



www.takerootmilwaukee.com

or call 414/ 562-9904

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Washington Hilton Hotel
Washington, DC

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CONFERENCE  **2019**

About Take Root Milwaukee

Take Root Milwaukee is a consortium formed in 2009 as a response to the foreclosure crisis.

Its members include over 50 groups active in the homeownership sector:

- Homeownership counseling agencies
- Realtors and Realtists
- Financial institutions
- City and state government
- Neighborhood organizations and
- Other community partners ...

All working together to promote sustainable homeownership in Milwaukee neighborhoods.

Mission, Strategies

Take Root Milwaukee's mission is to **preserve and promote sustainable, diverse neighborhoods by encouraging and maintaining homeownership.**

We work to accomplish that by:

- Marketing ***trustworthy homeownership resources*** to the public;
- ***Elevating community awareness*** of homeownership education, products, and services;
- Increasing the community's ***access to effective homeownership education & counseling resources***; &
- Serving as a ***clearinghouse and leading advocacy to address challenges and opportunities*** in homeownership.

Membership Benefits, Take Root MKE

- **Belong to an established network** that helps with referrals, idea-sharing, meeting CRA goals and program/product promotion, and collaborates on homeownership advocacy
- **Receive regular promotion** of your programs, products, and events
- Get **connected to first-time and interested home buyers** through events and direct referrals
- Access **scholarship dollars** for continuing education and training
- **Receive timely education** through quarterly member meetings and roundtables
- Ability to **table and present** at member-only citywide outreach and education events