



Cost of Home



Habitat's Cost of Home campaign seeks to make the cost of home affordable for millions of people across the United States.

Habitat for Humanity's five-year Cost of Home campaign is finding solutions and helping create policies that will allow access to affordable homes for 10 million individuals.

31% of adults reported that their families could not pay the rent, mortgage or utility bills, were food insecure, or went without medical care as a result of financial hardship a month into the COVID-19 pandemic.

44% of Black households own their home, compared with **73%** of white households, one of the clearest legacies of past racial discrimination and continuing housing inequities.

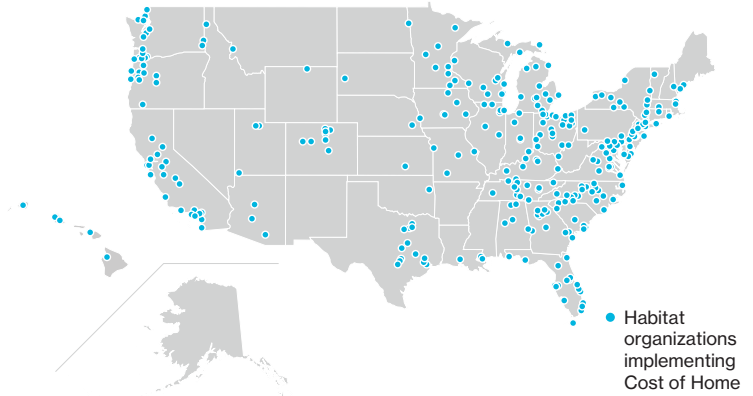
1.5 million people benefited from increased home affordability in the first year of Habitat's Cost of Home campaign.

Families across the United States pay too much for their home. Rent and homeownership costs are skyrocketing, and wages are not keeping pace. Everywhere you look – cities, suburbs, rural areas – the stability that home brings remains out of reach for too many families. Families should never have to spend more than 30% of their income on a home. Unfortunately, even before the COVID-19 pandemic, over 18 million households were paying half or more of their income on a place to live. Now the pandemic is highlighting housing affordability challenges, and conversations about racial equity are making the multigenerational impact of discriminatory housing practices clear. It is more important than ever to enact policies and create systems that increase access to affordable homes.





Habitat for Humanity understands the complexities that surround the cost of home. We know the struggle, stress and pain that far too many families in our communities experience, and that those with the fewest resources are forced to make the hardest choices. We know that the impacts of COVID-19 will be felt most by those who can afford it the least, and that the pandemic is having a disparate impact on communities of color – in terms of both their health and their economic stability. We must continue to advocate to ensure that everyone – no matter who they are, where they live or how much money they earn – can build the foundation for a stable, healthy future for themselves and their families.

Now more than ever, we must work together to make the #CostOfHome something we all can afford.







Habitat affiliates are using their reputation, resources and influence to improve housing policies at the local, state and federal levels. More than 300 local and state organizations are working toward policy solutions to address the need for home affordability in their communities and states through the Cost of Home campaign.



Cost of Home is influencing policies and systems that improve and promote:

 SUPPLY AND PRESERVATION	 ACCESS TO CREDIT	 LAND USE	 COMMUNITIES OF OPPORTUNITY
<ul style="list-style-type: none"> Expand affordable home production. Increase access to existing housing stock. Preserve existing affordable homes. Help people keep their homes during times of hardship. 	<ul style="list-style-type: none"> Strengthen housing finance systems. Update credit scoring and underwriting standards. Promote fair lending and consumer protections. Expand asset development and housing counseling. Facilitate access to safe, affordable credit. 	<ul style="list-style-type: none"> Reduce land and development costs. Create incentives or requirements for affordable housing. Ensure long-term equity, affordability and asset building in land use. 	<ul style="list-style-type: none"> Improve the quality and availability of existing housing stock. Support healthy and economically integrated neighborhoods. Broaden economic mobility and access to communities with opportunities.

Through the national advocacy campaign, Habitat for Humanity International will:

 Build network capacity to influence state and local policies on home affordability	 Influence federal policy on home affordability	 Mobilize resources to support advocacy for home affordability
<p>Capacity grants, training opportunities, tools and resources, technical assistance.</p>	<p>Federal policy research and development, Capitol Hill events, lobbying.</p>	<p>Fundraising, network leverage.</p>
 Inform and mobilize advocates for home affordability	 Elevate home affordability as a top issue of concern in the U.S.	 Coordinate the campaign across the Habitat network and affordable housing sector
<p>Mobilization tools and technology, web experience, advocate cultivation.</p>	<p>Campaign Cabinet, public relations, data and research, events.</p>	<p>Staffing, network enrollment, stakeholder engagement.</p>


So that:

Policies and systems at the local, state and national levels are influenced to increase housing affordability for **10 million people**.

Habitat's Cost of Home U.S. advocacy campaign will unlock billions of dollars in government funds to increase home affordability, opening the door for millions of families. We look forward to partnering with you to reach as many people as possible.



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