

# strategic leadership grants

## a call for HOUSING PROPOSALS

The Community Foundation's vision **to build a vibrant community with great opportunities for all** serves as the basis for our values: **hope and opportunity, particularly for youth; collaborative community goals and decision-making; and an inclusive community.**

In the fall of 2023, the Community Foundation, in collaboration with local municipalities and economic development agencies, commissioned a study on the current needs and opportunities in Muskegon County. The study revealed that Muskegon County needs 9,000 housing and rental units across the housing continuum over the next five years to meet demand and stabilize the local housing market. Scan this QR Code to read the full results of the study.



To help increase the availability, accessibility, and affordability of housing, the Community Foundation has committed at least \$1M in grants and up to \$5M in loans to support local housing efforts.



### housing grants

Nonprofit organizations must initiate grant requests, including schools, governmental units, and faith-based organizations. Strategies may include for-profit partners and collaborators.

*Priority for grants will be given to suggested projects such as:*

- First-time homeowners' assistance, including home-ownership education
- Developer incentives with a focus on workforce housing (180% AMI)
- Explore options to preserve affordability, such as the creation of a Land Trust
- Work with current landlords to facilitate a transition to homeownership for tenants in good standing
- Work with municipalities to incentivize implementation of zoning best practices and tools to incentivize development
- Invest in supporting seniors in a transition to their next phase of housing



Priority will be given to communities with leadership active in county-wide housing discussions.



In addition, the Community Foundation is working collaboratively with leadership from the City of Muskegon Heights as a geographic focus area for investment in publicly owned lands. Grants and loans will be made to projects that meet at least one of the following:

- Purchase and remediate public land and/or blighted properties to prep for development
- Create development packages around publicly-owned land in Muskegon Heights to incentivize development
- Support home improvements for neighboring properties
- Support for community listening sessions to create a shared vision around public land development for housing



## housing loans

Loan requests can be initiated by qualified nonprofit organizations and businesses, providing the investment increases housing availability, accessibility, and affordability. Scan this QR code to learn more about the loan program.



*Priority for loans will be given to the following projects:*

- Nonprofit housing projects
- Homebuyer loan guarantees
- Partnerships with developers or banks to incentivize development and home ownership

## how much is available

At least \$1,000,000 will be granted over the next few years. We envision multiple grants will be supported in the \$20,000-\$50,000 range. Multiyear requests, with phased-out funding over three years, will be considered. In addition, up to \$5,000,000 will be available for loans.



## timeline

- Applications will be accepted on a rolling basis while funds are available
- Both grant and loan applications require a letter of intent (submitted via the online application), followed by an invitation-only application for projects that align with the priorities stated in this call for proposals
- Most grant applicants will have a decision within three months of submission
- Loan applications require approval of the Community Foundation's Distribution and Investment Committees, as well as the full board, and thus processing time may be up to four months

## how to apply

The application process is designed to be collaborative, and successful applicants should have conversations with the Community Foundation and other community partners before submitting an application of intent.

***Partners should plan to meet with the Community Foundation staff prior to submitting an application of intent!***



Apply Here  
Grant will open  
January 2025.

## questions or comments

Please contact the Community Foundation's community investment department at 231-722-4538 or [grants@muskegonfoundation.org](mailto:grants@muskegonfoundation.org).