

SPRINGBOARD



Neighborhood**LIFT**[®]
Let's Invest for Tomorrow

\$5.5 MILLION TO BOOST HOMEOWNERSHIP IN TUCSON AND SOUTH TUCSON

On September 5 and 6, 2014, Primavera Foundation partnered with Wells Fargo, NeighborWorks[®] America, and Neighborhood Housing Services of Phoenix to present the NeighborhoodLIFT[®] (Let's Invest for Tomorrow) program at the Tucson Convention Center. This exciting, new collaboration offered up to \$5.5 million in funding from Wells Fargo to boost homeownership by providing down payment assistance to first-time homebuyers, and to enhance community development and revitalization efforts.

For many in our community, down payment requirements present a steep obstacle to the dream and achievement of homeownership, especially for those whose earnings fall below the median household income for the Tucson area. During these two days, over 500 individual/families attended this event, and of those, 262 qualified for a down payment assistance grant of \$15,000. This resulted in a total of \$3,930,000 in down payment assistance (DPA), and leveraged \$27,751,900 in the approval of first-time homebuyer mortgages. Over 30 of the attendees arrived with purchase and sales agreements in hand, and will be quickly moving through the pathway to homeownership. The remainder of the DPA grant recipients is now poised to find and purchase first homes of their very own. Other attendees were provided with individual counseling sessions and assistance to develop viable plans for becoming mortgage-ready in the future. Homeownership is an important component for stable, vital, sustainable, and thriving communities. Thanks to this incredible collaborative effort, these individual/families are now on their way to make their dreams of homeownership a reality.

➔ Learn more at www.Primavera.org/lift



(above) Gary Wolfe, Vice President of NeighborWorks[®] America Rocky Mountain District; Kim Smith-Moore, Vice President, NeighborhoodLIFT, Wells Fargo; Peggy Hutchison, CEO, Primavera Foundation; Pat Nie, Wells Fargo, Community Development, New Mexico and Southern Arizona; Tucson Mayor Jonathan Rothschild; John Gibson, President, Wells Fargo Greater Southern Arizona Area; Cyndi Roberts, Regional Diverse Segments Manager, Wells Fargo.

BLAZING TRAILS *Primavera's Trailblazers Program Promotes Health and Wellness*

Primavera provides safe, affordable housing in many of our rental properties across the community. However, simply providing/obtaining housing is not the end of the equation between Primavera and its residents; it is vital for community members not just to survive, but to thrive and achieve sustainability. In March 2014, Primavera's Resident Engagement team rolled out a new health and wellness initiative, the Trailblazer program, with a focus on providing our residents with enhanced opportunities to be active, social, and healthy.

Since its inception, over 70 residents of Primavera's housing programs have enrolled in the Trailblazer program, and taken part in physical activities such as hiking (in Sabino Canyon, Catalina State Park, Tohono Chul Park, and on Mount Lemmon), bowling outings, and participating as a team in the annual NAMIWalks event, which supports the National Alliance on Mental Illness in our community. Trailblazers have also participated in cooking and nutrition classes, health education forums on topics including



(left) Residents celebrate at the top of Mt. Lemmon

heart health and dental care, and instructional sessions on bicycle safety and repair. Platinum Fitness has partnered with Primavera to provide affordable gym access for the Trailblazers, and the Drawing Studio partnered with us to offer art classes to the Trailblazers as well. (Stay tuned, as we plan to hold an exhibit this fall which will showcase the art work that was created.)

Trailblazers have also made individual "health pledges", demonstrating commitments to making and achieving goals to attain better personal health, such as increased exercise, smoking cessation, weight loss, more consistent medical care and follow through, and/or more intentional, healthy lifestyle habits.

Hannah Hafter, Primavera's resident engagement coordinator, who oversees this program, reports great efforts of collaboration, commitment, and inclusion with the Trailblazer team. These individuals have come together with energy and focus, and have helped one another through challenging activities. One Trailblazer recently stated that taking part in this program is adding years to their lives. Congratulations, Trailblazers, on your commitment to improving health, wellness, well-being, and your lives!

➔ If you would like to support the Trailblazers program, please contact us. Donations of athletic shoes and/or clothing would be most gratefully accepted. If you would like to volunteer your time with this program, to teach a skill or to lead an activity, please contact Marlo Shedlock at 318-3110.

Throughout the past year, many individuals and families have given generously to Primavera to honor and memorialize special individuals and loved ones. We are grateful to each of our donors, and we share below the names that donors designated in their personalized gifts for the acknowledgement, gratitude, and celebration of others.

In Honor of

Nancy Bissell
Mr. and Mrs. Todd Burnett
Dr. Ed Chester
Janice Crebbs
DoriAnne Dekker
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LAS ABUELITAS

AWARD-WINNING GREEN COMMUNITY

An aerial photo of the community building of Las Abuelitas. Photo by Poster Frost Mirto.

Since its debut in late 2013, Primavera's latest, innovative, state-of-the-art housing community, Las Abuelitas, designed by Poster Frost Mirto, and built by Lloyd Construction, has been recognized locally, regionally, and nationally. This multi-family, energy-efficient, secure, accessible rental housing community features a community center for residents and the greater neighborhood that includes a large, multi-purpose room, computer lab, playroom/library, kitchen, office, and children's art display area. Shared outdoor space comprises a playground, a "Common Green" sitting area, a community garden with plots for residents and the surrounding neighborhood, and a basketball court. Closed-loop glycol water heaters, an advanced rainwater harvesting system, and photovoltaic system panels that cover the parking area generate additional resources, while reducing utility costs to residents. We celebrate the following awards with all of our partners and donors, without whom this project could not and would not have come to fruition.

LEADERSHIP IN ENERGY AND ENVIRONMENTAL DESIGN (LEED) PLATINUM CERTIFICATION

LEED Platinum certification—the highest level of green building certification program from United States Green Building Council, a national organization that recognizes best-in-class building strategies and practices through their LEED designations

RESIDENTIAL ENERGY EFFICIENCY AWARD

2014 Residential Energy Efficiency Award for new construction by the State and Local Energy Report

BRIGHTEE AWARD

2014 Tucson Electric Power BrightEE Award Winner for nonprofit Energy Efficiency Partnerships

ADDITIONAL AWARDS

- Arizona Department of Housing 2014 Housing Hero Award for Exemplary Urban Multifamily Development
- 2014 National Association of County Community Economic Development (NACCED) Award of Excellence, Program for Affordable Housing

PRIMAVERA COOKS! SEASON WRAPPING UP

Primavera Cooks!, our flagship fundraising series of seasonal dinners at locally-owned restaurants, is wrapping up. With one more corporate buyout dinner in November, we are on course to reach an all-time high record for revenue-generation for this event. We are deeply grateful to all who have participated in this year's dinners that have produced the following results thus far:

30 Apprentice Chefs	\$9,500
600+ Diners	\$70,075
10 Underwriters	\$76,525
Raffle Ticket Sales	\$11,500

Cooks! has raised \$167,600 so far this season!

We are very grateful to the John M. Simpson Foundation for their challenge match grant of \$20,000, which we surpassed!

We extend our thanks to our title sponsor, Cox Communications, the Raytheon Women's Network, and Community Partnership of Southern Arizona (CPSA) for each hosting a corporate buyout dinner this season!

Thank you to the fine chefs, the restaurants and their wonderful staffs, an amazing team of volunteers, and all those who participated to make this Primavera Cooks! season the most successful to date.



University of Arizona President Ann Weaver Hart and County Administrator Chuck Huckelberry (top) help out in the kitchen at the Cox corporate buyout dinner at the Arizona Inn. Desert Diamond Casinos Director of Operations Libby Francisco (bottom) is served a course at the Cooks! Tavolino dinner.



Additional support from: KEN & LINDA ROBIN / PAM GRISSOM / JC HARRY CHARITABLE FUND

YOU ARE INVITED

Please join us for a very special book launch of *Demigods of Speedway*, a book by local author Aurelie Sheenan. Her book release event is an opportunity to celebrate the people of Tucson and support Primavera.

FRIDAY, NOVEMBER 14, 2014 | 5:30 TO 7 P.M.
LAS ABUELITAS | 440 E. 26TH STREET

Remarks from Mayor Jonathan Rothschild &
Primavera Chief Executive Officer Peggy Hutchison
Short reading by author Aurelie Sheehan

THANK YOU FOR YOUR SUPPORT

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\$10,000+

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*Primavera Foundation provides pathways out of poverty
through safe, affordable housing, workforce development,
and neighborhood revitalization.*

Springboard welcomes your story ideas, comments, and any letters you
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