

# HOUSING TRUST FUND

VENTURA COUNTY



Everyone deserves a home

Housing Trust Fund Ventura County raises \$100,000 during “Your Business Depends on Housing” event. Also debuts new logo.

**Prop 1 match brings total raised at event to \$200,000 and takes organization halfway to its \$5 million year-end goal for Ventura County affordable housing.**

**Ventura, CA** – Kicking off the summer, Housing Trust Fund Ventura County (HTF Ventura County) hosted its eighth annual educational and donor recognition fundraising event at the picturesque Maravilla Gardens in Camarillo. The \$100,000 raised during the event will grow to \$200,000 thanks to a 1:1 fund matching program provided by California State Proposition 1. HTF Ventura County is now halfway to its year-end goal of raising \$5 million in support of developing affordable housing for Ventura County. During the evening celebration, Housing Trust Fund Ventura County also debuted its fresh new logo and color palette.



Keynote State Treasurer Fiona Ma (pictured) addressed a crowd of over 200 housing advocates, business, and community leaders speaking to this year’s topic, Your Business Depends on Housing: We’re all in this together. “My vision for the State Treasurer’s Office is a proactive, solution-oriented agency that understands the dire importance of creating partnerships with the private sector,” said Treasurer Ma, who noted that she has conducted two statewide housing listening tours seeking to revamp regulations under her purview and to “ensure we help increase the production of homes in California.” Inadequate, unaffordable, and a general lack of housing for Ventura County employees, especially those in the middle- and lower-income level, is a leading factor hindering business expansion and economic growth in our community.

With increased community and business donations, HTF Ventura County can exponentially grow its revolving loan fund by leveraging State Proposition 1, the Housing Programs and Veterans’ Loans Bond, which provides a 1:1 fund matching program, up to \$10 million. “Our goal is to hit \$5 million by December 31st and then raise the additional \$5 million in 2020,” commented Linda Braunschweiger, CEO of Housing Trust Fund Ventura County. “We were thrilled to raise \$200,000 between donations and Prop 1’s matching fund at this event. Paired with previous donations and funding, we are now halfway to our 2019 goal.”

A highlight of the evening was the unveiling of HTF Ventura County's new logo. "We went through a well-crafted decision-making process to arrive at this logo," stated Housing Trust Fund Ventura County Board Chair, Jennie Buckingham. "It's amazing how all the elements have meaning and work together to truly represent who we are and what we do for affordable housing in our community." The new logo includes a multi-level home firmly rooted to the ground to reflect fund stability as well as housing stability for individuals and families. The waves depict Ventura County while the three panels are reminiscent of multiple developments and financial charts with the final panel dipping slightly to demonstrate there is still a need. The color palette represents Ventura County from its coastal waters to its plentiful agriculture, while also symbolizing HTF Ventura County's strength and integrity (deep blue), tranquil stability and optimism (light teal), and renewal and growth (green). The new tagline, "Everyone deserves a home," underscores the reason HTF Ventura County exists in our community.



## Support the Ventura County Prop. 1 Affordable Housing Campaign!

**Housing Trust Fund Ventura County** – Launched as a 501c3 nonprofit corporation in 2011, Ventura County Housing Trust Fund became Housing Trust Fund Ventura County (HTF Ventura County) in July 2019. HTF Ventura County is the local trusted leader in helping to increase affordable housing options throughout Ventura County by leveraging public-private partnerships to provide low-cost, flexible loans early in the housing development cycle. As of early July 2019, HTF Ventura County had invested \$4.7 million through its revolving loan fund, creating 143 affordable apartments and homes for very-low, low- and middle-income employees, transitional age foster youth, veterans, farm workers, and the homeless. **Just this month HTF-VC provided \$3,362,892 in three loans to create an additional 155 affordable apartments.**