



## **PNC Foundation Healthy Home Beautification Initiative Program Update**

The PNC Foundation provided \$250,000 to fund a healthy homes beautification initiative for income-qualified clients living in North Carolina. The two-year program, the Homes Energy and Neighborhood Beautification Improvement Program (BIP), will provide eligible low-income homeowners with exterior, home beautification upgrades, financial literacy and home maintenance education. The program began in 2015 and was completed in 2018. The North Carolina Community Action Association was selected to administer this grant from the PNC Foundation.

Beautification upgrades may consist of exterior painting, siding, window/door repairs, landscaping, and/or roofing repair/replacements. Qualified participants in the program could receive up to \$5,000 in assistance. To be eligible, the homeowners' annual household income must be at or below 200% of the US Department of Health and Human Services Federal Poverty Guideline. Eligible properties are owner-occupied homes. Program participants must have lived in their home for at least three years and agree not to sell the home for three years after receiving beautification upgrades. Homeowners must show proof that property tax liabilities are current with the state.

Funds from the PNC Foundation were used to complement energy efficiency upgrades that low-income homeowners receive through Duke Energy's Helping Home Fund. The Helping Home Fund provides energy upgrades that include insulation, heating system upgrades, appliance replacements and health and safety repairs.

Maintaining a home is a challenge for families who live in poverty. The BIP program was used to help PNC customers upgrade their homes. In addition, homeowners receiving assistance through the BIP program were also provided educational materials on home ownership and financial literacy.

Home improvements under the BIP program were completed by Community Action Agencies and other non-profits already serving the needs of the low-income community through the NC Weatherization Assistance Program (WAP). These service providers also provided upgrades funded through Duke Energy's Helping Home Fund.

Over the two-year period, the PNC Foundation grant has provided exterior home upgrades to 52 homes in the PNC North Carolina service territory. Furthermore, the PNC Foundation funds were leveraged with \$475K of funds provided by Duke Energy's Helping Home Fund. The

Duke Energy funds were leveraged with federal appropriations from the Department of Energy (DOE) and the Low-Income Home Energy Assistance Program (LIHEAP).

This grant from the PNC Foundation has changed people's lives. Often, those living in poverty lose hope and become embarrassed by their living conditions. The PNC foundation grant has restored hope to 52 families. It is impossible to place a dollar value on the emotional and health benefits to the families who were served. We join with the Foundation in celebrating the success of this program. We welcome the opportunity to serve even more families through additional grants from the PNC Foundation.