



**Habitat  
for Humanity®**  
Greater Cincinnati



# Advancing Black Homeownership

**In June 2022, we joined together with other Habitat affiliates to commit to the Advancing Black Homeownership Initiative.**

At Habitat, we know that a system of intentional and systemic racial discrimination has prevented many Black households from owning homes. Today, the Black homeownership rate in the U.S. is the lowest of any racial or ethnic group. With the development of the Advancing

Black Homeownership initiative, Habitat seeks to ensure Black households have equitable access to successful homeownership. As the racial homeownership gap has grown, we have responded with a stronger voice through advocacy, programmatic strategy and partnerships.

*"It's a beautiful thing to be a single, African American woman with my own home. There are things that I could say that were not great in my life, but look where I am now [...] Habitat has always been there for me."*

**DEBORAH**  
Habitat homeowner  
since 1998

## A history of racial justice

Habitat for Humanity was born more than 40 years ago on a farm in southern Georgia built on the principle of radical, racial inclusivity. This intentional, interracial community was a place where people of all backgrounds

worked together and lived together on equal terms, even though doing so put their lives in peril.

The racial inclusivity practiced on Koinonia Farm remains a core guiding principle in Habitat's work today. Black families comprise of 67% of the total families we assist in becoming homeowners.



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# Advancing Black Homeownership program design

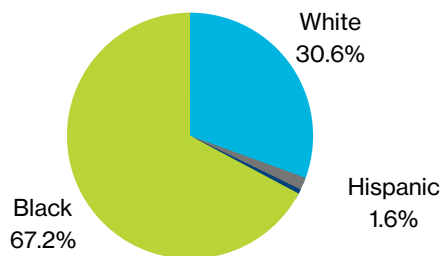
Habitat for Humanity of Greater Cincinnati is an Equal Housing Lender, which means our programs are open to people of all races. We know aspiring Black homeowners are most negatively affected by a system of discriminatory policies and practices that limit access to homeownership. The Affordable Homeownership Program is intentionally designed to remove barriers that often prevent Black households from purchasing homes.

## Habitat differs from traditional lenders and builders. We:

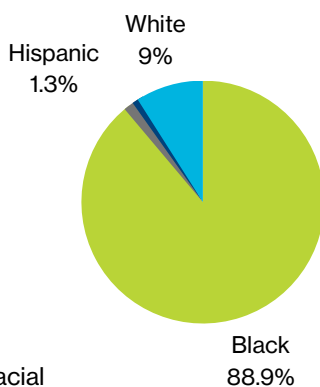
- don't require a down payment.
- issue a 0% interest mortgage.
- accept "bad debt" up to \$2,000.
- accept applicants with no credit history.
- have a unique program model. Habitat homebuyers build their home alongside volunteers reducing labor costs.
- build high-quality, affordable homes.
- build energy efficient homes to ensure low utility costs.
- require comprehensive classes covering budgeting, home maintenance and more to ensure success of homeowners.

## program demographics

Greater Cincinnati Habitat homeowners



Habitat homeowners in Cincinnati only



## join us

With the widening homeownership gap, we know there is an urgent need for change that is bigger than Habitat. Join us as we urge our legislators and change makers to enact policies that support equitable affordable housing. Learn more at [habitatcincinnati.org/advocacy](http://habitatcincinnati.org/advocacy).



## homeownership matters

Home equity is the primary wealth-building vehicle for middle-class Americans, and this is especially true for Black households, who are less invested in stocks and rely heavily on home equity to start businesses. In 2016, the median net wealth of white families was 10 times greater than that of Black families (\$171,000 vs. \$17,600). As a result, Black parents have dramatically less wealth, assets and economic security to pass on to their children, driving economic, educational and housing disparities for the next generation as well. We know that the significant racial gap in homeownership is a major reason for the tremendous wealth gap between Black and white households.