



# Community Connection

Winter Edition 2007

Transforming Neighborhoods Together Since 1979

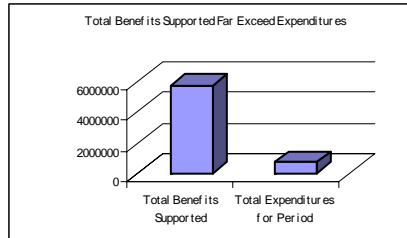
www.nwrochester.org

## NeighborWorks Rochester Invests \$600,000 in the City in 2006

In 2006, NeighborWorks® Rochester made 51 home rehabilitation loans totaling a nearly \$600,000 investment in Rochester city homes. "We have invested nearly \$2 million in improving the city housing stock over the last five years," says Eric Van Dusen, program director. "One third of that total is from 2006." Without the ability to secure a rehab loan through NeighborWorks® Rochester, city homeowners who would be considered "unbankable" by traditional financial institutions, would not be able to repair their roof, eliminate lead paint hazards, get updated kitchens, new furnaces, or safer porches, among other home improvements.

NeighborWorks® Rochester focuses solely on the City of Rochester and 100 percent of its investment is in city properties or homeowners.

"Organizations like NeighborWorks® Rochester encourage reinvestment in the city's housing stock," Van Dusen says. "As the City's sole education provider, NeighborWorks® Rochester also plays an important role in ensuring that residents have a good understand-



ing of the homebuying process and can make informed decisions.

In 2006, NeighborWorks® Rochester also helped create 75 new homeowners, performed 259 lead inspections, risk assessments or clearance tests, and educated 458 city residents at 93 pre- and post-purchase, or financial literacy classes.

Ninety percent of the organization's customers for rehab loans were under 80 percent of the area median income and 60 percent were female head of household. "Many times these residents turn to predatory lenders to get financing," says Van Dusen. "As a Community Development Financial Institution, we can be more flexible in our lending and, through our education and counseling services, help people into a more stable financial situation."

### Donor Spotlight - HSBC

NeighborWorks® Rochester celebrates HSBC, which gave \$5,000 to its Annual Partnership Campaign in January. HSBC is an 18-year supporter of our organization, in funding and volunteer time. VP & Regional Community Development Officer Tim Bargelski is a member of NeighborWorks® Rochester's Revolving Loan Fund (RLF) committee. The RLF committee reviews each rehab loan application and approves, declines or identifies ways an applicant can do more work before being approved for a loan. HSBC's \$5,000 contribution will support our Homeownership Education Program.



*Pictured on January 9, are from left, Kim Brumber, NeighborWorks® Rochester Executive Director; Tim Bargelski, HSBC; and Abby Wade, NeighborWorks® Rochester's Director of Development and Communications.*

### Physical Impact through Group Purchasing Projects A NeighborWorks® Rochester Success Story

NeighborWorks® Rochester's Healthy Blocks Initiative contributes to positive neighborhood change through physical and social reinvestment. This includes facilitating group purchasing projects, through which multiple homeowners can participate in home rehab projects at discounted "group" rates, negotiated by NeighborWorks® Rochester. In Swillburg, neighbors got new or resealed driveways through this program. "It was a good deal," says Valerie O'Hara, one Swillburg resident who participated in the group purchasing project. "They did a good job. I would recommend participating in group purchasing to other residents." Facilitating these projects



Like laundry detergent, driveways are also cheaper if you buy in bulk. Shown here is a new driveway made possible by group purchasing.

with a group of residents makes a stronger visual impact in the neighborhood. This year, NeighborWorks® Rochester will continue the Healthy Block Initiative in Swillburg, and also expand into a portion of the 19<sup>th</sup> Ward.

*If you have questions about Healthy Blocks, call Katrina Hanson at 325-4170 ext. 320.*

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**#1167: Invest in the City *A Message from Kim Brumber, Executive Director***



NeighborWorks® Rochester made nearly \$600,000 in home rehab loans and grants in 2006, a new organization re-

cord for us. To give perspective to this number, it is a small list of companies in Rochester that can say they invested more than a half a million dollars in the City – specifically the city’s housing stock. The staff and board of directors are very proud of these results.

Although we try to make it look so, it was not easy to arrive at this number. This is the critical role our dedicated staff fills. It is why NeighborWorks® Rochester works very hard to ensure that its operating revenue is diversified so that we are not wholly dependent on one source of funding. This means we partly depend on generous corporations and individual donors to make sure our basic operational needs are met so we can serve homeowners in the

city with our diverse programs and loan products.

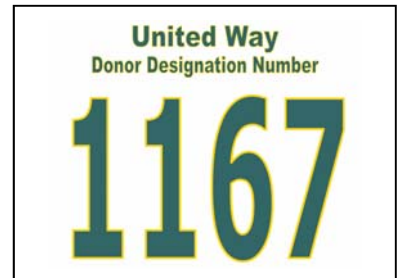
It is also why every year we ask you to remember the number 1167. 1167 is NeighborWorks® Rochester donor designate number for the United Way campaign. If you plan to give through the United Way this year, please consider designating #1167 as the recipient of your gift – 100 percent of it stays in the Rochester community.

Another way to support NeighborWorks® Rochester and our community is to participate in our annual STAR Awards Luncheon, held this year on Wednesday, June 6 at the Rochester Museum and Science Center. We take pride in recognizing those individuals or organizations in the community who demonstrate excellence in the field of community development – in fact, we are the only organization that does this. You can support this effort by nominating someone for a STAR Award, becoming a sponsor, or simply purchasing a ticket to attend the luncheon.

**Volunteers Needed:** ...If you are looking for a way to give back to the community, NeighborWorks® Rochester needs volunteers to help with Healthy Blocks, its targeted neighborhood initiative - now in both Swillburg and the 19th Ward.

We need help distributing flyers and conducting resident surveys, as well as data entry and other indoor work, in the spring and summer. All ages are welcome and appreciated.

If you are interested, please call Katrina Hanson at (585) 325-4170 ext 320.



**Guest Columnist:  
Sen. Hillary Clinton**



Lead poisoning can devastate the growth and development of our children and rob them of their potential. While we have come a long way

over the past few decades in reducing rates of childhood lead poisoning, we need to redouble our primary prevention efforts and stop kids from getting this preventable disease. According to the New York State Department of Health, more than 5,000 children under the age of 6 have elevated blood lead levels, and rates of elevated blood lead levels in New York’s children are higher than the national average.

I have long been an advocate of lead-poisoning prevention. That is why I introduced the Home Lead Safety Tax Credit Act, which would

provide a tax credit for safely removing lead-based paint hazards from homes and rental units, and provide needed incentives for property owners to ensure that homes are free of lead hazards that can harm children. It is also why I introduced legislation along with Senator Barack Obama to require that all non-home-based child care facilities be lead-safe within five years and separate legislation to tighten lead safety standards in children’s toys and electronics.

The City of Rochester is already an active partner in protecting children from lead paint and with the help of NeighborWorks® Rochester, has proven to be an example for the nation on how to effectively eradicate this dangerous toxin and help those who have already been exposed. Last March I was proud to bring together the Department of Housing and Urban Development, lead safety advocates and Rochester officials to display the city’s progress in eliminating lead-based paint in buildings and homes. During that trip, HUD Deputy Secretary Roy Bernardi toured the Orchard Street Health Center at School

17 in Rochester to see how the school has worked with the City of Rochester to implement progressive programs to reduce the risk of lead paint and its harmful effects.

I recognize how important this issue is to families in New York and nationwide. I applaud the City of Rochester and NeighborWorks® Rochester for their diligence in fighting to protect the city’s children and I hope that we can all continue working together to support innovative programs to mitigate this health risk.

*NeighborWorks® Rochester offers lead testing, clearance and risk assessment services for both homeowners and investors with properties in the City of Rochester. Call 325-4170 for more information.*



**The View**

*The View is a new section of our newsletter that highlights a different perspective of the city from various professions in the city.*

Luis Oliver has been a postal carrier for the U.S. Postal Service for 11 years.



Recently, we had a chance to chat with him, albeit briefly, as he was mid-route during the Valentine's Day snow storm.

**What is your favorite part about your job?**

Thinking about retiring-just kidding! The people I meet. It really is.

**What is your favorite part about the City of Rochester?**

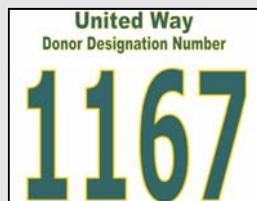
All the different addresses I get to deliver to - different restaurants, barber shops, just great places.

**What has changed (in your neighborhood or in the city) since you have lived/worked here?**

I think people being respectful to people and responsible...and keeping up their areas, their homes and businesses. More people taking ownership, you see that when they clean up their stairs so you don't fall, and they chain up their dog a little more often.

**What do you think we all could do to make the city a better place to live?**

Help me deliver mail? (laughs) No, really, positive attitudes and friendlier people. That's my biggest thing. People got to be friendlier. I walk by people on the sidewalk and go "how are you?" and nothing. That ruins my day. Oh and the other thing we need to work on is if you know there's going to be bad weather tomorrow, you don't have to tell me about it today!



BOCES students hard at work inputting data.

**BOCES Students Contribute Time and Talent**

On January 9, NeighborWorks® Rochester's Healthy Blocks Initiative received some much-needed support from nine BOCES students.

Last fall, as part of the ongoing process to measure our impact in Healthy Blocks neighborhoods, NeighborWorks® Rochester staff and community volunteers completed physical appearance surveys of individual homes in Swillburg and the 19<sup>th</sup> Ward. "The surveys also help us identify rehabilitation projects that would have the greatest impact on the most homeowners," says Katrina Hanson, Healthy Blocks Coordinator.

When the survey teams were finished, there were more than 200 surveys to enter into spreadsheets. NeighborWorks® Rochester's staff was at full capacity with few volunteers on hand. Enter BOCES #1's Office Technology - Computer Office Skills students.

"Students benefit tremendously anytime we partner with an organization to create authentic workplace experiences," says Cory Wright, Coordinator of Career Planning at Monroe #1 BOCES. "With this partnership, students went to work on a real data entry project in the actual office setting." The students brought their laptops to NeighborWorks® Rochester and for two hours they inputted data from the surveys. What they didn't complete, they took back to the classroom with them.

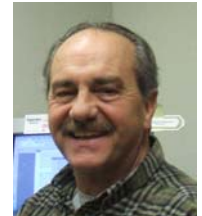
"Because of the students' help, we will have timely and accurate information to measure the impact our Healthy Blocks Initiative," says Kim

Brumber, NeighborWorks® Rochester's Executive Director. "More importantly, this partnership embodies the spirit of community that the Healthy Block Initiative promotes."

For more information on Healthy Blocks call 325-4170 extension 320, or visit [www.nwrochester.org](http://www.nwrochester.org).

**Jerry's Winter Home Maintenance Tips**

From NeighborWorks® Rochester's Housing Analyst Jerry Vergari



Clear sidewalks with liquid or granulated de-icer, a special, low-corrosive chemical that contains no salt and is better for the environment. This can be found at your local hardware store.

Keep cold air from coming in through electrical sockets on outside walls by installing special outlet insulation.

Replace outside lights with Fluorescent Soft White compact fluorescent bulbs (CFL) that use 75 percent less energy than traditional incandescent bulbs. According to [www.homedepot.com](http://www.homedepot.com), using these bulbs will save you an average of \$308 over the lifetime of the bulb, which is 13 times longer than traditional incandescent bulbs.

Seal gaps in between doors and windows with insulating kits that only require a blow-dryer to apply. These can be found at local hardware stores. Do not use expanding foam insulation. If not used correctly, this foam can expand and damage doors and window frames.

Do you have questions about seasonal home maintenance? Call 325-4170, ext.320.



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**Make a Tax-Free Donation  
from Your IRA**

If you are 70½ or older, you now have an option to make a tax-free charitable contribution to a 501c3 directly from your IRA. The 2006 Pension Protection Act allows individuals that are 70 ½ or older to make a contribution of up to \$100,000 directly from an IRA (regular and Roth) to a nonprofit institution through December 31, 2007. However, these contributions are not tax deductible.

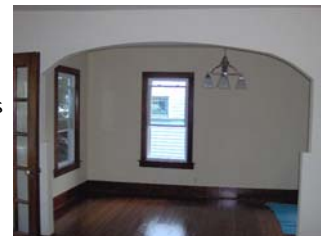
If you qualify for this kind of contribution, talk to your financial advisor, who should be able to provide more details and information.

And please consider NeighborWorks® Rochester as the recipient.

**Before & After**



Left, a house severely damaged by fire.



Right, the same house after a home rehabilitation loan from NeighborWorks Rochester.

United Way  
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**1167**



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**2006 Contributors**

We extend our appreciation to the contributors who supported us in 2006. Your continuous support and generosity are essential to our success in helping to make Rochester a better place to live, work and play!

**Thank You!**

<b>Neighborhood Promoter</b>	<b>Community Collaborator</b>
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Integrity Networking Systems	Paychex
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\* In-Kind Contributions

# STAR AWARDS

Standing Together Achieving Results



## 2007 Nomination Form

Please use this form to nominate an individual or organization for a STAR Award. The STAR (Standing Together, Achieving Results) Awards represent excellence in the field of community development. Award winners will be honored at NeighborWorks® Rochester's June 6, 2007 STAR Awards Luncheon. You may nominate more than one individual or organization; please fill out a separate form for each nomination.

### 2007 Nomination Categories

*Please note: Within these categories, NeighborWorks® Rochester is seeking nominees who have experienced measurable achievements or results, demonstrated a creative or innovative approach to a community issue or need, involved appropriate stakeholders while coinciding with current community vision, goals and strategies, and demonstrated exemplary leadership or vision.*

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Community Revitalization | <input type="checkbox"/> Economic Development       | <input type="checkbox"/> Other (Please Describe) |
| <input type="checkbox"/> Housing                  | <input type="checkbox"/> Micro-Enterprise           | _____  |
| <input type="checkbox"/> Community Organizing     | <input type="checkbox"/> Small Business Development | _____  |
| <input type="checkbox"/> Planning & Design        | <input type="checkbox"/> Job Development            | _____  |

**Lifetime Achievement**

Someone who has demonstrated significant and measurable achievements in the field of community development, and in their lives, which has resulted in improved quality of life in our community.

### Description of the Nominee

Using the award criteria, please provide on a separate sheet of paper a description of the organization or individual you wish to nominate, including relevant background information, dates, and results, if available.

\_\_\_\_\_  
*Name of Individual or Organization*

_____ <i>Street Address</i>	_____ <i>City</i>	_____ <i>Daytime Phone</i>	_____ <i>Email</i>
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### Nominator Information

\_\_\_\_\_  
*Name of Individual or Organization*

_____ <i>Street Address</i>	_____ <i>City</i>	_____ <i>Daytime Phone</i>	_____ <i>Email</i>
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Please mail, e-mail or fax completed nominations on or before March 31<sup>st</sup> by 5:00 PM to:

NeighborWorks® Rochester  
570 South Avenue  
Rochester, NY 14620  
Phone: (585) 325-4170 Ext. 320 Fax: (585) 325-2587  
khanson@nwrochester.org

