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Notes:

Monica, Please find attached a HAF funding request from the East San Diego County Association of REALTORS, for the purpose of holding our 2nd Homebuyer Fair on April 28, 2007. I trust that this allows sufficient time for the Committee to review our application. My direct line is 619-589-4818, please call with any questions or input you may have. Thank you.

**Kay LeMenager
Broker Associate
Coldwell Banker**

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REALTOR® ASSOCIATION Funding Request Form

Date: January 4, 2007

Funds Requested By:

Applicant/REALTOR® Association: East San Diego County Association of REALTORS

Address: 1150 Broadway, El Cajon CA 92021

City/Zip: El Cajon, CA 92021

Telephone: 619-579-0333

Fax: 619-588-6510

Name of Executive Officer: Share Jackson

Email Address: Share@esdcar.org

Contact Person (if different): Kay LeMenager

Email Address: KLeMenager@aol.com

Web Site Address: www.ESDCAR.org

Purpose of Funding:

To pay one half the expenses to hold a First-Time Homebuyer Fair in El Cajon on April 28, 2007.

Recipient of Check: East San Diego County Association of REALTORS (name of organization)

Treasurer/Financial Officer: Sally Valdez

Address (Street/P.O. Box): 1150 Broadway, El Cajon CA 92021

Federal Tax ID #: 98-3085033

Brief Program Description:

A first time homebuying fair to provide current & potential residents with information about available local programs.

Amount Requested: \$ 3500

Authorized By (to be completed by HAF): _____

IMPORTANT: REALTOR® Associations must attach a copy of Association minutes which authorized this request for funds.

To avoid delays in processing requests, please be sure the above information is complete and accurate. INCOMPLETE FORMS WILL BE RETURNED FOR FURTHER INFORMATION. Requests for funds will be received on an ongoing basis throughout the year. The review process will typically take 30 to 45 days from the date on which a request is received. The review process may be delayed if additional information or clarifications are required.

E-Mail completed form to: monicar@car.org

For more information call: (213) 739-8380

Program Description: *Please attach additional material as necessary.*

1. Please describe, completely and concisely, the purpose of the program:

This will be our second Homebuyer Fair and we hope that it will become an annual event. ESDCAR will offer members, affiliates, ancillary services, nonprofit groups and government agencies an opportunity to provide first time homebuyers with the information, tools and resources to realize the dream of homeownership.

2. Please describe the history/evolution of the program:

In June 2004 Past ESDCAR President Roseanne Wood and Kay LeMenager attended the Housing Summit at the Sacramento CAR Business Meetings. A Homebuying Fair Task Force was formed which evolved into our Housing Opportunity Committee. ESDCAR held their first Homebuyer Fair March 25, 2006 and it was considered a success by participants and attendees.

3. What are the benefits and who are the beneficiaries of the program?

Local residents will have an opportunity to meet with various service providers including but not limited to; non-profit credit counselor, representatives from various cities' first time homebuyer assistance programs, REALTORS, lenders specializing in first time home-buyer programs, Fair Housing Council, and Ancillary Service providers. Attendees will be able to gain knowledge about the process and necessary steps to attain home ownership.

4. What is the significance of the program to REALTORS®? How will this program affect housing affordability in your community?

Our members will have an opportunity to participate in an event that will promote available financing assistance programs to local residents and will result in those programs being utilized to help achieve more ownership among 80-120% area media income residents. It is expected that participating members will assist qualified residents in locating and purchasing homes. It will not affect housing affordability.

5. Who has overall responsibility for the program and, if different, who has day-to-day responsibility? How are these persons selected, and what are their qualifications?

The Housing Opportunity Committee is responsible for the program and will be assisted by Michelle Hernandez, staff liason and Sally Valdez, Association CFO. The committee consists of volunteer association members, Ms Valdez has been with ESDCAR for at least 17 years and Ms Hernandez was hired because of her applicable job skills.

6. What are appropriate measures of success of the program?

The program will be measured by accomplishing these three goals; enthusiastic vendor and resident participation, a small profit, which will then be reinvested in endeavors supporting affordable housing opportunities and the additional benefit of attracting dedicated & committed Housing Opportunity Committee members.

7. Do other programs provide the same or similar service? How does this program differ?

The El Cajon Community Development Corporation has held Homebuyer Fairs in 2005, 2006 and has another event planned for September 2007. Our organizations explored the possibility of a 2007 collaborative effort, but ESDCAR committee members felt that there was a potential conflict of interest since the ECCDC focus is more limited in scope and would not offer our Association members desired benefits. However the joint goal of offering two yearly events will be accomplished and the two organizations will continue to cooperate and participate in each other's efforts.

8. Will part or all of H.A.F.'s committed funds be recoverable? Yes No

If yes, please explain and provide estimate of recoverable funds.

9. Has your association made a contribution to H.A.F.? Yes No

If yes, what was the amount of the contribution.

\$2500

Program Budget

1. What is the budget for this program? \$7000

If program has an indefinite term, what is the annual budget? _____

2. What percentage of the total program budget would be comprised of the C.A.R.H.A.F. funds requested?
50%

3. Has the program received C.A.R.H.A.F. funds in the past? Please provide year(s) and amount(s):
ESDCAR received \$3000 in 2005 which was used for the Homebuyer Fair in March 2006.

4. How will C.A.R.H.A.F. funds be used among the following categories?

Category	Amount	Percentage
Admin/Overhead	<u>\$ 3500</u>	<u>50%</u>
Direct Services	_____	_____
Fundraising	_____	_____
TOTAL	<u>\$ 3500</u>	<u>50%</u>

Fundraising Strategy:

1. Please indicate specific sources/groups and amounts of revenue already raised for this program.

Sources/Groups	Amounts
US Department of Housing & Urban Development	\$500

2. What sources/groups are targeted for additional funds and at what amounts?

Sources/Groups	Amounts
Affiliate ESDCAR Member Sponsors 5@\$500	\$2500
Member Participants 20@\$150	\$3000

3. What fundraising techniques will be employed?

By getting the word out to our members before year-end for their planning purposes and lowering the participation fee from \$200 to \$150 we expect to fill all of the available space.

4. What role will consultants play in fundraising?

None, but a local television and radio financial advisor personality has not only agreed to make a guest appearance again this year but has also given permission to use his name in promotional materials and will promote our event on his shows. It is the committee's expectation that Mr. Chamberlin's participation will contribute to greater member response.

(A) Will a percentage of the funds raised accrue to such firms? Yes No

If yes, what percentage? ___%

N/A

5. What is your timeframe for fundraising and what is the timeframe for the program?


We began planning the April 28, 2007 event in September 2006 and sent out our first notice to Association members in December 2006 to solicit their paid participation.

6. Have you successfully raised funds in the past for similar programs? Please explain:

ESDCAR realized a small profit with the 2006 Homebuyer Fair and repaid HAF the \$3000 we were granted.

I promise to send a follow-up report to the C.A.R.H.A.F. Committee within 30 days after the contribution.

Signature:  _____, Association President

Signature:  _____, Association Executive

C.A.R.H.A.F. Expenditure Guidelines

The following guidelines indicate the many ways in which C.A.R.H.A.F. funds may be used to advance the housing affordability interests of REALTORS® and REALTOR® organizations.

C.A.R.H.A.F. funds **CANNOT** be used for activities that directly or indirectly support or oppose a candidate for public office.

C.A.R.H.A.F. funds **SHALL NOT** be used to support or oppose the following: 1.) Ballot Measure Campaigns; 2.) REALTOR® Issue Mobilization Campaigns; 3.) Dues and Contributions to Coalitions; 4.) Receptions/Events/Conferences; 5.) Professional or Volunteer Advocacy; 6.) Advocacy and Policy Education; and/or 7.) Policy Research and Consulting Services. These functions are supported by IMPAC funds.

C.A.R.H.A.F. funds must be used for charitable purposes that supports C.A.R.H.A.F.'s mission to play an active role in addressing the ongoing housing affordability crisis facing our state by promoting homeownership and addressing housing affordability issues statewide. The term charitable is used in its generally accepted legal sense and includes, but is not limited to, relief of the poor, the distressed, or the underprivileged; advancement of religion; advancement of education or science; erection or maintenance of public buildings, monuments, or works; lessening the burdens of government; lessening of neighborhood tensions; elimination of prejudice and discrimination; defense of human and civil rights secured by law; and combating community deterioration and juvenile delinquency.

For specific information on C.A.R.H.A.F. guidelines and procedures, contact C.A.R.H.A.F. staff: Monica Rodriguez (213) 739-8380 or email at: monicar@car.org.

C.A.R.H.A.F. Guiding Principles

The Committee agreed to base its decisions upon the following guiding principles:

- In general, all programs should require matching funds to leverage C.A.R.H.A.F. funds. This includes grants to local associations. For example, a local association could request funds from C.A.R.H.A.F. for a project, but it should be able to obtain matching funds from other entities such as lenders, government, non-profits or other housing advocates.
- Where possible, funds should be recoverable.
- A REALTOR®'s services should be encouraged in all home purchase transactions. This will require that REALTORS® become familiar with both the C.A.R.H.A.F. and the programs offered by C.A.R.H.A.F. partners.

Self-Help Project Guidelines:

At no time will HAF commit more than 50% of the remaining 25% total annual disbursement to Self Help projects (including Habitat for Humanity). Request for funds will not exceed the LESSER of: A) \$50,000, or B) 10% of total existing funds. However, if a Regional approach with a majority of associations develops a large Habitat program, HAF may grant funds up to 10% of total existing funds. In addition, HAF may consider granting a larger sum with consent of the Board of Directors.