

A Moment That Demands Infrastructure

THE MOMENT

One in five Americans is now over 65, and every day, 10,000 more join them. One in three of their households is cost-burdened. Of those 12 million households, more than half are severely burdened, spending 50% or more of their income just to stay housed. Women bear the worst of it: over three-quarters of senior women renters pay unaffordable housing costs.

For older adults on fixed incomes, the math narrows to a handful of options. Sell the house. Move in with family. Enter a facility. Or find a way to stay. Home sharing is that way.



HomeShare Oregon connects home providers who wish to stay in their homes with home seekers who need a safe, affordable place to call their own, empowering both through compatible home sharing matches that strengthen financial, physical, and emotional security for everyone involved.

THE ORGANIZATIONAL BACKDROP

Five years ago, HomeShare Oregon set out to build a viable, cost-effective home sharing solution for Oregonians. The organization acquired a nationally recognized matching platform originally developed by Silvernest, a venture-backed company that pioneered technology for connecting older adults with compatible housemates. That acquisition placed proven, institutional-grade infrastructure in mission-driven, nonprofit hands, where it belongs.

CITY OF PORTLAND PILOT

Municipalities across the country — from New York and Boston to Bellingham, WA — recognize home sharing as essential civic infrastructure. The City of Portland joins them, designating home sharing as a validated tool for delivering affordable housing and preventing homelessness. HomeShare Oregon has been selected as Portland's qualified home sharing provider, dedicated to making this pilot a success.

WHY NOW

The past 12 months tested nonprofits across the sector, and HomeShare Oregon was no exception. Through a period of organizational transition, the need for home sharing only grew. New leadership, with experience building and scaling values-based technology platforms and a commitment to the senior market, has set a clear strategic direction rooted in the same vision on which HomeShare Oregon was founded. The City of Portland pilot is our opportunity to demonstrate how civic, nonprofit, corporate, and philanthropic capital can work together for our neighbors.

THE CAMPAIGN: \$3M

HomeShare Oregon is raising \$3 million to strengthen its platform for national scale, fund programmatic enhancements, and keep adoption costs low enough that any individual or community can participate. The first \$1.44 million covers the capital period required to reach monthly self-sufficiency by September 2027.

FIRST MILESTONE

\$1.44M

Capital to reach self-sufficiency

FULL CAMPAIGN

\$3M

National scale and international reach

This is not charity. It is **philanthropic seed capital** that channels the power of generosity into the financial and emotional security of people who want to stay in their homes and the communities they love.

WHAT INVESTMENT MAKES POSSIBLE



PLATFORM

Security and experience enhancements for national scale.



PARTNERS

Cities, faith communities, and cultural orgs adopt at low cost.



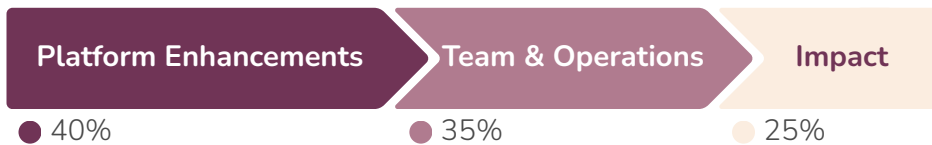
SCALE

Every dollar accelerates self-sufficiency through earned revenue.

PATH TO SELF-SUFFICIENCY

- **March 2026**
New strategic leadership. City of Portland Home Sharing Pilot.
- **May 2026**
National relaunch and media campaign. New pricing models.
- **September 2026**
First partner licenses generating revenue.
- **September 2027**
Revenue crosses expenses. Self-sufficiency.
- **2027- 2029**
National infrastructure. All capital dedicated to mission delivery.

CAMPAIGN ALLOCATION: \$3M



SUPPORT & REVENUE AT SCALE

Partner Licenses	48%	Sponsorships	11%
Direct-to-Consumer	3%	Charitable Gifts	37%
Affiliate	1%		

65% earned revenue by end of model period (2029.)
Ongoing charitable gifts fund innovation and expanded reach,
not day-to-day operations.

The infrastructure is ready.
The moment is now.
Will you join us?

THE PLATFORM

HomeShare Oregon offers the nation's only nonprofit technology platform for home sharing, purpose-built to address aging in place, social isolation, and housing displacement. Your investment strengthens it for national scale, keeping adoption costs low enough for any person or community to join.

WHO WE ARE NOW

We believe home sharing should be a first instinct, not a last resort. Our platform makes it possible at scale, turning extra rooms into financial stability, companionship, and community resilience.

The partners and investors who join us now hold the key to **home** for thousands.

HomeShare Oregon

HomeShare Oregon is a 501(c)(3) non-profit organization.
EIN: 86-3754964
homeshareoregon.org

Candice Smith
executivedirector@homeshareoregon.org
(503) 480-5769 - direct