



# UFF-DA!

## Useful Facts and Figures— Data for Affiliates

### Advocacy

Advocacy – June 2019

*“In all of our work, we will seek to put shelter on hearts and minds in such powerful ways that **poverty housing becomes socially, politically, and religiously unacceptable.**”\** Every level of Habitat for Humanity needs local, state, and federal laws and funding that support making homeownership a reality for families. Advocacy means that those most connected to housing needs are able to share with lawmakers how important affordable housing is for everyone!

#### Statewide

##### Habitat on the Hill, Minnesota

On **April 29, 2019**, more than 110 Habitat staff, volunteers, homeowners, and other advocates gathered at the State Capitol. Those attending met with more than 80 legislators!

**2019 Attendees:** Habitat for Humanity of Douglas County; Fergus Falls Area; Goodhue County; Lakes Area; North St. Louis County; Rice County; Twin Cities; Two Rivers; Western Lake Superior; and Winona-Fillmore and Habitat Minnesota



Winona-Fillmore Habitat volunteer and staff member with Senator Miller

*“We’re lucky that our two representatives are people that we know from our community, and they already support our efforts. We thought it was important to meet with them in an official capacity while at the capitol to thank them in person for fighting the good fight alongside us.”*

—Jessi Darst, Winona-Fillmore Habitat

*I’ve attended the statewide Habitat on the Hill event. This is organized by Twin Cities Habitat and they do awesome—but I’d love to see more people from all over Minnesota to attend! Habitat has a great mission to share!* —Dayna Norvold, Rice County Habitat

Looking to get into advocacy? *“Start with Habitat on the Hill—it is very easy and well organized. It makes next steps more comfortable.”* —Amanda Hedlund, Winona-Fillmore Habitat



Housing Commissioner Jennifer Ho; Twin Cities Habitat CEO Chris Coleman; Lt Governor Peggy Flanagan; Governor Tim Walz; and Twin Cities Habitat homeowner Juanita support of Homes for All Minnesotans

#### National

##### Habitat on the Hill, Washington, D.C.

From **February 12-14, 2019**, 400 Habitat supporters from all over the country traveled to the US Capitol to meet with legislators and promote affordable housing to elected officials.

**2019 Minnesota Attendees:** Habitat for Humanity of Rice County, Two Rivers, and Twin Cities

*“All the pieces of the puzzle matter. The funding pieces that come from federal dollars, local support from individuals, churches, businesses, and fundraising. The volunteer pieces that come from the thousands of volunteer hours spent on site or in meetings. The homeowner pieces that come from their sweat equity. ALL the pieces matter and it creates a picture of stable homes for people to come home to.”* —Dayna Norvold, Rice County Habitat

##### Cost of Home Campaign

On **June 12, 2019**, Habitat for Humanity launched the Cost of Home campaign!

As families across the

**A safe home. Nutritious food.  
Health care. Reliable transportation.**

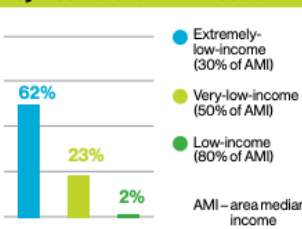
**Which would you choose?**



Help make the #CostofHome something we all can afford.  
[habitat.org/costofhome](http://habitat.org/costofhome)

United States pay too high a price to cover the cost of their home, they are forced to make impossible choices. Over the next five years, Habitat commits to mobilizing all local Habitat organizations, partners, volunteers, and community members to find solutions and help create the policies that will allow 10 million individuals to meet their most basic needs. Find resources [here](#) and [here](#).

##### Households spending more than half of their income on housing by income level in Minnesota



##### Minnesota Statistics on Affordability Need, 2018

**-92,439**

Shortage of affordable and available households for extremely low-income renters in Minnesota

\*Habitat for Humanity core principle on advocacy

## Session Recap

Homes for All is a statewide coalition that advances shared policy initiatives at the state level that lead to housing stability for all Minnesotans. The coalition supports statewide investment across Minnesota's Housing Continuum. **Habitat Minnesota, along with 7 other Habitat organizations** in Minnesota and **240 organizations in all**, has signed on to their goals.

In the 2019 legislative session, Homes for All successfully secured a total of **\$78 million in new money for housing** including:

- \$5 million increase: **Challenge Program**—a flexible tool for the development and preservation of multi- and single-family housing
- \$35 million in base funding: **Homework Starts with Home**—helps engage and stabilize students and families experiencing homelessness
- \$3.5 million increase: **Family Homeless Prevention & Assistance Program**—rental assistance fund for people at risk of experiencing homelessness
- \$500,000 increase: **Bridges**—necessary rental assistance for adults with serious mental illness
- \$500,000 increase: **Workforce Homeownership MN (WHOM)**—funding support for statewide affordable homeownership development and rehabilitation
- \$2 million increase: **Manufactured Home Grants**
- \$3 million one-time increase: **Emergency Services Program**—funds emergency shelters and homeless support programs
- \$60 million: **Housing Infrastructure Bonds**—preserve federally subsidized rental housing, construct permanent supportive housing for people experiencing or at risk of homelessness, acquire Community Land Trust land for single-family homeownership

These investments in Minnesota were made possible through the coalition and its supporters' hard work, including over **5,700 contacts with lawmakers** (postcards, visits, emails, etc.) and **150 advocates attending the May 6th Homes for All Rally!** Find more information on Homes for All [here](#).



Habitat for Humanity advocates outside the Minnesota State Capitol in April 2019

### More Ways to Get Involved

- [Sign up](#) for Action Alerts from Twin Cities Habitat to receive notifications about upcoming advocacy events and ways to engage your legislators at the federal, state, and local levels!
- [Subscribe](#) to Habitat Minnesota's bi-monthly LENA newsletter and receive advocacy updates and ways to get involved each month!
- [Enroll in](#) the Cost of Home campaign to increase Habitat's impact, access resources, raise your organization's profile, and increase community engagement.
- Follow [@CostOfHome](#) on Twitter for updates.

### Advocacy in Winona-Fillmore Counties

Why did Winona-Fillmore Habitat become involved in advocacy? "Support at the state and local government level is really important to moving our work forward locally."

Their advocacy involves staff and board members.

Advocacy has helped the affiliate "intangibly. **We already have strong support from our local legislators and the mayor, but they appreciate seeing us active.**"

Elected officials are "appreciative when we see them at the Capitol." Executive Director Amanda Hedlund has also **joined a housing-related task force for the city.**

### Advocacy in Rice County

We are involved in advocacy because **we meet with people every day who are struggling to find affordable housing.** These are people who are vital to our local communities—they're working at our nursing homes, in classrooms, in manufacturing making the things we use every day, in the service industry. More than events, though, **I've become more involved in my local level.** I'm a **convener of a local affordable housing task force group** and I'm the **chair of our local Housing and Redevelopment Authority.** I'd **encourage every Habitat champion to speak out** about affordable housing in your local community. Write letters to the editor of your local paper, go on the radio, **do anything you can to raise awareness and create change in your local community!** —From Executive Director Dayna Norvold