

SIMPLIFYING AFFORDABLE HOUSING

Beyond Backgrounds Takes Center Stage

While the affordable housing crisis continued to dominate the housing news headlines in Minnesota throughout 2019, housing access was especially difficult for people with criminal, credit and rental history barriers. Our Beyond Backgrounds program helps provide relief to people with these barriers.

When a landlord rents to a Beyond Backgrounds participant, they have access to up to \$2,000 of free insurance above what the security deposit to cover damage to the unit, unpaid rent, legal fees, and more.

In 2019 we expanded Beyond Backgrounds to the following:

- Veterans experiencing homelessness, as part of Governor Walz's initiative to end veteran homelessness in Minnesota.
- Families with a housing choice voucher from Metro HRA.
- People receiving mental health or substance use treatment in Ramsey, Dakota or Washington counties.
- People experiencing homelessness in downtown St. Paul.
- Families on the shelter wait list in Ramsey County.

Beyond Backgrounds also continued its partnership with the Suburban Metro Area Continuum of Care and families experiencing homelessness in Dakota County!

Take a look at our Beyond Backgrounds Impact Report (included with this Annual Report) to learn more.

HOUSING HUB

Development of Housing Hub continued in 2019. In the near future, this service will transform how low-income renters access housing waiting lists, and how properties manage their waiting lists and fill openings.

RELIABLE HOUSING INFORMATION

Minneapolis and St. Paul Rental Housing Briefs

Our rental housing briefs rose to prominence in 2019! One highlight is when it was featured in a story on the front page of the Pioneer Press. These reports, which led to coverage in various other media outlets throughout the year as well, feature solid data, presented in beautiful, bite-sized chunks to help cut through news. Leaders and citizens alike rely on these monthly reports to help them develop an accurate understanding of rental housing in their community.

We help community leaders, human services professionals, renters and landlords stay informed. Our newsletters have over 18,000 subscribers! Here is the information on which they rely:

Housing Connection

This bi-weekly e-newsletter features updates on places that accept Section 8 housing choice vouchers, notifications of subsidized waiting list openings, affordable housing news, events, job openings and resources.

Landlord Link


This monthly e-newsletter is for landlords. It features upcoming education and networking events, property management tips, rental housing news, and programs landlords can access to improve their properties and have better renting experiences!

Housing Authority Waiting List Alerts

The Housing Authority Waiting List alerts (HAWL) e-newsletter is HousingLink's longest running list. It notifies subscribers when a major subsidized waiting list opens, like Section 8 housing choice vouchers.

 **1,418,039**
Searches for Affordable Housing

 **21,923**
Affordable Vacancies & Waiting List Openings Listed

 **2,372,248**
Page Views of Housing Resources

Simplifying Housing Information

 **304,415** Visits for subsidized housing information.

 **152,839** Views of housing authority waiting list status.

 **3,858** Listings that would consider a Section 8 Voucher.

 **4,933** Visits for Fair Housing information.

 **16.2M** Notifications of housing openings sent via text and email since 2017.

Simplifying Housing Data

Streams - A complete inventory of publicly-funded affordable rental housing in Minnesota.

Twin Cities Rental Revue - A quarterly report that tracks market rate rents.

Minneapolis & St Paul Rental Housing Briefs

Rent Reasonableness data for housing authorities.

Housing research for community agencies.

MN Housing Measures (in partnership with the McKnight Foundation).

Housing Counts (in partnership with Family Housing Fund).

Rent Predictor interactive analysis tool for the Twin Cities (in partnership with the University of MN's Carlson Analytics Lab)

Hennepin County Affordable Listings Report



Simplifying Choice & Equity

HousingLink strategically partners with others to promote housing choice, stability and equity in Minnesota.

Here are some partners we worked with in 2019:

Dakota County | East Metro Crisis Alliance | Metro HRA
Minnesota Department of Veterans Affairs, VA and MAC-V
Suburban Metro Area Continuum of Care
University of MN Carlson Analytics Lab

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Contact

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housinglink.org

Visit housinglink.org/AboutUs/annualreport to view our Form 990 and audited financials.

2019 SUPPORTERS

Bloomington HRA

CH Robinson

Dakota County

Family Housing Fund

Google, Inc. (in-kind)

Greater Minnesota Housing Fund

Hennepin County

Hugh J. Andersen Foundation

Many individual donors

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Minnesota Multi Housing Association

Minneapolis Public Housing Authority

Outside In Collaborative

Pohlad Family Foundation

Ramsey County

Ramsey County CDBG

Redmon Law Chartered (in-kind)

Scott County CDA

St. Paul Public Housing Agency

Suburban Metro Area Continuum of Care

Target

FINANCIALS

| | | |
|--------|---------------------------|-----------|
| INCOME | Contracts | \$126,612 |
| | InKind/Other | \$7,542 |
| | Grants/Contributions | \$947,199 |
| | Earned Income..... | \$14,825 |

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|----------|-------------------|-----------|
| EXPENSES | Admin | \$96,334 |
| | Fundraising | \$46,921 |
| | Program | \$775,527 |