



News Release

For Immediate Release

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Associated Bank Helps Families Become Homeowners

(Westby, WI) Couleecap, Inc. is honored to announce that it has been awarded a grant for \$11,780 from Associated Bank. “We appreciate Associated Bank’s support and the positive impact it has on our community,” said Ashley Lacenski, Community Development Director. “This gift will support our housing counseling program and provide assistance to 200 people with housing needs in La Crosse and Vernon counties.”

Many potential first time homebuyers lack the necessary funds to cover the down-payment and closing costs to purchase a home. They may have the credit to get a loan and the monthly income to support a payment, but they haven’t been able to save the thousands of dollars needed at closing. To help with this problem Couleecap counsels’ participants on various down-payment assistance programs, lower interest loans for first-time homebuyers, as well as other Couleecap and statewide programs that can be of assistance to potential homebuyers.

Couleecap counselors provide post purchase counseling to assist on an individual level. Helping homeowners understand their budget, credit, payments, savings, home value, home maintenance and options for rehabilitation services that may be needed on the home. “Helping low-and moderate-income families become good homeowners strengthens our communities,” said Lacenski. “We are thankful for Associated Bank’s support which helps local families purchase their very first homes.”

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About Couleecap, Inc.

Couleecap, Inc. is a private non-profit 501c3 charitable organization. Couleecap helps people in need with housing, food, transportation, and more. Created in 1966, we are a community action program that fights poverty and promotes self-sufficiency in Crawford, La Crosse, Monroe, and Vernon counties. Learn more at couleecap.org, [Facebook](#), [Twitter](#), and [YouTube](#).

