

CENTER *for* NEW YORK HOMEOWNERSHIP

FY 2026–2031 Strategic Plan

MESSAGE FROM THE CEO AND BOARD CHAIR

We are excited to share our new Strategic Plan, developed to guide our work over the next five years (FY 2026–FY 2031). This plan builds upon our work over the past 18 years to advance and safeguard homeownership opportunities for middle- and working-class families in New York. Our new name, the **Center for New York Homeownership**, reflects our commitment to enhancing our effectiveness and focusing our resources on strengthening and expanding the affordable homeownership ecosystem. Our goal is to make it easier for New Yorkers to buy and keep homes they cherish, in communities they love.

Homeowners are navigating uncertain times, from rising costs and fluctuating property values to concerns about access to reliable resources and support. This plan integrates input from homeowners and buyers, our Board, staff, clients, and stakeholders, reflecting our dedication to addressing the evolving needs of those we serve.

Our strategic goals are designed to strengthen partnerships across the ecosystem, allowing the Center to expand its reach within the communities we support and generate sustained positive outcomes.

Our new strategy aims to:

Strengthen outreach efforts so that homeowners know of resources and can access services before problems become crises.

Expand the impact of New York's **homeownership ecosystem** with stronger partnerships and increased resources.

Support legislation and public investments that meet the needs of homeowners and homebuyers at the city, state, and federal level.

Increase capital available for homeowners and homebuyers in New York.

Ensure homeowner needs are met by **sufficient and sustainable funding sources**.

Partnerships are central to our efforts, ensuring resources reach homeowners through government, philanthropy, and community organizations. As climate issues, rising costs, and inequities increase, stable and affordable homeownership becomes even more essential. We aim to build lasting solutions, responsibly manage public investments, and equip New York homeowners to stay in their communities. By preserving homes, we protect opportunity, equity, and resilience for future generations. Our refined strategy lays a foundation for ongoing progress, adaptability, and innovation.



Christie Peale
CEO & Executive Director



Colvin W. Grannum
Board Chair

Our Story

Center for NY Homeownership

Shaping a Future New Yorkers Can Own.

Founded in 2008 to address New York City's foreclosure crisis, the Center's work has expanded to provide comprehensive services that connect homeowners with community groups, government, and private funders. The Center has also developed best practices to help homeowners navigate natural disasters (such as Superstorm Sandy and the COVID pandemic), connecting them with resources that address income loss, tenant issues, taxes, aging, health, and home repairs.



For the Center, advancing homeownership in New York is vital for fostering intergenerational wealth, enhancing neighborhood stability, and addressing the state's (and New York City's) low rate of homeownership. Homeownership contributes to community strength by encouraging civic participation, supports affordable housing through owner-occupied rental options, and serves as an essential mechanism for narrowing racial gaps in homeownership.

At the height of the foreclosure crisis, unprecedented public investment allowed us to respond to urgent homeowner needs at historic scale, bringing relief and stability to thousands of families in New York City. In 2012 and 2014, we expanded our services to reach the entire State. To date, we have served more than

5 million

homeowners across New York, delivered over

$626 million

in zero-interest loans, and preserved

$31.7 billion

in property value.

Our work demonstrates the impact of coordinated action and the resilience of communities facing extraordinary challenges. Over the past eighteen years, the Center has not only expanded affordable homeownership resources across New York; it has also become a trusted leader and convener for the ecosystem itself. As new needs and opportunities arise, we will continue to expand programs that support homeownership for middle- and working-class New Yorkers.

THE CENTER'S HISTORY AND IMPACT

BUILDING NYC'S HOMEOWNERSHIP SAFETY NET

2008 — **Mayor Michael Bloomberg** and Council Speaker Christine C. Quinn join with philanthropy and community-based non profits to create the Center for New York City Neighborhoods.

2010 — **The Center's 29 network partners** help 10,000 homeowners avoid foreclosure. The Center launches the Mortgage Assistance Program (MAP) through its subsidiary, Sustainable Neighborhoods LLC.

TAKING HOMEOWNER SERVICES STATEWIDE

2012 — **The New York State Office of the Attorney General** names the Center the NYC Partner for the Homeowner Protection Program, expanding foreclosure prevention statewide and strengthening protections for homeowners. The Center establishes a statewide call center that connects homeowners to HOPP partners across New York.

2014 — **The New York State Attorney General's Office** funds Sustainable Neighborhoods to take the Mortgage Assistance Program statewide.

2019 — **The Mortgage Assistance Program** helps 3,120 New Yorkers stay in their homes, providing over $100 million in direct financial assistance.

STRENGTHENING RECOVERY, RESILIENCE AND SUSTAINABILITY

2013 — **Superstorm Sandy:** The Center integrates housing counseling and legal services into the NYC Build It Back program that helps 4,000 homeowners navigate disaster recovery, repair, rebuild, and elevate their homes, and provides $12 million in temporary housing support.

2015 — The Center launches **Floodhelpny.org** to help homeowners understand flood risk and flood insurance and access climate resilience programs like free building audits.

TURNING RESEARCH INTO ACTION TO PREVENT DISPLACEMENT

2015 — **The Center and 29 housing organizations** form the Coalition for Affordable Homes to advocate for policies and programs that fight the displacement of LMI homeowners.

THE CENTER'S HISTORY AND IMPACT

2017

The Center, Habitat for Humanity NYC, MHANY & UHAB launch the **Interboro Community Land Trust**.

The Center's report **East New York: Preserving Affordability in the Face of Uncertainty** sparks HomeFix; scam-prevention with the NYS OAG; work to combat predatory home flipping and deed theft; and the Homeowner Help Desk, which has served more than 10,000 homeowners citywide.

A DECADE OF IMPACT

2018

The Center marks its 10th anniversary and publishes **Aftermath: Affordable Homeownership in New York City**, examining the impact of the 2008 foreclosure crisis on homeownership and proposing solutions.

2019

The Center launches the **Black Homeownership Project** to research and develop strategies for increasing Black homeownership.

PROTECTING HOMEOWNERS THROUGH THE PANDEMIC

2020

The Center pivots operations to support homeowners in crisis during the COVID pandemic. As foreclosure moratoria take effect, the Center works with partners and elected officials to advocate for the Homeowner Assistance Fund, covering costs such as mortgage payments, property taxes, and condo and co-op fees.

In partnership with NYS Homes and Community Renewal, the Center administers the fund for New York State and ultimately disburses more than $470 million, stabilizing over 18,000 households statewide.

PRESERVING INHERITED HOMES AND GENERATIONAL WEALTH

2024

The Center launches the **Heirs Property Protection Program** (HP3), developed with its network of New York State partners and national funders, to prevent the loss of inherited homes and preserve intergenerational wealth. The model offers a framework for funders and partners interested in supporting or replicating similar work and builds on the Center's work to expand estate planning resources with public and private funds.

2026

The Center releases a new strategic plan and a new name: the Center for NY Homeownership!

Our Strategic Plan

The FY 2026-31 Strategic Plan sets our sights beyond urgent, just-in-time responses, toward building long-term systems capable of strengthening the foundation of affordable homeownership.

This new strategy is specifically designed to maximize our impact across the state's homeownership ecosystem. This strategy will promote stability and offer greater security for homeowners in New York's diverse middle and working class communities. We will work to create lasting pathways to homeownership for New Yorkers, making equity, stability, and opportunity integral to the housing system.

WHY HOMEOWNERSHIP?

Homeownership remains the single most powerful tool for building intergenerational wealth in America and has remained just out of reach for many New Yorkers. When New Yorkers can buy and keep their homes, they invest in their neighborhoods and their futures while building equity that passes to the next generation. Homeownership also allows the state to retain essential workers and sustain vibrant neighborhoods. Expanding access to affordable homeownership isn't just a benefit to individual families; it's an investment in the long-term health and diversity of New York's economy and communities.

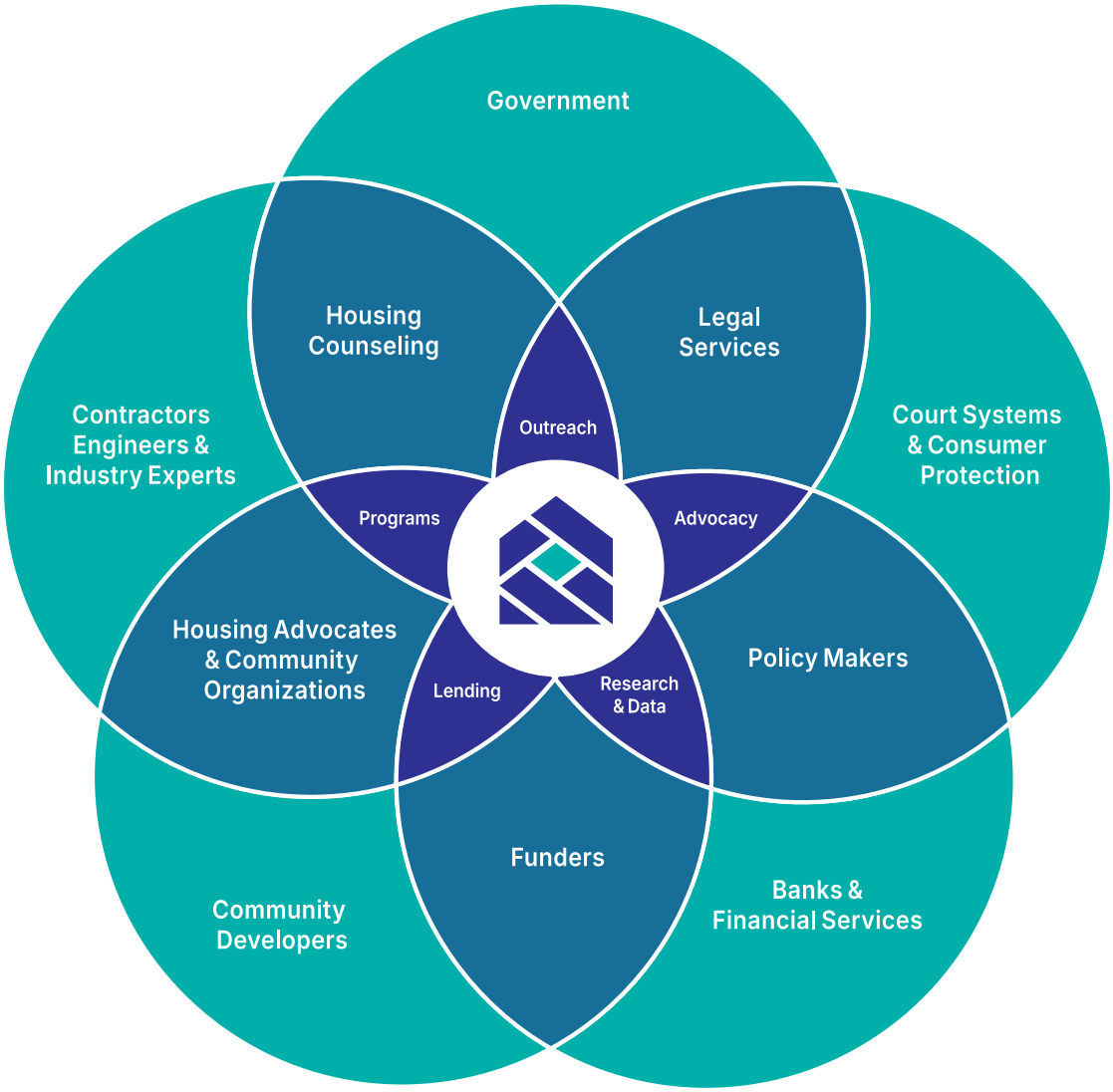
WHY NOW?

Over the past decade, median home prices in New York State have risen more than 62%, well above the 39% increase in inflation. New York City home prices grew at a similar pace, increasing just over 65% during the same period. By 2022, nearly 40% of New York State and more than 43% of New York City households with a mortgage were cost-burdened, spending over 30% of their income on housing.

Overall, the rates of homeownership in New York State (54%) and New York City (33%) significantly lag the national average of 66%. And in New York City, homeownership rates remain much lower for Black (26%) and Hispanic (17%) households than for White (42%) and Asian (45%) households. The gap is even wider statewide, where White (67%) and Asian (52%) residents have homeownership rates far above those of Black (32%) and Hispanic (29%) residents.

High housing costs in 2026 have driven many low- and middle-income homeowners to a breaking point. Rising repair and insurance costs, expired foreclosure moratoriums, and higher property taxes and municipal fees are putting additional pressure on homeowners. For the Center and many New York homeowners, the next five years will be critical to strengthening the Affordable Homeownership Ecosystem's capacity to help New Yorkers navigate increasingly complex barriers to homeownership.

THE AFFORDABLE HOMEOWNERSHIP ECOSYSTEM



The affordable homeownership ecosystem engages partners across industries and all levels of government to fight predatory actors, prevent displacement and make homeownership possible for more New Yorkers.

THE NEW CENTER FOR NEW YORK HOMEOWNERSHIP

Our new name, the **Center for New York Homeownership** clearly describes what we do and aligns directly with our mission. Most importantly, it highlights our renewed commitment to using our work, expertise and connections to position the organization as a lead facilitator at the center of the homeownership ecosystem.

OUR MISSION

We help New Yorkers overcome barriers to homeownership.

OUR VISION

We are relentlessly optimistic about creating clear pathways for people to buy and maintain homes in New York. When New Yorkers can own and keep their homes, entire communities benefit.

In our vision for an affordable New York:

01 Current and future homeowners have the resources & capital to solve today's problems while investing in their homes for tomorrow.

02 Neighborhoods and communities offer inclusive and affordable homeownership opportunities.

03 Homeownership programs and services create pathways to homeownership and help homeowners keep their homes.

04 Funders make catalytic investments in affordable homeownership.

05 Partners in government drive policies that protect and promote affordable homeownership at scale.

OUR APPROACH

We **drive, design, and deliver** solutions to help New Yorkers tackle the most complex challenges to homeownership.

Our comprehensive view of the landscape and deep expertise enable us to surface issues and convene stakeholders so we can support homeowners at scale and advance systemic change. Together, we're delivering capital, programs, services, outreach and education to help homeowners build thriving communities, for this generation and the next.

OUR PARTNERS

We're here for homeowners, homebuyers, community-based organizations, and institutions who want to make affordable homeownership possible for a wider cross section of New Yorkers. Our partners include funders, government agencies, elected officials, industry experts and community-based providers. Together, we strengthen New York's affordable homeownership ecosystem by identifying and scaling innovative approaches and pilots and work to translate effective practice into long term policy change.



Strategic Goals

01 INTENSIFY OUTREACH EFFORTS

Many homeowners only learn about our services during a housing emergency, which limits their options for assistance. To prevent this, the Center will:

- **Strengthen outreach** to ensure homeowners know where to go when they need help, can avoid scammers, and get help before their problem becomes a crisis.
- **Strategically position digital advertising** to ensure homeowners and ecosystem actors know who we are and where to get help.
- **Leverage outreach to gather information** about homeowner needs and develop a feedback loop to continually improve our messaging and outreach strategies.

IMPACT

Homeowners know their options and can access assistance before they reach a crisis point.

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02 STRENGTHEN AND INCREASE PARTNERSHIP ACROSS HOMEOWNERSHIP ECOSYSTEM

The Center's work is built through the participation and coordination of a cross-section of partners across the homeownership space. The more fractured the homeownership ecosystem, ecosystem partners lose the structural support than make their individual efforts effective. To increase the impact and efficacy of the ecosystem, the Center will:

- **Increase our capacity to collect and aggregate homeowner needs** and feedback and communicate to government and other funders.
- **Articulate a program evaluation framework** that identifies and builds on best practices, demonstrates impact and improves homeowner outcomes.
- **Building feedback loops** that strengthen the resources and infrastructure needed to hear directly from partners in real time about issues impacting homeowners.
- **Build new strategic partnerships** where gaps exist in both New York City and State.
- **Incorporate homeowner feedback** into program design and evaluation.
- **Advocate for resources** to strengthen the ecosystem and support favorable long term policy change.

IMPACT

A homeownership ecosystem built of stronger partnerships delivers better outcomes to homeowners.

03 ALIGN CITY, STATE, AND FEDERAL AGENDAS IN WAYS THAT GENERATE A MORE SUPPORTIVE LEGISLATIVE AND FUNDING ENVIRONMENT FOR HOMEOWNERS

The Center's innovative programs and practices can not only be replicated, but they also have the potential to reshape national policies for single-family homeowners. To expand influence, the Center will:

- **Amplify our policy and advocacy** work on a national level, elevating local trends and bringing national ideas to the local level.
- **Create feedback loops** that electrify an ecosystem and result in more coordinated resources and information.
- **Strengthen our data-gathering capacity** to communicate our impact and knowledge across the wider homeownership ecosystem.

IMPACT

Homeowners benefit from legislation and funding that prioritize their needs, at the city, state, and federal levels and deliver more opportunities to purchase or repair homes, and build wealth.

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04 STRENGTHEN THE SINGLE-FAMILY MISSION-DRIVEN FINANCIAL SECTOR IN NEW YORK

Many homeowners face significant difficulties accessing the right kind of capital at the point in time when they need it most, for purchase or repair. To address this need, the Center will:

- **Identify gaps in the financial system** and raise money to create new funding vehicles to ensure homeowners get access to capital when they need it.
- **Improve Sustainable Neighborhoods LLC's ability** to get homeowners access to capital by improving outreach, streamlining applications, and improving lending processes.
- **Leverage our policy and advocacy capabilities** to increase availability of capital and operating resources for NY's single-family CDFIs.
- **Influence the private financial market** to better meet homeowner needs.

IMPACT

Homeowners and aspiring homeowners increased access to mission-driven capital.

05 IDENTIFY NEW RESOURCES AND STRATEGIES TO SUPPORT AND SUSTAIN THE AFFORDABLE HOMEOWNERSHIP ECOSYSTEM

Despite the good intention our ecosystem partners, their ability to function is contingent on access to stable resources that enable them to not only keep the light on, but to function effectively. A single weak partner can diminish the strength of the entire group. To support the Homeownership Ecosystem's sustainability, the Center will:

- **Diversify and Grow funding sources** to mitigate risk in a competitive funding environment.
- **Increase overall funding for partners** to our impact on the affordable homeownership ecosystem.

IMPACT

Homeowner needs are met by a well-resourced, sustainably funded homeownership ecosystem.

THANK YOU!

JOIN US IN SHAPING A FUTURE NEW YORKERS CAN OWN.

Center for NY Homeownership

60 Broad Street
38th Floor, Suite 3850
New York, NY 10004

(212) 566-3050

info@cnyh.org
press@cnyh.org

Center for NYC Homeownership

@CNYH.org

@CNYH_org

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