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.









Page Views of Housing Resources

Simplifying Housing Information

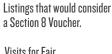








16.2M



Visits for subsidized

housing information.

waiting list status.

Views of housing authority

Visits for Fair Housing information.

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.

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housinglink.org

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

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

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 **McKnight Foundation Medica Foundation Metropolitan Council Minnesota Department of Veterans Affairs** Minnesota Housing 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

ES	Admin\$96,334
ENSI	Fundraising\$46,921
EXPE	Program\$775,527