

Proud Ground Equity Statement
Established in 2016

Proud Ground believes that permanently affordable homeownership should be available to all families and individuals, especially communities of color which have traditionally been left behind or displaced by gentrification. Proud Ground believes that neighborhoods should be ethnically and economically diverse. This is why equity is a central part of our mission, daily operational focus and long-term strategic planning.

Promoting equity is a way of thinking and acting that works to combat the effects of institutional racism. It is acknowledged that a history of policies and practices have created significant and detrimental disparities in our community. We are committed to creating opportunities to redress how race, ethnicity, national origin, sex, gender identity, sexual orientation, class, ability, geographic, age and other forms of bias have reduced the access to safe, decent and affordable housing. We apply our experience, as individuals and as an organization, to provide permanently affordable homeownership opportunities to those families who have been the subject of such bias.

At Proud Ground, serving **multi-cultural communities, families and individuals** is the foundation of our work. Our homeowners and clients represent the communities we serve, including communities of color and working families of modest means. Our expertise is delivering permanently affordable homeownership opportunities and our qualified staff makes us uniquely positioned to provide our clients with the needed skills and resources to achieve their homeownership goals. By working in partnership and collaboration with culturally-specific organizations we create critical connections to the communities of color we serve. We strive to reflect the diversity of our clients on our Board of Directors and in our staff. We work with companies and certified M/W/ESB businesses to promote economic opportunities for contractors of color and those who are underrepresented in the contracting pool.

Our strategic focus is to lower home prices through the community land trust model of permanent affordability is key to the advancement of our equity goal. Community land trusts are part of a proud tradition of promoting social justice and building strong inclusive communities. Proud Ground remains on the leading edge of this movement locally, regionally and nationally.

Proud Ground aspires to be a critical link in the housing continuum and in the spectrum of organizations committed to these efforts. Our outcomes will be evaluated and refined through this equity lens annually as part of our organizational evaluation.