



Vision

Advance Racial Equity, by providing a quality affordable home for every Milwaukeean

Mission

Systemwide collaboration to advance racial equity in housing.

Values

Racial Equity. Race should not predict housing outcomes. We use a racial equity lens in all decisions, including leadership and process.¹

Collective Impact. We will go further together. We are the backbone of collaboration by aligning the actions of different actors across different sectors. We champion a common agenda, shared measurement systems, and continuous communication to implement mutually reinforcing activities.²

Resident Collaboration. We will look to residents for direct advice and innovation in formulating solutions and will incorporate residents' advice and recommendations into decisions to the maximum extent possible.³

Accomplish. We will not overshadow or substitute our own judgment for those of our allies. We will continue to support work that is effective while we support new systems. We will seek additional funding and not diminish existing resources.

Innovation. We relentlessly champion improved ownership models, physical structures, and processes.

Homeownership. The systems we develop are focused on improving the chances of people of color to become homeowners and create homeownership options and pathways for households making \$15/hour or less. To the maximum extent possible we will focus on systems, strategies and policy that prioritize homeowners over investors.

Affordability. We prioritize permanent neighborhood affordability. We champion programs and policies to ensure affordability now, and in the future, for families that already live in neighborhoods that are marginalized, at affordable rates relative to neighborhood incomes, not the larger County Median Income.

Whole Person. We recognize that housing is not the only social determinant of health and will lend our support to other efforts that share our values, including wrap-around services and increased wages.

Whole Community. Housing is a regional amenity, and we need to work with our regional neighbors on effective solutions. Systems that have led to racial segregation must be dismantled to allow for people to freely choose where they want to live.

Protecting Families Vulnerable to Displacement. Displacement is harmful to families, neighborhoods, and our entire city. The systems, strategies and policies that we support will actively protect families that are vulnerable to displacement.

1 Adapted from Government Alliance on Race & Equity

2 Adapted from Collective Impact Forum

3 Adapted from International Association of Public Participation