



Keep Your Home California

Foreclosure Prevention Programs

Federally Funded, State-Administered
First Mortgage Payment Assistance



Four Programs

- Unemployment Mortgage Assistance (UMA)
 - Monthly mortgage payment benefit up to \$3,000, total household assistance up to \$27,000
- Mortgage Reinstatement Assistance Program (MRAP)
 - Assist eligible homeowners by providing reinstatement, Benefit assistance up to \$20,000 per household
- Principal Reduction Program (PRP)
 - Up to \$50,000 assistance per household, one-to-one financial match from participating investors for up to \$100,000
- Transition Assistance Program (TAP)
 - Benefit assistance up to \$5,000 per household for transition to alternative housing



KYHC Program Accomplishments

- Program Development
 - Developed a central processing center to assist up to 1,500 homeowners per day
 - Executed agreements with 50 loan servicers, including all major banks
- Committed Assistance – Reserved and Funded
 - UMA \$97.3M 5,258 homeowners
 - MRAP \$50.5M 2,765 homeowners
 - PRP \$21.0M 449 homeowners
 - TAP \$.2M 47 homeowners
- Funding for the week of 11/21 equaled \$4.8 million, largest single funding week to date



Program Outreach

Program is employing a wide variety of methods to reach and inform households

- KCRA call-in event that received 1500 calls in one day, QA on CBS morning talk show and numerous radio interviews
- Univision community event in Los Angeles (December)
- Program staff conducting training at bank home counseling centers (BoFA, Chase, Wells Fargo)
- Theatre adds and traffic spot sponsorships
- Participation in lender sponsored counseling events



For more information,
please visit the KYHC website at
www.KeepYourHomeCalifornia.org

Or call 888-954-KEEP (5337)