

2024 Rural Housing Outreach

ACTIVITY:

B. Regulatory Activity: Housing for high-needs rural populations (12 C.F.R. § 1282.35 (c) (2)).

OBJECTIVE:

3. Champion efforts that promote or sustain homeownership for Native American populations.

INFEASIBILITY:

☐ Check here if the Enterprise is submitting an infeasibility request for the objective.

SUMMARY OF RESULTS:

<i>Objective's components detailed in the Plan</i>	<i>Corresponding actions taken</i>	<i>Explanation of any deviations from the Plan (if applicable)</i>
<input checked="" type="checkbox"/> Expand partnership with Oweesta Corporation to support the education needs of Native American consumers and increase the pipeline of mortgage ready homebuyers.	Target exceeded through 2024 actions; see subsequent implementation steps.	
<input checked="" type="checkbox"/> Review outcomes and provide support to enhance services and programming.	Based on an assessment of prior training and outcomes and of future needs identified, direct technical assistance (TA) in 2024 included two webinars, in-person and remote TA, and a five-day "train the trainer" course for housing counselors.	
<input checked="" type="checkbox"/> Serve 1,200 participants through the Native American intermediary network in 2024 and increase the "mortgage readiness" of participants by 10% over the three-year period covered by this plan. This target participant size is meaningful and would increase the total number of Native American consumers served by HUD-approved counselors in FY 2020 by 8%.	Under this Objective, Fannie Mae's partnership with Oweesta Corporation's Native Counseling Network served 1,858 households in 2024, of which 1,430 self-identified as American Indian or Alaskan Native.	



SELF-ASSESSMENT RATING OF PROGRESS:

- ☐ Target met
- ☒ Target exceeded
- ☐ Target partially completed
- ☐ No milestones achieved

IMPACT:

- ☐ 50 – Very Large Impact
- ☒ 40
- ☐ 30 – Meaningful Impact
- ☐ 20
- ☐ 10 – Minimal Impact
- ☐ 0 – No Impact

IMPACT EXPLANATION:

1. How and to what extent were actions under this objective impactful in addressing underserved market needs, or in laying the foundation for future impact in addressing underserved market needs?

Over the last three years, Fannie Mae exceeded all targets under this Objective and made meaningful progress to expand access to housing counseling for Native American populations. Prior to Oweesta Corporation becoming a HUD-approved Intermediary in 2021, there was not a housing counseling network that focused on providing housing counseling services to Native Americans, and there were very few Native American Housing Counseling Organizations. Through this partnership, Oweesta Corporation, in their capacity as a community development financial institution (CDFI) Intermediary, saw the need and met the challenge to fill the gap.

Resources and training to housing counseling affiliates in the Native Housing Counseling Network (NHCN) have led to Native CDFIs achieving HUD compliance and, as a result, housing counseling services have been expanded while maintaining consistency and high-quality programming. Also, Native CDFIs benefit from greater organizational capacity due to clearly defined guidelines to meet HUD compliance and increased efficiencies when planning outreach and marketing of their housing counseling programs. This is evident as there were no HUD audit findings, which stands as a testament to the growth and maturation of the NHCN.

According to public 9902 reporting from HUD, between 2020 and 2023, the total number of Native Americans and Alaskan Natives served by HUD-approved housing counseling agencies increased from 6,403 to 7,508; this represents an increase of 17% nationally, which is substantial. The number of households served by NHCN rose from 910 in 2022 to 1,858 in 2024, a 104% increase. In 2024, 586 households improved their financial capacity.

Our partnership with the NHCN provided direct TA to three organizations in 2024, including an in-person customized service to First Nations Community Financial. These kinds of services are responsive to Native organizations seeking guidance on topics like 9910 performance review, compliance, and outreach.

A total 55 participants engaged in webinars on Financial Compliance or Outreach and Awareness, or engaged in an in-person training on Post-Purchase Homeownership Education Methods in Native communities. Supported by Fannie Mae, the latter training was facilitated by Seven Sisters and NeighborWorks America in partnership with Oweesta Corporation to expand post-purchase housing counseling services and programming to bolster sustainable homeownership on tribal land.



2. What did the Enterprise learn from its work about the nature of underserved market needs and how to address them?

Development and creation of the NCN has increased access to housing counseling services for Native Americans on tribal land where there is a strong need for services to assist in the often-complicated journey to homeownership. However, TA to establish a new HUD-approved Intermediary network has been time- and resource-intensive. Our commitment is evidenced by our longstanding partnership with Oweesta Corporation since 2019. We supported Oweesta in an initial building of capacity to become a HUD-approved Intermediary, and once they received approval, we helped expand their network and provide resources to meet HUD compliance. Meeting HUD's guidelines can be rigorous and intensive for a new HUD-approved housing counseling agency and a new HUD-approved Intermediary.

Some organizations within Oweesta's NHCN have struggled with HUD's requirements, including compliance around financial, protocol and documentation of service delivery, which has led to organizations dropping out of the NHCN. Additionally, finding resources to financially support housing counseling programming can be challenging for smaller organizations due to lack of scale with the volume of households served.

In spite of these challenges, the impact of the NHCN on Native American households has been significant. Having a Native-led partner with credibility among Native organizations has been instrumental in the success of this endeavor.

3. Optional: If applicable, why was the Enterprise unable to achieve the Plan target?

N/A