



SIMPLIFYING AFFORDABLE HOUSING

Housing Hub

Throughout 2018 we continued to develop Housing Hub, which will go live in summer 2019! This service transforms how low-income renters access affordable housing waiting lists, and how properties manage waiting lists and fill openings.

Beyond Backgrounds

This unprecedented rental market makes finding housing difficult for people with criminal backgrounds, recent evictions, bad credit and Housing Choice Vouchers. Beyond Backgrounds acts as an insurance fund for landlords willing to make exceptions to their screening criteria for renters with barriers. Thanks to the generous support of Minnesota Housing, Suburban Metro Area CoC (SMAC) and Pohlad Family Foundation, Beyond Backgrounds provides support to renters and landlords in Anoka, Carver, Dakota, Scott and Washington counties.

In 2019, Beyond Backgrounds is expanding to support families with Metro HRA Housing Choice Vouchers, households in Ramsey County and veterans who are experiencing homelessness!

Overcoming Barriers Videos

For nearly a decade HousingLink has provided in-person education to renters and human service agencies about overcoming housing search barriers. However, on-demand learning is increasingly important in this rental housing environment. To respond to this need we created four videos with tips about how to search for housing with criminal, credit, rental history, and low-income barriers. These videos also aired as commercials on the CW Twin Cities station. These educational commercials were viewed over 1 million times! Today these videos are integrated into our housing search, and available for viewing in the waiting rooms of local human service organizations.

Rental Housing Briefs

Housing issues in Minneapolis and Saint Paul are generating more attention, opinions and controversy than we have seen in our 20 years as a nonprofit operating in Minneapolis. At HousingLink, we've earned a reputation as data and housing information experts without spin or a political agenda. Well-informed decisions require a clear, data-driven understanding of the issues. This new monthly report series launched at the end of 2018 features solid data, presented artfully to help cut through noise. It exists to help you form an accurate understanding and well-informed opinions.

Learn more:

[Minneapolis Rental Housing Brief](#)
[St. Paul Rental Housing Brief](#)



1,299,743

Searches for Affordable Housing



19,673

Affordable Vacancies & Waiting List Openings Listed



2.7 million

Page Views of Housing Resources

Simplifying Housing Information



163,178

Visits for subsidized housing information.



100,663

Views of housing authority waiting list status.



4,185

Listings that would consider a Section 8 Housing Choice Voucher.



1,192

Members in our Landlord Loyalty Club.



4,516

Visits for Fair Housing information.



13.2 million

Notifications of housing openings since we started this service in 2011.

Simplifying Housing Data

- ➔ Streams - A complete inventory of publicly-funded affordable rental in Minnesota.
- ➔ Twin Cities Rental Revue - A quarterly report that tracks market rate rents.
- ➔ 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).





Simplifying Choice & Equity

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

Here are some partner projects on which we worked:

Affirmative Marketing Toolkit

amtk.housinglink.org

Hennepin County Lead Safe

housinglink.org/list/LeadSafe

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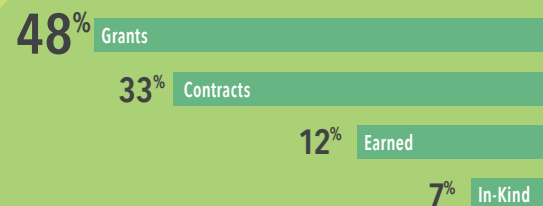
Terri Smith Director, *Metropolitan Council Housing and Redevelopment Authority*

2018 SUPPORTERS

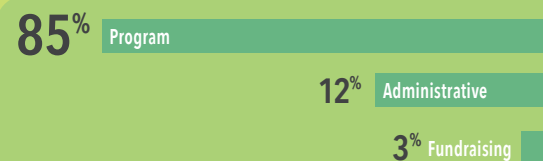
- Anoka County
- Bloomington HRA
- City of Woodbury
- Dakota County
- Family Housing Fund
- Google, Inc. (in-kind)
- Greater Minnesota Housing Fund
- Hennepin County
- Hugh J. Andersen Foundation
- Many individual donors
- McKnight Foundation
- Metropolitan Council
- Minnesota Housing
- Minnesota Multi Housing Association
- Minneapolis Public Housing Authority
- Pohlad Family Foundation
- Redmon Law Chartered (in-kind)
- Scott County CDA
- St. Paul Public Housing Agency
- Target
- Washington County CDA

FINANCIALS

Income



Expenses



Contact

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