



Preventing Foreclosure: NeighborWorks® America's PSA Campaign

The Issue

Foreclosure is a very serious problem in our country. We estimate that a staggering one million families will face foreclosure this year. Not only does a foreclosure have disastrous financial impact on a family, but it also has harsh consequences for an entire community. Just one or two boarded up homes can send a residential block into a downward spiral, driving down property values and leading to increased crime, rundown schools, and flagging economic growth.

Not being able to pay the mortgage can be one of the scariest situations a person faces. Embarrassed about their situation and unsure about what to do, studies show that roughly 50% of delinquent borrowers avoid contact with their lender, hoping the problem will go away. Instead of acting on quality advice, they fall deeper into the hole and increase their chances of foreclosing. If these homeowners could receive solid financial advice and help, tens of thousands of them could avoid foreclosure.

The National PSA Campaign—Reaching At-Risk Homeowners

To reach at-risk homeowners across the country, NeighborWorks America teamed up with the Ad Council to create a national public service advertising campaign. The campaign targets low- and moderate-income families who are having difficulty keeping up with their mortgage payments and encourages them to call The Homeownership Preservation Foundation's Homeowner's HOPE Hotline at [1-888-995-HOPE](tel:1-888-995-HOPE) for confidential financial counseling.

The Hotline provides homeowners with free, un-biased financial advice and counseling, 24 hours a day, 7 days a week in English and Spanish. The Homeowner's HOPE Hotline connects callers when appropriate with their lender or other housing assistance organizations, including NeighborWorks organizations, who can provide face-to-face counseling and additional services.

By highlighting the effects that foreclosure has on the entire family, the PSAs remind homeowners that if they're "not facing their mortgage issues things will only get worse. Call 1-888-995-HOPE now. Because nothing is worse than doing nothing."

The national campaign includes donated TV, radio, newspaper, magazine, web, and outdoor advertising in addition to direct mail and grassroots marketing. Over 190 local nonprofits and municipalities are joining the campaign to promote foreclosure counseling in their communities. Advertising materials are available to all interested communities around the country.

Visit www.ForeclosureHelpandHope.org for more information about the PSA campaign.

Join the Campaign

If your organization is interested in partnering with NeighborWorks® America on this campaign, please contact Kate Colarulli at 202-220-2344 or kcolarulli@nw.org.

To find out more about the NeighborWorks® Center for Foreclosure Solutions visit www.nw.org/ForeclosureSolutions.