



Home Matters Fact Sheet

What Is Home Matters?

Home Matters® is a national movement designed to ensure that every American lives in a safe, nurturing environment with access to education, healthcare, public spaces and community services. 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.

Our mission is to make Home a reality for all.

We exist to raise funds and build awareness of the need for more affordable homes and better communities across the country. We’re a national coalition with hundreds of nonprofit, government and corporate partners working hard over the next 10 years to affect the following change:

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

What does Home Matters do?

- 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
- 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

Why now?

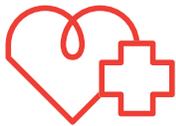
There’s a housing crisis in America. More than half a million people in the United States do not have a home – a quarter of whom are children – and over half of all American adults (52%) have had to make at least one sacrifice in order to pay their rent or mortgage.

The traditional American Dream has lost its relevancy. Today, the pursuit of the American Dream is broader than ever and reflects new and changing American values. Having a physical shelter does not mean that its residents feel safe, that their children get a solid education, that the economy is improving or that individuals and families have the support necessary to thrive. People need more from Home.

We need to redefine Home and create the New American Dream. 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.



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.

Who's 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.

For more information:

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.