



Home Matters Fact Sheet

Home Matters™ is a movement building public support for the essential role that Home plays as the bedrock for thriving lives, families, and a stronger nation. It shines a much-needed spotlight on the larger power of Home: supporting people’s identities, protecting and nurturing families, providing essential links to communities, and serving as the base for a stronger America.

Home Matters goes beyond housing and animates the connections between stable housing and other important facets of American life such as:



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.

Launched in March 2013, Home Matters is spearheaded by a coast-to-coast coalition of leaders, community groups, nonprofit organizations and the public at large. That coalition includes regional and local organizations providing housing and related services in 26 states—from California to Vermont, Florida to Washington—as well as national entities like the National NeighborWorks Association.

In shining its spotlight, Home Matters does the following:

- Educate** We spread the word about the benefits of Home.
- Collaborate** We bring disparate organizations and industries together under one banner.
- Engage** We rally local leaders and mobilize the public.
- Advocate** We encourage policymakers to protect and support Home and related initiatives.
- Support** We raise funds and increase investments to sustain the work that makes Home a reality for more Americans.
- Celebrate** We promote and honor the incredible impact of Home.

More information is available at www.HomeMattersAmerica.com. Please visit the site to share your own stories, tell your colleagues and friends about the initiative, and connect to it through Facebook and Twitter.