OUR PROGRAM
The lack of affordable housing and homeownership education in Wisconsin was already at a crisis level prior to the onset of COVID-19. The pandemic has further affected declining homeownership rates, increased foreclosure filings, and limited access to resources to repair homes.

Take Root® Wisconsin is a new statewide network that brings together private and public stakeholders to increase homeownership and help people buy, fix, and stay in their homes.

OUR MISSION
1. Improve homeownership in struggling communities
2. Increase first time homeownership
3. Prevent property and bank-owned foreclosures
4. Improve housing quality, health, and safety

OUR NETWORK
As a program within WISCAP, Take Root® Wisconsin’s network of community organizations, housing counseling agencies, Realtors®, lenders, government leaders, and other groups work to promote sustainable homeownership.

GUIDING PRINCIPLES
- Strive for optimal outcomes & sustainable results
- Become a trusted & recognized leader
- Foster an environment that is committed to growth
- Embrace inclusivity
- Drive equity and remove discriminatory barriers
- Prioritize communities that are struggling with issues related to homeownership