

**ANNUAL WORK PLAN
COMMUNITY ACTION FINANCIAL SERVICES
2009-2010**

DESCRIPTION: The Community Action Financial Services will provide low-moderate income residents of the Lehigh Valley with education, counseling, and assistance about home ownership, individual development accounts, tenant and landlord rights and responsibilities, predatory lending, mortgage foreclosure counseling, and earned income tax credit, childcare tax credit and income tax preparation.

MISSION: The mission of the Community Action Financial Services is to provide low-moderate income families with a continuum of coordinated services in one location in order to better meet their housing and consumer credit needs and to build individual and community wealth.

GUIDING PRINCIPLES: To provide the best service possible to assist families in improving the quality of life.

STRATEGIC PLAN: II

GOALS AND PERFORMANCE TARGETS

GOAL 1 Community Action Financial Services (CAFS) will increase homeownership, stabilize neighborhoods and build community wealth, particularly for minorities and low-income households, through the provision of home ownership opportunities.

Performance Targets:

- A. 7 seminars will be coordinated for first time homebuyers, 4 in English, and 3 in Spanish; 200 families will receive certificates of completion.
- B. 50 families will receive individual homeownership counseling, which can include understanding the mortgage process, establishing and/or repairing credit, creating a budget, opening an individual development account, and understanding predatory lending.
- C. 50 families will receive pre-settlement counseling before their settlement/closing date.
- D. 75 families will purchase a home.

GOAL 2 CAFS will increase awareness of home ownership issues, opportunities and asset-building services by Lehigh Valley residents, particularly low- to moderate-income families and minorities.

Performance Targets:

- A. CAFS will conduct outreach regarding services by sending email announcements to at least 200 non-profit organizations, churches, schools, lenders, and realtors 7 times per year; notifying all local media outlets about seminars 7 times per year; and distributing a

minimum of 1,000 flyers/posters to stores, banks, businesses, churches, and government buildings.

- B. CAFS will conduct 1 educational seminar or press conference highlighting a particular need, issue, or program affecting low-to moderate-income families.

GOAL 3 CAFS will educate landlords and tenants about their respective rights and responsibilities in order to improve landlord/tenant relations.

Performance Targets:

- A. CAFS will conduct 36 education seminars at area agencies/shelters and educate 300 individuals in tenant rights and responsibilities, assessing progress through a pre- and post-test.
- B. Of those individuals who complete a pre-test and post-test, 80% will demonstrate the effectiveness of the seminar by reporting an increased understanding of their rights and responsibilities (through a pre- and post-test).
- C. CAFS will provide information and counseling to 600 landlords/tenants through telephone calls and/or other individual contacts.
- D. CAFS will distribute 1,000 Right Stuff About Renting books to local agencies.
- E. CAFS will distribute 550 Right Stuff About Renting books to individuals who request them through individual contacts and individuals who attend seminars.

GOAL 4 CAFS will provide counseling, education, and technical assistance to low-income families in order to improve financial literacy, increase personal savings, build financial assets, increase self-sufficiency, and improve quality of life.

Performance Targets:

- A. At least 50 new savers will be enrolled in the FSA program.
- B. At least 23 new savers will be enrolled in the IDA program.
- C. 50% of savers will attend educational seminars relevant to their savings goal such as financial literacy classes, home ownership seminars, or entrepreneurial classes.
- D. 100% of savers will receive individual technical assistance and counseling.
- E. At least 25 families will achieve their savings goal and graduate, using their savings for home purchase, home repair, business start-up, assets for business, education for self or child, child care, or vehicle purchase.

GOAL 5 CAFS will provide counseling and assistance to homeowners facing foreclosure in order to prevent foreclosure, maintain homeownership, and stabilize communities.

Performance Targets:

- A. 150 homeowners will receive mortgage foreclosure mitigation assistance counseling.
- B. 75 homeowners who receive mortgage foreclosure mitigation assistance counseling will not experience foreclosure.

GOAL 6 CAFS will provide free tax preparation assistance to eligible families in order to increase income, reduce poverty, and improve the economy of low-income neighborhoods.

Performance Targets:

- A. CAFS will recruit at least 80 volunteers to provide tax preparation assistance.
- B. 1,000 families will receive tax preparation assistance resulting in \$1,400,000 in federal tax refunds, \$95,000 in state tax refunds, and \$700,000 in Earned Income Tax Credits.

GOAL 7 CAFS will provide foreclosure counseling to homeowners facing imminent foreclosure actions as part of a pilot foreclosure diversion program operated by both Lehigh and Northampton Court of Common Pleas.

Performance Targets:

- A. CAFS will provide foreclosure counseling to 100 homeowners that have been served with an urgent notice and complaint from the Court of Common Pleas, Lehigh County.
- B. CAFS will provide foreclosure counseling to 100 homeowners that have been served with an urgent notice and complaint from the Court of Common Pleas, Northampton County.

GOAL 8 CAFS will ensure equal housing opportunities by investigating discriminatory housing practices and trends in the City of Allentown.

Performance Targets:

- A. CAFS will partner with the Fair Housing Council of Montgomery County to conduct fair housing testing to investigate discriminatory housing practices by realtors who are suspected of steering homebuyers to areas outside the City of Allentown.