

# The Home Matters® Brand and Movement

**Home  
Matters.™**

May 17, 2013

# Housing and Community Development in America

Section 202

HUD Counseling

Community Development Block Grants

Tenant-Based Section 8

CRA

Section 502

Low Income Housing Tax Credit

CDFI

Section 4

“NSP3 rehabs, HOME funded rehab of 16 affordable units, \$1,000,000 in Minor Home Repair funds we have for 2013 HUD target areas.” – NNA member to Congress

# What if instead we talked about Home in America:

Home is more than the roof over our heads. Home is:

- the anchor of our daily routines
- where we feel nourished from meals
- where we feel comfortable sleeping in our own bed
- the neighborhood where we live, work and play
- where we've come from, where we are now, and where we want to be

# And that Home is more than just housing units and community development

We need to start at Home to realize the promise of vibrant communities and a stronger nation.  
Home Matters for:

**For Individual Success:** People who live freely and recharge at Home do better at work and are more engaged with the world around them.

**For Education:** Children in stable homes learn and achieve more in school. Home helps level the playing field.

**For Health:** Healthy habits are more accessible when you live in a stable, affordable Home. Children get the healthy start they deserve, and seniors live with dignity.

**For Public Safety:** When people can count on their Home, a stronger sense of community keeps streets, neighborhoods and towns safer.

**For A Strong Economy:** At all income levels, people living in homes they can afford have more to spend. Local job growth and a strong economy start at Home.

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# About Us

Home Matters is a movement uniting America around Home as the bedrock for thriving lives, families, communities and a stronger nation. We strive to change perceptions, shape public policy and increase investment in the work people do to make Home a reality for all. Our goal is for every American to access the transformative power of Home.

Home Matters is spearheaded by the National NeighborWorks Association, with a broad coalition of leaders, community groups, like-minded companies, nonprofits and the public at large. We are allied out of an urgent need to show how Home is indispensable to each one of us, and to our country's progress.

Join us if you believe in Home as the foundation for success. We are neighbors, parents and people of all different backgrounds and vocations working to improve our lives and neighborhoods.



# What We Do

**Educate:** We spread the word about the benefits of Home. We thread the story and create the common language, supported by research and data.

**Collaborate:** We bridge disparate organizations, industries and agendas under one banner to increase access to the transformative power of Home.

**Engage:** We rally local leaders and mobilize the public, including the millions of people who already benefit from housing and community development work.

**Advocate:** We advocate for policymakers to protect and support Home, and related initiatives that contribute to a thriving society.

**Support:** We raise funds and increase investment to sustain the work that makes Home a reality for more Americans.

**Celebrate:** We recognize and promote the incredible impact Home has in transforming lives, families, communities and the nation.



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Healthy habits are more accessible when you live in a stable, affordable home. Children get the healthy start they deserve, and seniors live with dignity.

**Report: 78% of very low income renters in Arizona are paying significantly more than the recommended 30% of their income for home costs.**

Research also shows that housing quality and housing stability can impact physiological and psychological health. A study of 6,000 families in Boston found that children in families behind on rent payments were 52% more likely to be at risk for developmental delays as compared with families that had stable, affordable housing. Families who are behind on rent payments frequently move to find less expensive housing. The study also found that children in families who move two or more times in a year were 59% more likely to have been hospitalized.<sup>6</sup>

# Examples of Progress to Date

## Joiners

Enterprise Community Partners

Make it Right Foundation

Corporation for Supportive Housing AZ Housing Alliance

## Op-EDs/Media

Pittsburgh

St. Louis

Long Island, NY

Daily News Memphis

Wall Street Journal

Mississippi Business Journal

## Events

FDIC Policy Seminar – Kansas City West Coast Launch – Portland

Montana Housing Conference

Chicago Federal Reserve

# What Can You Do

**Social Media:** Spread the word on Facebook, Twitter, and other social media.  
‘Like’ us: Facebook.com/HomeMattersAmerica; #ShareHomeIs

**Website:** visit website and submit what “Home Is” to you. Encourage others to do the same. [www.homemattersamerica.com](http://www.homemattersamerica.com)

**Logo:** Submit your own organization’s logo to Home Matters website

**Newsletters:** Promote Home Matters in your own e-news.

**Resource Library:** Pull marketing materials, design templates, logos, etc. and use.

**Get Creative:** Design your own campaign around Home Matters and your organization – thinks of ways to engage your stakeholders, clients.

[www.homemattersamerica.com](http://www.homemattersamerica.com)

# Thank You!

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