



FOR IMMEDIATE RELEASE

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ROCHESTER AREA FOUNDATION ANNOUNCES CREATION OF NEW COMMUNITY COALITION FOR ROCHESTER AREA HOUSING

ROCHESTER, MINN. - Rochester Area Foundation today announced the creation of the Coalition for Rochester Area Housing, a group of public and private sector organizations dedicated to affordable housing in the Rochester area.

The Coalition will lead a collaborative community program to acquire, invest, manage, and distribute funds and resources to create and preserve affordable and workforce-priced housing. The Coalition's founding partners are Rochester Area Foundation, the City of Rochester, Olmsted County and Mayo Clinic.

The Coalition will rely on the community to bring forward ideas and proposals. Experts from local nonprofits and companies will evaluate those proposals with an eye toward targeting gaps in today's housing market and using resources efficiently.

"Together as a coalition, public and private sector leaders in the Rochester area have the capacity and resources to develop a broad and sustainable housing market that works for more people, today and into the future," says Jennifer Woodford, President of Rochester Area Foundation. "We are now seeking additional coalition partners to bolster our efforts and have greater impact on Rochester Area communities."

Rochester Area Foundation will be embarking on a fundraising campaign with the goal of raising \$6 million to fund the initiative. Jeff Bolton, chief administrative officer of Mayo Clinic, announced a commitment of \$4 million to the coalition over the next two years from Mayo Clinic.

"Serving our community is a core value for Mayo Clinic," Bolton says. "Mayo has a long history of working with our community to address affordable housing. We are proud to work with the Rochester Area Foundation, the City, County and the many others committed to finding long-term solutions to meet this challenge."

Coalition funds will be used to:

- Identify and prioritize opportunities for collective action that address and advance regional affordable workforce housing goals
- Develop projects that test the viability and feasibility of innovative housing solutions and options
- Distribute resources to create or preserve affordable and workforce priced housing in the Rochester area in an efficient manner
- Ensure ongoing participation and involvement from major stakeholders and funders, and
- Encourage ongoing fundraising from the community

For more information on the Coalition's structure and purpose, see the Founding Charter for the Coalition for Rochester Area Housing [here](#).

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About the Rochester Area Foundation

For more than 70 years, the Rochester Area Foundation has partnered with donors to build and enhance the quality of life in the greater Rochester area through philanthropic leadership and community partnerships. To find out how the Foundation can connect you with the causes you care about most, call (507)282-0203 or visit www.rochesterarea.org.