

Join us in transforming three acres into

a world
of good

eliminating racism
empowering women

ywca

Central Carolinas

GROUNDS for CHANGE CAMPAIGN



Eliminating racism. Empowering women.

Promoting peace, justice, freedom and dignity for all.

At the YWCA, we've always leaned in

to the wounds of the world. And our community.

Always striving to do the right thing,

always stretching toward the next good thing.

We've been developing a stronger, healthier Charlotte since 1902.

Now we're developing permanent *affordable housing.*

changing the world starts right where we are

Today's affordable housing crisis is part of a much older, deeper story of inequality, exclusion and economic disparity in Charlotte and across the country. From this story has risen a groundbreaking opportunity at YWCA Central Carolinas. A 10-acre gift of land was given in the 1960's on which our Park Road campus was built. Now we are gifting three of these acres back to the community and building a small neighborhood of affordable rental homes in collaboration with The Housing Partnership, the region's preeminent developer of affordable housing. These 104 homes won't change the past or end the crisis, but will make a world of difference for many throughout generations to come. It's a healing way forward.

OUR GOAL
Build housing for
people earning:

≤ **30-60%**
Area Median Income

This equates to approximately
\$23,700 - \$47,400 per family of four or
\$16,600 - \$33,180 for an individual
per 2019 Charlotte AMI.

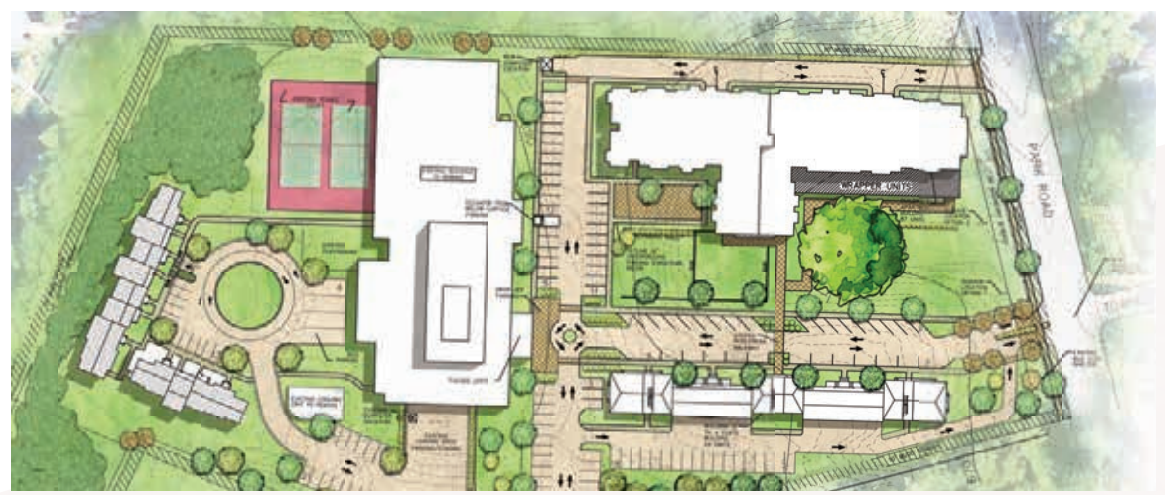
Years 2005 - 2017: **4%** - Income increase | **18%** - Rent increase

Charlotte Mecklenburg's State of Housing Instability and Homelessness Report, released September 2019 by UNC Charlotte Urban Institute

"The Housing Partnership is excited to partner with the YWCA to develop affordable housing on their Park Road campus. The bold vision set forth by the YWCA board and staff holds the promise to not only create a vibrant new community, but also to improve the economic opportunity for many low income Charlotte families. We hope our unique partnership will inspire others to imagine what they can do to create more affordable housing in their own neighborhood."

Julie A. Porter
President
The Housing Partnership

a world of possibility



Notes from the architect:

The Master Plan for YWCA Central Carolinas is organized around three strong tenets: 1) leveraging the land asset for impactful, affordable housing, 2) reorganizing the gracious site to respect the existing 150-year-old, white oak “Treasure Tree” while generating a series of community greens, and 3) creating a more efficient car and pedestrian entry focused on a thoughtful renovation of the existing building entry.

Three distinct public spaces are clearly defined: an open, less formal green space adjacent to the Treasure Tree and closest to Park Road; a stepped green between new parking and sidewalks; and a hardscaped plaza for outside gathering and YWCA class use. Ornamental trees and signage at the street entry aligns with the renovated entryway of the existing YWCA building.

- Catherine Monroe, AIA, LEED AP
The Housing Studio

a world of opportunity



Stability begins with a safe, affordable roof overhead. From there comes the ability stay in school, maintain a job, take care of our health, strengthen relationships and form social connections that sustain us emotionally and spiritually. This is why YWCA Central Carolinas has been helping women and families tackle barriers to housing for decades. Our residential *Women In Transition* program serves more than 100 women annually, wrapping them in intensive support services and connecting them to community resources as they work toward economic stability. *Families Together* does the same, housing 10 families at a time right on our campus. And the outcomes are extraordinary! Yet the critical need calls us to do more.

We have come up with a concrete solution right in our own front yard: beautifully designed, well-constructed apartments for people who work in Charlotte but cannot afford to live here. And we need your support to make it happen.

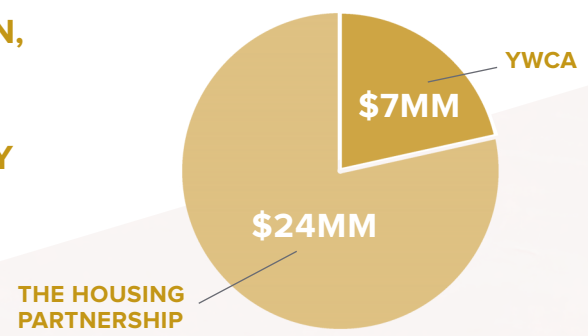
Rent/utilities monthly budget for family of three earning \$35,000 is approximately

\$875

Chances of finding a safe rental place for under \$800 is near

zero

TOTAL PROJECT COST IS ESTIMATED AT \$31 MILLION, OF WHICH \$24 MILLION WILL BE SECURED BY THE HOUSING PARTNERSHIP AND \$7 MILLION RAISED BY YWCA CENTRAL CAROLINAS.



"We are compelled to be dynamic, evolving, to challenge ourselves. Our ability to adapt and respond has been essential as the needs of our community change."
 — Kirsten D. Sikkelee
 Chief Executive Officer
 YWCA Central Carolinas



We invite you to join our
evolutionary,
revolutionary
effort to build permanent affordable rental housing
on the YWCA grounds.

It's an audacious plan,
hopeful and history-making,
door-opening,
life-lifting.

Your gift will help us help many
and be a catalyst for much more

as together we create *a world of good.*



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