

# KeyBank, Habitat partner to expand housing

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Greater Rochester Habitat for Humanity plans to expand its Habitat Homebuyer Program after an investment from the KeyBank Foundation.

During an event where KeyBank teammates contributed to constructing a new Habitat for Humanity home situated at 560 Garson Ave., the foundation unveiled a generous \$300,000 donation.

With this investment, Habitat plans to double its impact by serving an additional 50 families, or 150 individuals, over the next two calendar years. It also plans to expand its financial literacy training/counseling services.

Projects for higher-density housing development on multi-acre parcels will occur in Ontario and Wayne counties. Partnerships with for-profit builders, designers, architects, and workforce development organizations help the development of these homes alongside its current volunteer-based pro-

jects.

“We are excited to invest in and partner with Greater Rochester Habitat for Humanity as they find transformative and innovative ways to make our community stronger by making homeownership more accessible and sustainable for all.” KeyBank Rochester Market President Vince Lecce said.

Habitat’s goal is to help families either obtain affordable housing as defined by HUD or demonstrate their ability to qualify for an affordable housing solution through a financial review.