



Hearts In Homes

Project URGE, Inc.
Rochester, New York

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the process of turning that house in to a permanent stable home can take a significant amount of time, investment, and support.

Project URGE is uniquely positioned by garnishing support from various churches, organizations, and individuals that are interested in helping to stabilize families through the **Hearts In Homes** model.

Program Overview:

The primary focus of the Hearts In Homes program will be to help families move from unstable housing to transitional housing, to permanent housing (either rental or owned). This will be accomplished by providing ongoing support through a “Family Advocate” who will come along side the family for the duration of the program. The Family Advocate will link the family with homeownership training, financial capacity building, targeted referrals as needed, and mentoring—among other things. The geographic areas being focused on initially will be the North West and South West sides of Rochester. The program collaborates with local churches, organizations, businesses, and individuals.

Hearts In Homes Developmental Process Overview:

Our approach to Community Building is a multi-tiered strategy to revitalize and redevelop neighborhoods, both structurally, aesthetically, and holistically by creating incentives and steps to permanent housing, whether that is renting or home ownership.

The process includes:

- Renovating Existing Homes
- Affordable Housing and Home Ownership
- Homebuyer Education
- Business Plan
- Support Strategy for Renters and Homeowners
- Create Investment Opportunities
- Transitioning Homeless Families

Project URGE, Inc. has collaborated with local businesses, an architect and home re-modeler, as well as community and faith-based organizations to complete the development plan.

The **Hearts In Homes** program provides an opportunity for low-income families and individuals to live in affordable and stable housing as renters, renters with an option for purchase or as homeowners.

Hearts In Homes Features:

- Obtaining Houses
- Refurbishing and Renovating Existing Homes
- Screening Clients
- Transitional Housing Support
- Provide Permanent Housing Strategy
- Ongoing Support and Mentoring for clients
- Homeowner Must Remain in Ownership for a minimum of five years or be re-assessed

One of the factors that contribute to families remaining in poverty is a lack of affordable, adequate housing. This makes it difficult for families to remain in one place very long leading to very unstable environments—both within families and communities. While the acquisition of a house can occur in a relatively short period of time—

Our desired Community benefits would be:

- Reduce levels of subsidized housing
- Improved family stability
- Improved school retention and performance because of reduced family displacements.
- Increased family income and managed finances
- Increased levels of home ownership
- Home ownership creating investment and a sense of community in the neighborhood

Please contact Garry Manuel or Jane Ames if you are interested in investing in our Hearts In Homes Project; contact information is noted above.