

HOME IS MORE THAN HOUSING

What is Home Matters?

Home Matters® is a national movement uniting America around Home.

Our mission is to build awareness and raise funds for more affordable homes and thriving communities across the nation. We have a coalition of over 350 partner organizations – corporations, government agencies and nonprofits – working together on ambitious, but necessary goals over the next decade to make the New American Dream a reality for all.



Our Vision and Principles

HOME MATTERS:

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.

Our Opportunity

Create the first statewide Home Matters initiative in the nation focused on a new generation of affordable housing, connected communities, and healthier individuals, families, and economies.

What's your New American Dream?





**Home is
community.**

**Home is where
we recharge.**

**Home is where all kids
have an opportunity.**

**I don't need a mansion...just want to be
able to take care of my kids peacefully.**

**We became the
community's
children.**

Home is where we learn.

Four Outcomes



HOME
MATTERS
ARIZONA
FUND



BUILD THE
HOME MATTERS
VALUES



RALLY
ARIZONA



BUILD
ORGANIZATIONAL
STRUCTURE

Housing Communications Collaborative



OUR GOALS

- ✓ Demonstrate tri-sector leadership: Be the exemplar for collaboration/coordination
- ✓ Leverage resources: Add value to mar/com efforts for greater; sustain effort and impact
- ✓ Advance zoning/community integration: Strategically address NIMBYism
- ✓ Be understood: Use universal terms and emotions people understand, influenced by lived experiences
- ✓ Track/report progress through the HMA Housing Indicators Report

Housing Communications Collaborative



DESIRED OUTCOMES

- ✓ Convey urgency
- ✓ Memorable, impactful creative messaging; change minds and hearts
- ✓ Valued by collaborators; easy to integrate with individual mar/com initiatives
- ✓ Broaden perspective of home and what people need, value and deserve
- ✓ Impact health, education and economic development
- ✓ Shine a bright light on AZ's collaborative approach to solving the housing crisis
- ✓ Produce more homes that are affordable, accessible and available
- ✓ Engage current/new passionate champions, empowered by messages and tools

Housing Communications Collaborative



AUDIENCES

- ✓ State/local elected officials: especially in areas that historically oppose multi-family housing
- ✓ Organized groups: HOA's, Next Door, Facebook groups, school/parent associations, school boards
- ✓ Community at-large working to address NIMBYism
- ✓ Not just NIMBYs, but people who don't understand/not informed or educated
- ✓ Candidates in upcoming elections
- ✓ Law enforcement and first responders
- ✓ Economic developers
- ✓ Service providers
- ✓ Ever-expanding "AMEN chorus," reinforcing, accenting and elevating message(s)

What can you do? What can we do?

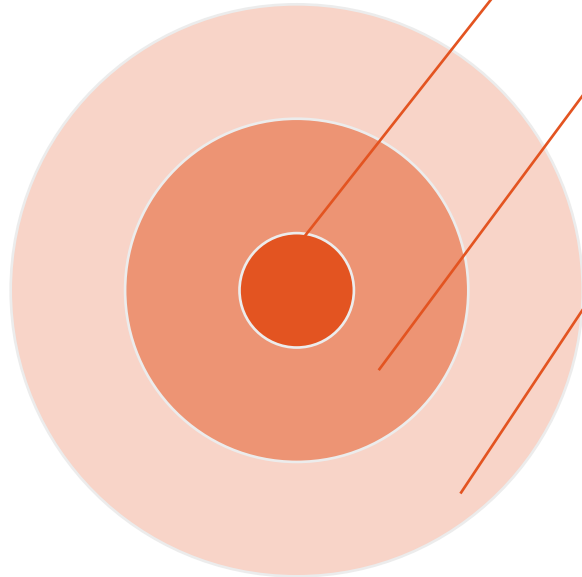


INDIVIDUAL

COMMUNITY

SYSTEM





Individual

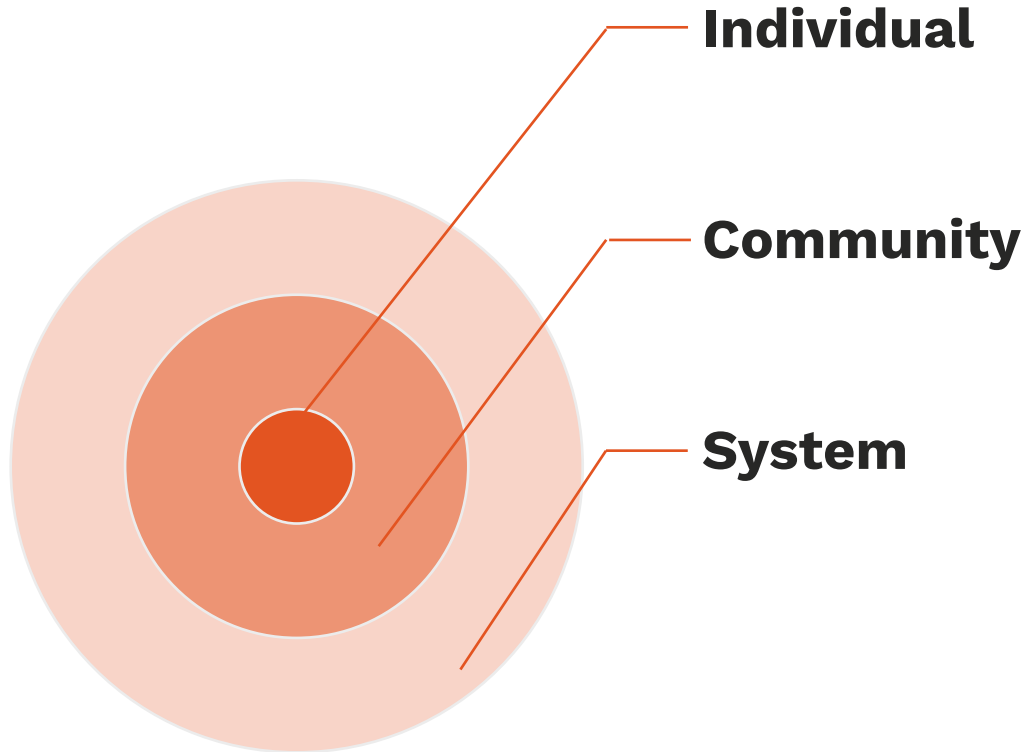
- **Focuses on** | Individuals and Families
- **Changes** | knowledge, attitudes, beliefs, practices and behaviors

Community

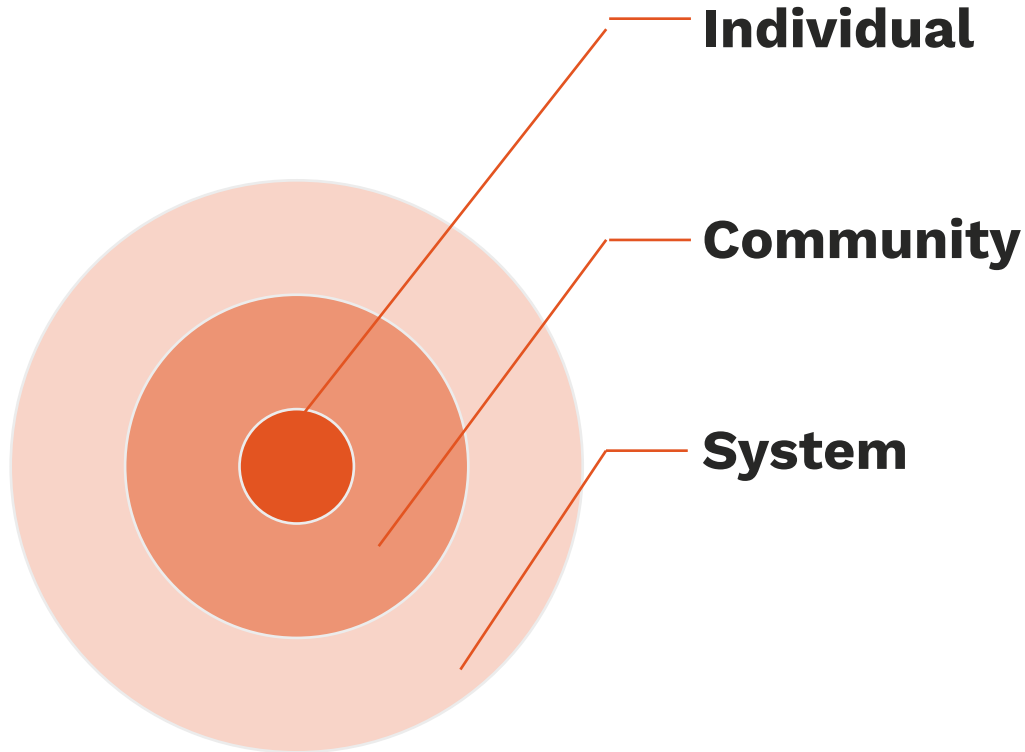
- **Focuses on** | Community Populations
- **Changes** | community norms, attitudes, awareness, practices, and behaviors

System

- **Focuses on** | Systems that Impact an Issue
- **Changes** | organizations, policies, laws, and power structures



- All are important
- All are equal
- Issues may require all levels
- All can happen simultaneously



Individual

Any intervention is dependent upon three things:

Community

1. the community need

System

2. the availability of effective strategies

3. the availability of resources

What can you do?



INDIVIDUAL

COMMUNITY

SYSTEM





QUESTIONS?