



# CalHFA's Building Black Wealth

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## OVERVIEW

### **Building Black Wealth Campaign Overview**

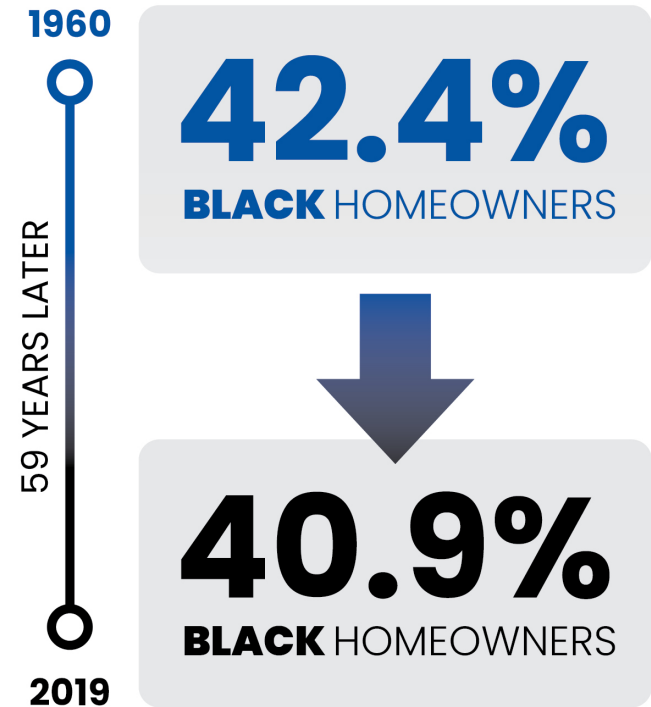
- Began February 2021
- Increase Black homeownership
- Educate the Black community
- Affirmatively further fair housing in underserved communities
- Provide the Black community with tools needed
- Address housing inequities Black homebuyers face



OVERVIEW

### Statistics

- In 2019, Homeownership Rate in California was 41%
  - Slightly lower than the 1960s, when housing discrimination was legal
- 2020 has shown a 5-point increase

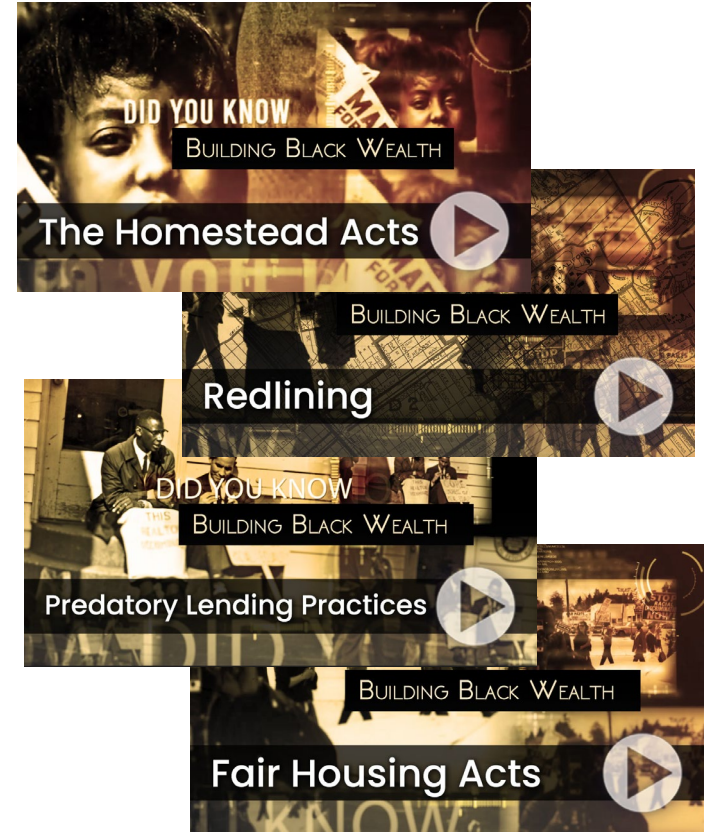




**EDUCATION &  
AWARENESS**

## **"DID YOU KNOW?"** Video Series

- Homestead Acts
- Redlining
- Predatory Lending
- Fair Housing Acts





## EDUCATION & AWARENESS

### *Tips to Black Homeownership* **Video Series**

- Educate Yourself
- Determine Affordability
- Find an Experienced Real Estate Professional
- Credit
- Debt-to-Income Ratio
- Down Payment Assistance



**PARTNERSHIPS &  
FEEDBACK**

## Outreach Partnerships

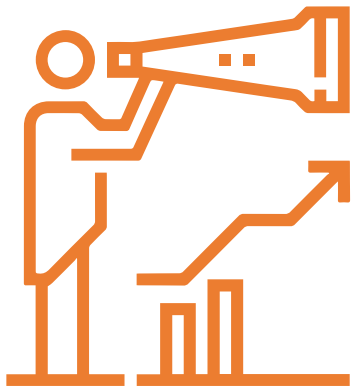
- Ethnic Media
- Faith Organizations
- Community Based Organizations (CBOs)
- CA Association of Real Estate Brokers (CAREB)
- Department of Financial Protection & Innovation (DFPI)
- CA Legislative Black Caucus
- CA Association of Realtors (CAR)



## PARTNERSHIPS & FEEDBACK

### Feedback

- Great feedback from social media to awards
  - NAACP - Resolution
  - CAREB - Award "commitment & leadership in creating wealth"
  - Sacramento Black Expo - Martin Luther King Humanitarian in Housing Inspiration award
- YouTube Ad - over 500,000 views in 3 months



## FUTURE PLANS

### Future Plans for the Building Black Wealth Campaign

- Continue sharing education & tools
- Recognize partner professionals working to increase Black homeownership
- Feature real stories of Black, first-time homebuyers
- Forming more outreach partnerships





**Thank You!**

[www.calhfa.ca.gov/buildingblackwealth](http://www.calhfa.ca.gov/buildingblackwealth)