MAKE ROOM
Let’s give renters a voice
The United States is in the midst of a rental housing crisis.

11 million households – 1 in 4 of all renter households – spend more than half of their income on rent.
Total exceeds 25 million due to overlap in categories.
Source: US Census Bureau’s 2015 1-year American Community Survey Public Use Microdata Series as provided by IPUMS-USA, University of Minnesota, www.ipums.org
A drag on the national economy

The lack of affordable homes costs

$1.4 Trillion

in lost wages and productivity every year.

And causes long-lasting effects on health, educational achievements and lifetime earnings.

- Children who grow up in rent-stressed homes are more likely to be in fair/poor health and to suffer physical, developmental, and mental health challenges.
- They experience frequent school moves, high rates of absenteeism, and low test scores.
- More Millennials are living in poverty and fewer are employed or own homes, compared with Baby Boomers in 1980.
- They are less likely to have savings or other investments.
- Unstably housed seniors visit the emergency room at nearly 4x the rate of the general population of older adults.

The lack of affordable homes costs $1.4 Trillion in lost wages and productivity every year.
We will end the rental housing crisis with bold innovations that will:

- Increase the supply of homes that renters can afford.
- Increase rental assistance to help close the gap.
- Provide short-term emergency assistance grants.
- Break down regulatory barriers.
A new organization with a different approach

**STORYTELLING AND JOURNALIST EDUCATION**
- Real stories, real people - Humanize the issue
- Expose the human suffering and societal costs

**DIGITAL FOCUS**
- Empower renters with tools to use their voice
- Educate policy makers on why they should care about the issue

**ADVOCATING FOR CHANGE**
- Mobilize 1 million supporters to advocate for policy change
- Connect policy makers to people impacted in their district
- Amplifying the issue through the power of celebrity engagement
2018 Initiatives

LOCAL CAMPAIGNS
• Establishing strong local campaigns to raise awareness and mobilize support for new initiatives and policy change, based on our successful initiative in Denver.

JOURNALISM STUDY TOURS
• Through a dynamic one-day program featuring local and national experts, interactive discussions and tours, participating journalists are introduced to a range of housing challenges, solutions and policies that impact how we can or cannot afford our homes.

EMERGENCY ASSISTANCE PILOT
• In partnership with the Credit Builders Alliance, we will conduct events in Miami, Chicago and Washington, D.C offering a new housing stability loans, credit building, financial literacy and healthcare services.

SEPTEMBER IS NATIONAL MONTH FOR RENTERS
• We envision the opportunity to expand the National Month for Renters platform with the goal to engage rent-burdened Americans, policy makers, community members, and the press on the National Mall.
Building a movement through digital tools

We’re making it easier for real people to access their to elected officials in real time.
• 190,000 actions (emails, tweets, pledges)
• 184 renter stories contributed and shared online, pinned to Congressional districts
• Nearly 100 members of Congress took action via social media to show their support for solutions that address the housing crisis
• Grew supporter network to 138,000 subscribers
ProTips:

All federal elected officials have Twitter accounts.

Tweet @ policymakers, they pay attention.
ProTips:

Original content performs best

Keep it short.

Incentives and sweepstakes work
Join #MakeRoom to make rental homes affordable for all.

MakeRoomUSA.org

@MakeRoomUSA