



FY2-Q1&Q2

(September 1, 2024, through February 28, 2025)





This Report covers the periods of September 1 - November 30, 2024 (Q1) and December 1, 2024 - February 28, 2025 (Q2). The Report incorporates information previously sent in February 2025 and summarizes our many activities, accomplishments, and progress throughout the first two Quarters of Year Two. This Report also covers the first six (6) months of work by SELF's new Lake Worth Beach Program Manager, **Steve Duran**.

As background, SELF's Agreement with the City focuses on establishing and growing SELF's unsecured **Green Home Loans**. Steve continues to work diligently on contractor recruitment, community outreach, marketing, and intergovernmental relations with the City and Utility. Furthermore, because of the small population size of the city, Steve has also worked diligently to explore opportunities for landlord loans (SEER) and affordable housing developer loans (SAGE). Please note that SELF can also finance residential water/sewer loans and crowdfund loans globally through our partnership with KIVA.org.

LOAN PROGRAMS:

- HOMEOWNERS: (Green Home Loans)**
Unsecured loans for repairs and upgrades to single-family homes and misc. residential units.
- LANDLORDS: (SEER Loans)**
Unsecured Energy Efficiency and Resiliency Rehab Loans for Affordable Rental & workforce housing
- DEVELOPERS: (SAGE Loans)**
Predevelopment and Gap Funding for Green Affordable and Workforce Housing (New Construction and Rehab)

CONTRACTOR RECRUITMENT:

Local contractor recruitment remains the most critical building block for SELF's Lake Worth Beach satellite office. These companies need our inclusive financing programs to assist local homeowners, and they typically generate about 80% of our leads. In a climate where almost half of loan applicants in America have been denied loans over the past 12 months, SELF's inclusive underwriting methodology and low-cost financing have been designed to help fill this cavernous financial gap. We help both contractors and homeowners with low-cost and accessible financing for energy-efficient air conditioners, storm-resilient roofs, solar, and many other types of home improvement projects.

FEB 2024
THE TOOLBOX
SELF'S CONTRACTOR NEWSLETTER

Seizing Opportunities: Contractors in the Greenhouse Gas Reduction Fund

Are you ever wondering, "What do initiatives like the Greenhouse Gas Reduction Fund (GGRF) do for me?" Designed to curb emissions and foster sustainability, this fund not only addresses environmental concerns but also offers a wealth of opportunities for contractors. In this blog, we'll explore how contractors can leverage the GGRF to contribute to a greener future while also growing their business. And we'll cover SELF's role in helping you realize its full potential.

WE OFFER:

- FREE Contractor Financing Program
- No Minimum Credit Score or Home Equity Required
- Unsecured Loans with Rates Starting at 5% Fixed
- Finance Improvements on Existing Homes and Insurance Deductibles

SEND US YOUR FINANCING DECISIONS and we will try to recognize the jobs for you!
<https://submit.self.org/submit.html>

SELF is pleased to report that we have now recruited forty (40) contractors from Lake Worth Beach and surrounding vicinity companies (Lake Worth, West Palm Greenacres). SELF completed onboarding and training with all the new and existing contractors, and we will continue to nurture this network and prioritize further contractor recruitment, with an emphasis on local companies.

COMMUNITY OUTREACH:

Steve has also been very active with a broad array of community outreach efforts and one-on-one meetings, with particular emphasis on Low- and Moderate-Income (LMI) areas identified in the Target Market Assessment for the LWB Utility Service Area. SELF also utilizes CDFI mapping tools to help pinpoint LMI census tracts, and the SELF team has regular boots on the ground to better understand the local landscape, people, and community needs. We plan to focus more on business-to-consumer efforts, including sending a second mailer to LWB residents in the utility area, securing pricing for advertising on the Nextdoor LWB neighborhood website, as well as placing ads on radio stations and in local publications.

In Q1 and Q2, SELF participated in eleven (11) community events and reached over one hundred and fifty (150) participants. SELF will continue to aggressively work on Community Outreach and is prepared to far exceed our minimum performance goals. Below are highlights of the community outreach events attended during Q1 and Q2:

<u>Events:</u>	<u>Attendees</u>
<ul style="list-style-type: none"> ● “Dia De Los Muertos” Community Event Distributed marketing material as a vendor One-on-ones with residents as they passed by our table 	Community
<ul style="list-style-type: none"> ● LWB/Lantana Chamber Networking Business Lunch Expanded awareness within the local business community/Network 	22
<ul style="list-style-type: none"> ● Lake Worth Beach/Lantana Chamber Business Development Lunch Expanded awareness within the local business community/Network 	10
<ul style="list-style-type: none"> ● Lake Worth Beach/Lantana Chamber Economic Business Forum Expanded awareness within the local business community/Network 	15
<ul style="list-style-type: none"> ● Lake Worth Beach/Lantana Chamber Lead Group Expanded awareness within the local business community/Network 	22
<ul style="list-style-type: none"> ● Energy Audit Department Lake Worth Beach Met with Timothy Ivery – discussed audits, will forward contact information of the completed audits for SELF to establish contact 	2
<ul style="list-style-type: none"> ● West Palm Beach Home Show Recruiting Contractors 	Public
<ul style="list-style-type: none"> ● LWB Neighborhood Meeting - College Park Presented to the homeowners on SELF on our products and services. 	20
<ul style="list-style-type: none"> ● LWB Neighborhood Meeting - Mango Groves Presented to the homeowners on SELF on our products and services. 	18
<ul style="list-style-type: none"> ● LWB Neighborhood Meeting - South Palm Presented to the homeowners on SELF on our products and services 	50

Neighborhood Association Meetings and Community Events:



Mango Grove Neighborhood Association



Dias De Los Muertos



Dia De Los Muertos



South Palm Neighborhood Association



Dia De Los Muerto



Chamber of Commerce

SELF also actively participates in several LWB Facebook and posts regularly on LinkedIn and other social media platforms. SELF has also developed community outreach and marketing materials in English, Spanish, and Creole.

UTILITY MAIL STUFFER CAMPAIGN

In conjunction with the Energy Department, we successfully mobilized a marketing campaign that included a mailer sent to all homes within the LWB utility zone. The mailer, which provided valuable information about SELF and the services we offer, reached over 20,000 households. This initiative helped increase awareness of our products and services, further solidifying SELF's presence and engagement within the community; but unfortunately, we only received one call expressing initial interest. We hope to follow up with another campaign in March 2025.

The graphic features a dark blue header with the text "BEAT THE HEAT AND LOWER YOUR BILLS!" in white and green. Below this, it lists "Low-cost financing for HVAC upgrades, windows, insulation, roofs, and more. Reduce your energy costs and support a sustainable future!". A QR code is shown with the phone number "833-476-7353" below it. To the right, there are three green checkmarks listing benefits: "No minimum credit score required", "Pre-vetted, reliable contractors", and "Affordable financing for energy efficiency upgrades". Two orange starburst shapes contain the text "¡Se habla español!" and "Apply today!". The SELF logo and website "solarenergyloanfund.org" are at the bottom right.

BEAT THE HEAT AND LOWER YOUR BILLS!

Low-cost financing for HVAC upgrades, windows, insulation, roofs, and more. Reduce your energy costs and support a sustainable future!

833-476-7353

- ✓ No minimum credit score required
- ✓ Pre-vetted, reliable contractors
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¡Se habla español!

Apply today!

SELF
CREATING SUSTAINABLE COMMUNITIES

solarenergyloanfund.org

Green Home Loans:

SELF is pleased to report that we completed our first four (5) Green Home Loans in the Lake Worth Beach/Utility Service Area and financed \$63,213.35 for sustainable home improvement projects. Additionally, SELF financed several projects outside of the LWB Utility Service Area for multiple local contractors who use SELF's financing programs to expand their local businesses.

SEER/SAGE PROGRAMS:

SELF's Senior Community Development Officer, Brandon Cook, has also been in early discussions with a local Land Trust to share information about SELF's SAGE loan program and to discuss financing options for their proposed affordable housing project. These discussions are only in the early discovery stage but could include up to \$500,000 in financing from SELF.

EXHIBIT A: SUMMARY TABLE OF PERFORMANCE MEASURES

Below are the performance measures and results through February 29, 2024.

#	Performance Measures	Year 2 Target	Q1 & Q2 Results	YTD Results
A	# of Community Events	6	11	11
B	# of Participants	25	150+	150+
C	# of Green Home Loans	10-20	5	5
D	Amount of Financing Available*	\$500,000	\$500,000	\$500,000

* SELF has already secured sufficient low-cost loan capital to meet the Year 2 Target.

Conclusion:

SELF has made significant progress on program development during the first 16 months, with key accomplishments in contractor recruitment, community outreach, intergovernmental coordination, and networking. We are also pleased to see an increase in participating contractors, project leads, and four (4) closed loans.

SELF intends to build on these foundational efforts, and we remain optimistic about the continued growth, positive impact, and meaningful change we can create in Lake Worth Beach. Our commitment to promoting sustainable development and economic empowerment in Lake Worth Beach remains steadfast.

Looking forward, we plan to stay focused on strengthening partnerships, expanding our contractor network, identifying collaborative opportunities, and utilizing new marketing approaches and tools.

We deeply value the ongoing support and collaboration from the City of Lake Worth Beach and its Utility Department, and we look forward to working together to accomplish our shared goals.

Thank you for taking the time to review this report.