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.

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

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


Tuesday, November 20, 2012

What Happens When HHQ Shows Up?

Openings Doors to Opportunity

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 refashion, to innovate, to adjust and to turn on a dime in response to an ever-changing economic context. 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 refashioned 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 affordable housing counseling, 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 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 the sale of the home.
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.

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 Shink City neighborhood. HHQ staff advised her to pay off some outstanding bills and make home improvements at a low 3.99% interest rate.

This past year, Home HeadQuarters also launched a new 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.

Home Improvement Lending Fills Gap

SYRACUSE, NY - Home HeadQuarters is often in the position of providing a safe 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.

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.”

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.

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.

Financial Overview: Fiscal Year Ended April 30, 2012

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Revenues:</td>
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<tr>
<td>Program Related Grants</td>
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<tr>
<td>Contributions &amp; Fundraising</td>
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<tr>
<td>Loan &amp; Real Estate Program</td>
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<tr>
<td>Other Revenue</td>
<td>$75,364</td>
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<tr>
<td>Total Revenues</td>
<td>$13,359,065</td>
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<tr>
<td>Expenditures:</td>
<td>$11,658,637</td>
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<tr>
<td>Program Expenses</td>
<td>$2,078,324</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>$75,364</td>
</tr>
<tr>
<td>Total Expenditures</td>
<td>$11,658,637</td>
</tr>
<tr>
<td>Increase in Net Assets*</td>
<td>$1,700,428</td>
</tr>
</tbody>
</table>

Note: *Available for Programming

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

Tony Hall becomes a first-time homeowner in a brand new HHQ home.
Thank You to Our Supporters!

Special Program Sponsors ($500 and over)
- 84 Lumber
- Ace Fence
- Adirondack Bank
- Al Bracy Construction
- Alliance Bank
- Alpha Phi Alpha Fraternity
- Afria Group
- BB Construction
- Beacon Federal
- Bike & Build, Inc.
- BJ’s Charitable Foundation
- Central New York Community Foundation
- Community Development Financial Institution (CDFI) Fund
- Clear Channel Communication
- CNT Environmental Institute
- County Enterprise
- Duff & Bright
- EJ’s Contractors CNY
- Empower Federal Credit Union
- Empower Federal Credit Union
- Feds
- First Niagara Bank
- Galaxy Enterprises
- Garparini Landscaping
- Geddes Federal Savings & Loan
- Gifford Foundation
- Green & Seifler
- H2O Works
- Home Builders and Remodelers of CNY
- Ives Construction
- KeyBank
- KS&R
- Lead Safe, LLC
- William & Beverly LeBeau
- Lowe's
- MarCon Companies
- McGuiness Nelson Construction
- Menter, Rudin & Trivelpiece
- M&T Bank
- NYSERDA
- Onondaga County
- Opportunity Finance Network
- Reisman Foundation
- Syracuse Federal Credit Union
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- Pat Strodel
- Carl Spencer
- Gladys J. Smith
- Solvay Bank
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- Vito Sciscioti
- Gladys J. Smith
- Carl Spencer
- Pat Strodle
- Bill Sweexey
- Syracuse Federal Credit Union
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- Auburn Federal Credit Union
- Michua Ballad
- Bank of America
- Beacon Federal
- Bill Byrne

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Senator Kirsten Gillibrand
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New York State Energy Research & Development Authority (NYSERDA)
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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.

Major Operating & Program Support
City of Syracuse
NeighborWorks America
New York State Homes and Community Renewal
NYS Affordable Housing Corporation (AHC)
NYS Division of Housing and Community Renewal (DHCR)
NYS Housing Finance Agency (HFA)

Operating & Program Support
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HOME Funds
Alliance Bank
Allyn Foundation
Bank of America
Citizens Bank
Deutsche Bank
Federal Home Loan Bank of New York
Federal Home Loan Bank of Pittsburgh
Gifford Foundation
JF Morgan Chase Foundation
KeyBank Foundation
M&T Bank
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New York State Energy Research & Development Authority (NYSERDA)
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