Email to financial institution/bank/credit union

For any volunteer or supporter to send from their personal email.

Subject: **Opportunity to support OWN IT: Building Black Wealth**

Dear {NAME OF FINANCIAL INSTITUTION},

I have been a loyal customer of {NAME OF FINANCIAL INSTITUTION} for {# years}, I am reaching out today because I would like to introduce {NAME OF FINANCIAL INSTITUTION} to a program that I support: [OWN IT: Building Black Wealth](https://ownitbbw.com/). Own It is a private sector initiative led by real estate and banking professionals to empower, educate, and guide Black and brown families in building wealth through education and home ownership.

With the racial wealth gap increasing and the homeownership rate for Black and brown families decreasing, we know it’s critical to actively address the problem and I am grateful that this organization is making a difference already. **As of October 2023, fourteen families have been awarded down payment grants and ten families have closed on new homes!**

Grants from Own It’s down payment fund provide $17,000 for families to use toward the purchase of their first home with no repayment required and no additional contingencies added to their offer to purchase. There are dozens of [Ambassadors](https://ownitbbw.com/ambassadors/) providing regular contributions from their real estate closings, along with annual contributions from industry companies and community support. Own It has raised over $600,000 and is growing steadily.

I am encouraging {NAME OF FINANCIAL INSTITUTION} to learn more and find ways to support Own It.

Thank you for taking a moment to learn about this exciting local program that started in 2021. Please consider inviting the Own It team to present to your leadership and mortgage teams. In addition, please consider making a [donation](https://ownitbbw.com/donate/) to the Own It down payment fund.

Let me know if you have any questions or if you would like to learn more about this initiative.

Sincerely,

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OWN IT volunteer or supporter