



## WHEDco

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Building A Greater Bronx

The Women's Housing and Economic Development Corporation (WHEDco) was founded in 1992 with the vision of restoring the South Bronx to the beautiful, bustling place it once was for upwardly mobile immigrant families. We address poverty in our city by offering innovative and high-quality solutions and creating attractive, equitable, environmentally-friendly and economically-vibrant places to live and raise a family.



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what does it take  
to build a future  
for 30,000 people  
in the south bronx each year?



# Pride of place.

We believe that pride of place is the foundation for individual achievement and vibrant neighborhoods. To that end, our buildings are designed to make a positive impact on the lives of tenants and all neighborhood residents.

Urban Horizons, our flagship building, includes 132 affordable apartments, business training, social services, health care, youth education, an award winning Head Start center, and a healthy food co-op. **A building energy retro-fit will save an estimated \$165,000 in reduced water and utility bills per year.**

Intervale Green, the largest affordable Energy-Star certified building in the country, includes 128 apartments, a roof-top farm, and a community sculpture garden. **Intervale Green's opening has led to a renaissance in the Crotona East section of the Bronx:** five new residential buildings have recently opened, as has a supermarket, restaurants, and personal care and apparel stores along Southern Blvd, a main commercial strip.

## A business to call your own.

WHEDco helps people establish and grow successful, neighborhood-based businesses, including home-based childcare. In 2010, **WHEDco-trained childcare providers generated over \$9.3 million** in gross revenue, with each earning an average of \$37,000 per year, 60 percent more than the average Bronx resident.

WHEDco also provides state-of-the-art commercial incubator space to emerging food companies as an affordable way for them to grow their burgeoning food businesses. Hands-on business development support, including help with marketing and sales, further assists these businesses expand.

Holy Waffle! When the two owners of Waffle Waffle came to WHEDco, they were selling their delicious product to two stores. By the time they outgrew WHEDco's kitchen, they had eight staff and were selling to 45 stores! "WHEDco helped get our business off the ground," said owner Sam Rockwell.

## Something to celebrate.

WHEDco's newest development, the Bronx Music Heritage Center, will celebrate and honor the diverse musical genres that once flourished in the Bronx. The 355,000 square foot building will soon house 293 apartments, including units for elderly musicians, a performance space, music museum, a school for children in grades 6 - 12, open recreational green space, and a rooftop farm.

"WHEDco is not your average nonprofit. In the past 10 years, it has almost single-handedly transformed a full city block in the South Bronx from a barren stretch to an educational and living center." (Daily News, 6.24.2011)



## Going to Harvard!

When Mr. Quezada and his family moved to Intervale Green, they spoke very little English. In 2011 his daughter was accepted to Harvard, Yale, and Brown on full scholarships! She chose Harvard. Mr. Quezada attributes his daughter's success to living at Intervale Green. "It's clean and safe and maybe people don't realize how important that is."