



FRIENDS FOUNDATION FOR THE AGING NEW GRANT PROPOSAL FORM

Date: September 14, 2025

Organization: Urban Resources Development Corporation (URDC)

TIN & Formal organization name: 23-2017912, Urban Resources Development Corporation

Contact name, phone, email: Joseph Waldo, 267-289-2189, executivedirector.urdc@gmail.com

Address: 6001 Germantown Venue, Philadelphia PA 19144

Amount requested: \$25,000

Project title: Home Strong Senior Intergenerational Wealth Program

Summary Description (maximum 25 words)

URDC requests support from Friends Foundation for the Aging for its senior Home Strong program addressing intergenerational wealth transfer in northwest Philadelphia communities of color.

What is the problem you have identified?

In the United States, there is a significant wealth gap between whites and people of color, which has widened notably over the past few decades (Federal Reserve, Oct 2021). In communities of color, the home is often a family's sole asset for wealth transfer and viewed as a gateway to bridge this intergenerational wealth gap. But this pathway is often less achievable for black Americans, who currently have homeownership rates of 46.4% compared to 75.8% of white families.

In northwest Philadelphia communities of color, the issue of wealth inequality is particularly acute. 85% of the population is of color and 12% are seniors, higher than state or city averages. While 48% of the households in URDC's service area own their home, almost 30% of the population is below the poverty level, making home maintenance, and the ability to transfer a home's wealth, a significant challenge. URDC's experience shows over 40% of low-income senior homeowners have been cheated by unscrupulous contractors, further contributing to home disrepair. As gentrification grows in our community, these seniors are susceptible to displacement, and subsequent loss of wealth transfer, as developers take advantage of deteriorating homes.

What is the solution you propose to address the problem?

Home Strong is an innovative program in collaboration with three other senior non-profit organizations in northwest Philadelphia that addresses this wealth retention problem. It focuses on senior homeowners, a group often unable to take care of their homes and the most vulnerable to losing wealth through displacement from gentrification. The program provides seniors the resources they need to preserve the value of their homes and ensure it gets successfully transferred to their families.

Conceived in 2021, the program evolved through a series of beta tests involving 115 seniors between 2023 – 2025, which fine-tuned the program to better meet its wealth transfer objective of seniors. The beta testing showed Home Strong worked. 30% of Home Strong seniors indicated the program revealed a legal or home maintenance issue that could have prevented smooth transfer of their home to their heirs. That equates to \$3.1 million in retained wealth within northwest Philadelphia alone!

The Foundation's support of Home Strong produces both a direct short- and long-term benefit for seniors: 1) it offers a significant home repair to help a senior remain in their home and 2) it provides tools/resources to ensure the senior's home is successfully transferred to their family.

What actions will you take?

Home Strong consists of two components: 1) Four consecutive weekly 2-hour seminars and 2) a free home repair valued at \$2,500. The four seminars are:

1. **Knowing Your Home (Home Systems)** presented by the Energy Coordinating Agency
2. **Staying in Your Home (Home Maintenance)** presented by the Energy Coordinating Agency
3. **Transferring Your Home (Preparing Your Home for Your Heirs)** presented by the Face-to-Face Germantown Legal Team
4. **Healthy Brain Aging and Scams** presented by the University of Pennsylvania Memory Center

The above seminars include a 23-point home assessment by URDC, deed review by Home Strong partner Face-to-Face lawyers, and credit report. Each seminar provides resources for seniors specific to that topic as well as energy saving materials from the Energy Coordinating Agency. After taking the seminars, the senior homeowner gets up to \$2,500 in free repairs from URDC.

Home Strong is innovative and successful because of three unique approaches::

- **EMPOWERMENT:** Home Strong seminars are designed not to lecture but empower seniors to share information and resources with each other, creating self-sufficiency. By the fourth seminar, participants are comfortable enough to discuss personal experiences and get feedback from their peers, not just from speakers.
- **LANGUAGE:** Language is critical when talking about money in communities of color, which have different financial priorities. Past red-lining in Philadelphia created justifiable suspicion of traditional banking while estate planning is considered "for white people". These concerns are recognized and respected in Home Strong – it builds trust when discussing matters of personal finance.
- **COLLABORATION:** Home Strong is a rare collaboration that blends the strengths of multiple northwest Philadelphia agencies, each contributing its core human services competency to the program. There is no duplication of roles or responsibilities.

Describe the population to be served

Home Strong is aimed at the over 17,400 low-income, senior homeowners in northwest Philadelphia, particularly zip codes 19118 (Chestnut Hill), 19119 (Mt. Airy), 19138 (West Oak Lane/East Germantown), 19144 (Germantown), 19150 (Stenton), 19126 (East Oak Lane), 19129 (East Falls), and 19141 (Logan).

With its beta testing and successful outcomes over the last three years, URDC and its partners have created a highly effective, collaborative program that is scalable and can easily be expanded. A three-year (2026-2028) plan has been developed to double the number of seniors that can benefit from the program. The Foundation's support will be used to fund approximately 11% of Year 1 (2026). The long-term goal is to reach half of the over 17,000 low-income, senior homeowners residing in northwest Philadelphia communities of color (approximately 8,500) and then expanded city-wide.

Are there partners/collaborators for implementation or funding-who? Has the solution been tried by other organizations?

Home Strong is a unique collaboration between URDC and the three other Philadelphia non-profits below that focus on seniors in northwest Philadelphia.



Germantown Avenue Crisis Ministry (GACM) connects at-risk Philadelphia residents to resources within themselves and the community, that resolve their crises, stabilize their lives and equip them to take the next step(s) toward self-sufficiency.



UUH Outreach supports the goals of people 60 and older in Northwest Philadelphia to achieve independence, dignity and quality of life in their homes and communities.



Face to Face Germantown relieves suffering of low-income residents by giving them support to meet immediate needs through legal, shelter, food, and health services. Staff work together to develop a unique plan for each guest that addresses their complex mix of issues.

In addition, Habitat for Humanity Philadelphia and Clarifi, are also involved in specific program activities. While some components of Home Strong are offered by City and local programs to seniors, no comprehensive program exists that addresses the issue of senior wealth retention in such a collaborative manner and includes the unique characteristics of language, empowerment, and collaboration described earlier.

How will you know your actions are having an impact? How will you measure outputs and outcomes?

The intended impact of Home Strong is to increase the chances of a senior homeowner to successfully transfer their assets to their family by having more knowledge of home maintenance and financial/legal resources that prevent later issues at time of death. Specific measurements of success include:

- Learned something new about taking care of their home
- Took more than one new action to better maintain their home
- Discovered issues with deeds/titles that would have impacted future home transfer to heirs
- Increased the value of their home an average of 3-5%

As part of its beta testing, Home Strong retained the University of Pennsylvania Statistics Department to recommend measurable metrics for the outcomes above, which have been integrated into the program. They include:

- **Ask the right questions!** As part of the Home Strong application, Penn designed a controlled screening procedure to capture key baseline information that can be monitored. Surveys are conducted after each seminar and when repairs are completed. Another interview will be conducted one year after program completion.
- **Use the right words!** Penn developed carefully worded survey questions that provided measurable feedback on specific program outcomes.
- **Look at the Long Term!** A longitudinal study group of seniors is being formed to capture long-term impacts as seniors age.
- **Before and After:** Pre- and -post pictures/description are part of Home Strong repairs to assess changes in property values

ATTACHMENTS

- Include a simple program budget in the same pdf with expected income and expenses (eg. staff, program supplies, travel, etc.)
- Attach a copy of your IRS determination letter

ATTACHMENT 1

YEAR 1 (2026) BUDGET OF HOME STRONG'S THREE-YEAR PLAN

The requested grant from Friends Foundation for the Aging will support Year 1 of Home Strong's three-year plan to double the number of seniors participating in the program.

2026 Home Strong Budget - 80 Seniors

Potential Funding Sources (C=Committed; A=Anticipated)	Request Date	Decision Date	Amount
PA Housing Finance Agency (A)	15-Nov	15-Feb	\$ 25,000
PA Main Street Matters (A)	31-Aug	1-Feb	\$ 25,000
Friends Foundation For Aging (A)	15-Sep	1-Dec	\$ 25,000
Patricia Kind Family Foundation (A)	31-Aug	15-Nov	\$ 15,000
Sarah Ralston Innovative Project Support Fund (A)	1-Sep	1-Nov	\$ 25,000
WSFS Cares Foundation (C)	ongoing	ongoing	\$ 25,000
Connolly Foundation (A)	ongoing	ongoing	\$ 15,000
Baker Combined Trust (C)	1-Oct	15-Dec	\$ 20,000
WW Smith Charitable Trust (A)	15-Dec	15-May	\$ 30,000
Univest Bank and Trust (A)	1-Nov	1-Mar	\$ 10,000

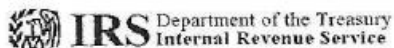
2026 Total Potential Revenue	\$ 215,000.00
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Category	Item	Cost Per Unit	Quantity	Total for 80
Direct Service	Client Home Repairs	\$ 2,500.00	80	\$ 200,000.00
Staffing	Part time project manager, per hour	\$ 22.50	160	\$ 3,600.00
Staffing	Part time intake manager, per hour	\$ 22.50	160	\$ 3,600.00
Seminar Support	Participant Transportation, per ride	\$ 15.00	25	\$ 375.00
Seminar Support	Seminar Speakers, per speaker	\$ 250.00	20	\$ 5,000.00
Seminar Support	Xeroxing	\$ 67.00	80	\$ 5,360.00
Seminar Support	Space rental	in-kind (URDC Congregations)		\$ -

2026 Total Expenses	\$ 217,935.00
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ATTACHMENT 2

URDC IRS DETERMINATION LETTER



CINCINNATI OH 45999-0038

In reply refer to: 0248188030
Jan. 19, 2018 LTR 4168C 0
23-2017912 000000 00

00013717
BODC: TE

URBAN RESOURCES DEVELOPMENT
CORPORATION
6001 GERMANTOWN AVE
PHILADELPHIA PA 19144



002381

Employer ID Number: 23-2017912
Form 990 required: Yes

Dear Taxpayer:

This is in response to your request dated Jan. 09, 2018, regarding your tax-exempt status.

We issued you a determination letter in November 1985, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit www.irs.gov or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).