

A Record Breaking Year

HousingLink's community impact is highlighted by the following web traffic records set in 2011.

455,000
 searches for
 affordable housing

113,000
 affordable housing
 and waiting list
 openings posted

2.1
 million page
 views

An Innovative Year

Renters and case managers saved time by using the newly developed hAlert. hAlert sends an email or text message with housing listings that match a renter's criteria. **Did a new housing listing get posted that matches what a renter needs? hAlert will let him or her know!**



563 hAlert profiles set up

694,000 housing openings sent to those using hAlert

➔ **85%** of renters and **100%** of case managers said hAlert helped them or their clients find housing or get on a waiting list.

Thank you to the Jay & Rose Phillips Family Foundation of MN, The Saint Paul Foundation, and Greater Twin Cities United Way for making hAlert possible.

Twin Cities

Rental Revue

SHOWCASING SHADOW & APARTMENT MARKET DATA

HousingLink's first-ever earned-income venture was created in 2011! Twin Cities Rental Revue is a subscriber-based quarterly report that reveals market rate rental information for both the apartment and shadow (house, duplex, condo, town-home) markets.

Generated **\$11,200** in ongoing revenue (so far!) from 25 subscribers.

➔ Provides new insight into the Shadow Market, revealing its large impact on rental housing.

Other Successes

49,000 visits for information about subsidized housing

45,000 visits to view the status of Housing Authority Waiting Lists

3,000 visits to access Fair Housing information

9,000 housing opportunities found for Hennepin County case management clients

270 lead safe properties advertised

80% of landlords listing on HousingLink accept Section 8 Vouchers.

Conducted research for the McKnight Foundation *Housing Measures* report, revealing that it costs **40%** less to preserve affordable housing compared to new construction.

➔ Created an Inventory of Affordable Housing for the Central Corridor to help community organizations plan for changes coming to the area.

✓ Continued tracking of the foreclosure crisis in Minnesota. The 2011 annual report revealed a four-year low in foreclosures, but still three times higher than 2005.

➔ Recipient of a 2011 Dot.Org **Building on Success** award from the MN Council of Nonprofits.

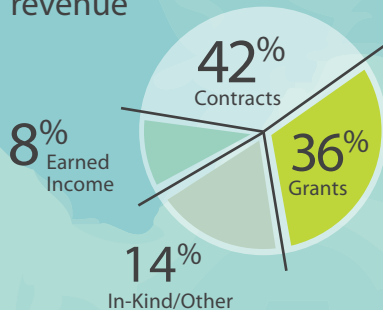


2011 Supporters

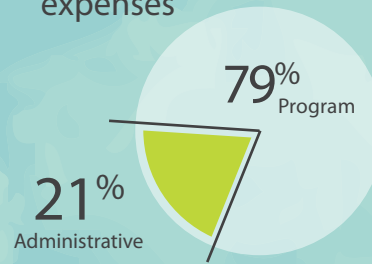
Bloomington Housing
& Redevelopment Authority
Eide Bailly (In-kind)
Fair Housing Implementation Council
Family Housing Fund
Google, Inc. (In-kind)
Greater Twin Cities United Way
Hennepin County
Homeownership Center
Hugh J. Andersen Foundation
Jay and Rose Phillips Family
Foundation of Minnesota
Live Smoke Free Minnesota
Many individual donors
McKnight Foundation
Metropolitan Council
Minnesota Housing
Minnesota Multi Housing Association
Minneapolis Public Housing Authority
MN Department of Human Services
Refugee Resettlement Program
Redmon Law Chartered (In-kind)
Rental History Reports
St. Paul Public Housing Agency
Target
The Saint Paul Foundation
Western Bank

Financials

revenue



expenses



The numbers in this report are pre-audit. Visit housinglink.org to see our most recent financial statements.

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