



**2023  
ANNUAL  
REPORT**



## DEAR FRIENDS OF HOUSINGLINK,

Looking back across our 26-year history, I've been reflecting on the layers of meaning in our name. We link people to housing—a clearly essential need. Over time it has grown clearer that housing itself is the link to so much more. When people have safe, stable, and affordable housing it has ripple effects across families, from economic stability to better health outcomes to stronger academic achievement.

We know that linking people to housing is not as simple as providing an easy-to-use housing search tool. While proud of the growing statewide reach of housinglink.org—home to 1.9 million searches for rental housing in 2023, up 10% since 2020—last year was most meaningful for our two equity-focused programs:

**BEYOND BACKGROUNDS** provides property owners with a risk assurance fund when they rent to people with barriers in their backgrounds. Last year, 96% of participants maintained stable housing.

**WAITLIST CENTRAL** was soft-launched, allowing renters to easily see their subsidized housing waitlist status, speeding up their path to finding stable and affordable housing. By centralizing affordable waiting lists, the tool also lifts the burden of waitlist management off property owners.

I am also proud of our deepening commitment to advocate for racial equity in affordable housing. In 2023, our website's fair housing awareness and other educational videos had nearly 84,000 views.

Thank you for supporting this work, and for your commitment to our mission: connecting people to affordable rental homes, increasing choice and access for all.



**Sue Speakman-Gomez**  
President | HousingLink



# 2023 PROGRAM HIGHLIGHT: BEYOND BACKGROUNDS

A tight rental market in 2023 left renters with previous evictions, low credit scores, and criminal background barriers with slim hopes of finding owners willing to rent to them. Beyond Backgrounds rewrites this narrative, removing barriers to affordable housing.



**92%** of property owners plan to rent to participants again.

*“People fall on bad times, bad things happen, [and] you don’t want to hold them to that all the time. People grow, [and so] I want to be the property manager that gives them that opportunity.”*

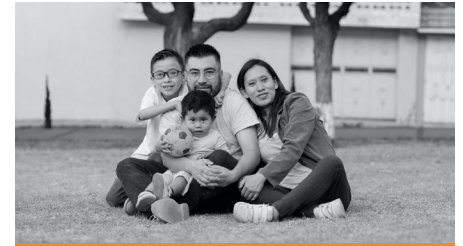
— Beyond Backgrounds Property Owner

*“I lost count of how many landlords turned me away after I would tour a place and then it was time to do the application...and they would just be like, ‘You need rental history for me to rent to you.’ So, it felt pretty hopeless.”*

— Beyond Backgrounds Participant



**96%** of renters stably housed after 1 year.



**1,425** renters secured housing through our website.

*“Finding a place through Beyond Backgrounds gave me the peace of mind that I need. I can actually focus on my health, mental and physical, which is an improvement for everything and everyone around me.”*

— Beyond Backgrounds Participant

## 2023 INCOME & EXPENSES\*

### STATEMENT OF ACTIVITIES

|                       | Without Donor Restrictions | With Donor Restrictions | Total     |
|-----------------------|----------------------------|-------------------------|-----------|
| Total Income          | \$987,028                  | \$8,031                 | \$995,059 |
| Total Expenses        | 1,367,650                  | -                       | 1,367,650 |
| Beginning Net Assets  | 796,208                    | 193,000                 | 989,208   |
| Changes in Net Assets | (380,622)                  | 8,031                   | (372,591) |
| Ending Net Assets     | \$415,586                  | \$201,031               | \$616,617 |

### STATEMENT OF LIABILITIES & ASSETS

|                                |                |
|--------------------------------|----------------|
| Total Current Assets           | \$718,268      |
| Total Current Liabilities      | 101,651        |
| Net Assets                     |                |
| Without Donor Restriction      | 415,586        |
| With Donor Restriction         | 201,031        |
| Total Net Assets               | 616,617        |
| Total Liabilities & Net Assets | <b>718,268</b> |

\*Please visit our website to find our audited financial statements.

# THANK YOU TO OUR GENEROUS SUPPORTERS!

**\$6,855** donated by  
generous individuals.

**25,000** housing  
vacancies were listed by owners.

**1.9 Million** housing  
searches performed by renters.

## 3 WAYS YOU CAN SUPPORT OUR WORK IN 2024:



### DONATE TO HOUSINGLINK

Your donation connects people to housing where they can live and thrive:  
[housinglink.org/aboutus/donate](https://housinglink.org/aboutus/donate)



### LINK MORE PEOPLE TO PROPERTIES

Property owners can register for Beyond Backgrounds or add listings to our database: [housinglink.org](https://housinglink.org)



### UNDERSTAND YOUR COMMUNITY

Use our rental market data & insights to advocate for housing equity in your community: [housinglink.org/research](https://housinglink.org/research)

### 2023 BOARD ROSTER

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### STAFF LIST

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