



BellaCommunities

together **our** housing **communities** flourish



Myra secured affordable housing and was able to provide housing stability for her family. She is part of the working poor. Even though she receives housing subsidies, she still lives dollar-to-dollar and just barely covers her renter's portion, and other household necessities. She still longs to be part of the community and make a positive contribution, and provide more livelihood for herself and her family.

Low Income Residents THE NEEDS

Studies have shown that low-income residents have virtually little savings and reserves to weather financial hardships. In their struggle to make ends meet, residents suffer from anxiety and perilous housing instability resulting from rent skipping and evictions. It is easy for residents to lose sight, feel overwhelmed and dismiss civic engagement. Compounding the problem, a lack of involvement and local volunteerism further reduces the residents' connection to the community, which then fails to strengthen social networks and accrue social equity, and fails to foster skills-building and inculcate self-worth. The very foundations of a healthy community and personal advancement remain off-limits to the low-income residents.

Our Solutions

At Bella Communities we believe that all low-income families deserve a meaningful livelihood. At the foundation of building that livelihood is access to affordable housing. Bella Communities preserves and provides affordable housing. Complementing housing, we mobilize low-income residents to volunteer as a pathway to an earned economic opportunity and to aspire to have an enriched life. We want families to not just get by but also get ahead.

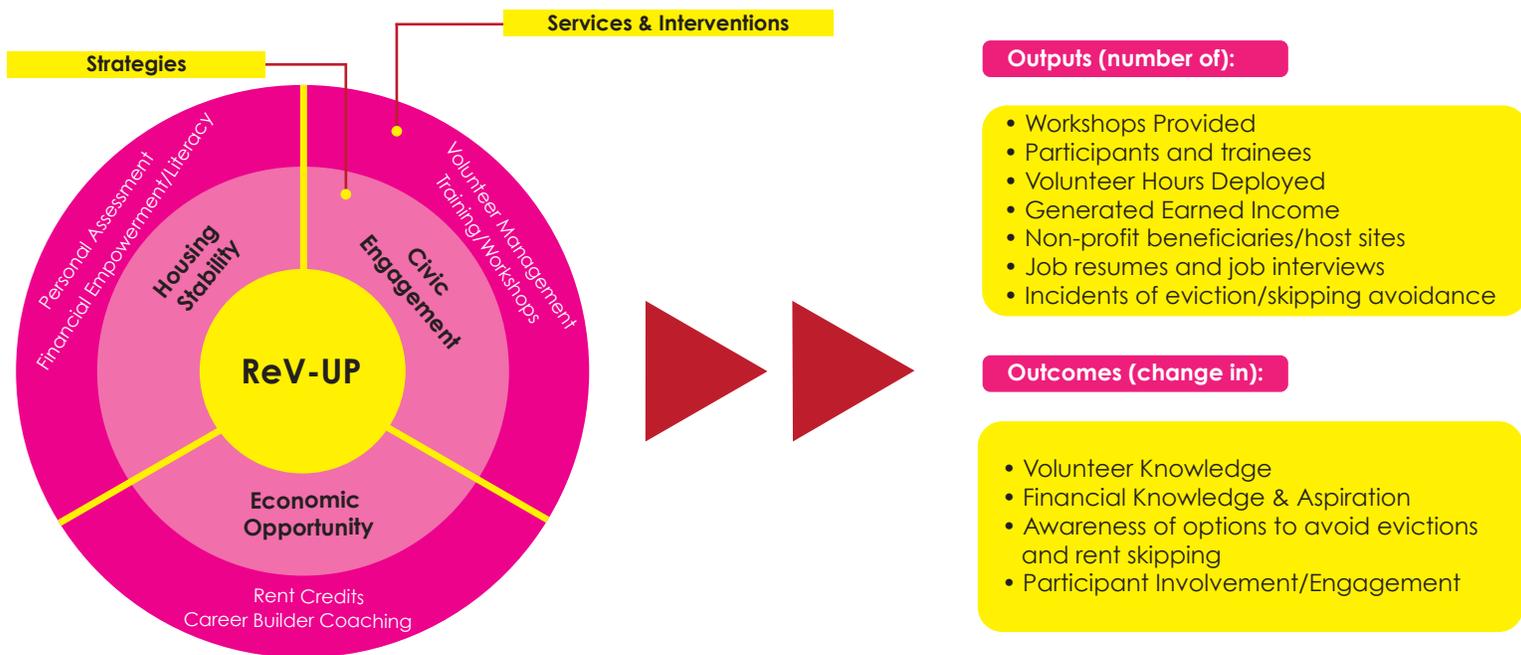
Since 2009, we have been able, through joint ventures, to attenuate this cycle by providing affordable multi-family housing to low-income families. Our Resident Volunteership United Program (ReV-UP) was launched as a pilot initiative from 2012-2013. We affixed the suffix '-ship' to 'volunteer' to denote a craft or skill gained through volunteering. ReV-UP is a structure-based training program that innovatively places volunteer-ship at the core of solving inter-related social issues. It was designed and tested as a supportive service program to tackle simultaneously financial empowerment and civic engagement.



Resident Volunteership United Program

Volunteer. Earn. Aspire

At the core ReV-UP addresses 3 main strategies: increase civic engagement, generate economic opportunity and support housing stability. Within these strategies key services and interventions are provided to drive results. The productivity and success will be measured in both outputs and outcomes. This is a holistic methodology with deliberate intent and measurable impact.



Insights from Pilot Program

We implemented the **ReV-UP** pilot program over a 2-year period (2012-2013) in 4 Indiana properties. With 100 households participating (**10% of the total outreach of 1,000**), we gathered early insights and results.



\$17,000
Volunteer Earnings



2,000 Volunteer
Hours Deployed



96% Surveyed
Felt Connected



Bottom Line Lift
From Less Rent Losses

In addition, to test the efficacy of the ReV-UP model to other related sectors, we have collaborated with a non-profit leader in Southern California that works with special needs adults by making available our ReV-UP toolkits, website and back-office engine to encourage volunteerism among its clients.

From Pilot Program to Demonstration Phase

Join Us Now. We will provide technical assistance and technology support to “early adopters” with the combined goal of outreaching to 6,000 households (among 25 properties). The ReV-UP Program Demonstration Phase will run up to 24 months. **Working together we have the following goals:**

- Mobilize significantly more residents to participate: Volunteer, Earn and Aspire
- Measure key outputs and impact to residents, property owners, and non-profit host sites
- Make refinements to the implementation and training methodology, tool kits, data collection tool, and the delivery of services
- Demonstrate the applicability and efficacy of the ReV-UP model to inform the conversation about the needs of low-income residents and evidence-based interventions

Our ReV-UP Program has received industry interest as an innovative thought-leader and has been featured by:

