



Home Matters Fact Sheet

Home is where it all starts.

Home Matters goes beyond housing and emphasizes the connection between a stable home and other vital facets of American life. Stable housing is essential to proper healthcare, education, public safety, and personal success. A true Home is part of a greater community. Healthy communities are the backbone for a strong economy. Home Matters strives to build awareness of these connections, and raise funding to make Home a reality for all Americans.

Why now?

There's a housing crisis in America. More than half a million people in the United States are homeless – a quarter of whom are children – and over half of all American adults (52%) have had to make at least one sacrifice in order to pay their rent or mortgage.

Major U.S. cities such as San Francisco, Los Angeles, Boston, Washington, D.C. and New York are experiencing extreme homelessness and affordable housing issues that are driving populations out of metro areas and negatively affecting the ecosystem of cities and communities.

Years after the recession hit, many people are still fighting to stay above water -- they are having to start again after foreclosure or are unable to afford a home of their own, as is the case with the millennial generation.

Federal, state and local funding is stagnant or diminishing. There is simply not enough public sector funding to confront and solve the current housing issues.

We need to redefine Home. We need to change the way people think about where they live. Home is not just about the four walls around us, it's about the environment that affects the choices we make in life and who we become. With a new understanding of Home and its benefits, we can improve the stability of housing across the nation.



Health

Healthy habits take root more easily in stable affordable homes.



Education

Children in stable homes learn and achieve more in school.



Individual Success

Home recharges us for the day ahead.



Public Safety

Stable homes make communities safer.



A Strong Economy

Homes that are affordable are crucial to a vibrant job-generating economy.

Our mission is to make Home a reality for all.

Our mission is to build awareness of the benefits of a stable home and raise funds for more affordable housing and better communities across the nation. We have a coalition of over 250 partner organizations – corporations, government agencies and nonprofits – working together on the ambitious, but necessary goals to make home stability a reality for all Americans.

Over the next 10 years, Home Matters and its supporters will affect the following change:

- » Decrease Homelessness
- » Increase Affordable Rent
- » Increase Homeownership Sustainability
- » Increase Quality of Homes & Communities

How will we accomplish these goals?

- Educate** Spread the word about the benefits of Home to individuals, communities, and the nation as a whole
- Collaborate** Bring various organizations and industries together under one banner
- Engage** Rally local leaders and mobilize the public to participate and contribute to our mission
- Support** Raise funds and increase investments to sustain the work that makes Home a reality for more Americans
- Celebrate** Promote and honor the incredible impact of Home

Who is behind Home Matters?

The Home Matters movement was launched in 2013 by a group of visionary housing professionals and leaders that identified a gap in public discourse. Fundamental social challenges in our nation – from health to education, to public safety, the economy and individual success – all have a common denominator: their connection to Home. With a high-level, holistic approach to housing, Home Matters underlines the link between Home and these core societal issues such as health, education, safety, individual success and the economy.

More information is available at www.HomeMattersAmerica.com

Share your stories, tell your colleagues and friends about the initiative, and connect with us through Facebook www.facebook.com/HomeMattersAmerica and Twitter www.twitter.com/HomeMattersUSA.

Whether you are an individual or an organization, join the movement today at <http://www.homemattersamerica.com/get-involved/#join-1>.