

# 73 Million People. One Inevitable Conversation.

*"Staying in this house is getting harder and more expensive. I'm not ready for a care facility. Moving in with my family isn't the answer. I just need a way to stay in the home and community I've built my life around."*

**Millions of older adults are having this conversation.  
Be the brand that walks in with the answer: home sharing.**



# An Ancient Solution. Three Modern Crises.

HomeShare Oregon is the nation's only nonprofit purpose-built for home sharing. People have shared their homes for centuries — boarding houses, rented rooms, multi-generational living. These were not workarounds. They were how communities managed financial pressure, isolation, and housing scarcity together. Today, those three crises converge on older Americans with new urgency. Home sharing solves all three with a single match.

The solution has always existed.  
We are the infrastructure built to deliver it.



**\$700**

average monthly savings vs. market rate

**Financial Instability**

*HomeShare Oregon, 2021-present*

**43%**

adults 50+ reporting loneliness

**Social Isolation**

*AARP Foundation, 2022*

**44M**

empty bedrooms in American homes

**Housing Insecurity**

*JBREC (John Burns Research & Consulting), 2024*

WHY NOW

# The Most Powerful Audience In America.

Adults 60 and older control 70% of U.S. disposable income and are the most brand-loyal generation alive. Most of their wealth is held in real estate, and they are actively seeking solutions to stay in their homes and protect that equity. As the costs of aging at home rise, many face pressure to sell, liquidating the very asset positioned to transfer to the next generation. Home sharing is that solution. The brands that show up when these questions are being asked will retain their most loyal customers and acquire the next generation at the same time.

For most older Americans, home is not just where they live. It is where their wealth lives.



**12.8M**

**older adults 65+  
cost-burdened by housing**

*Harvard Joint Center for Housing Studies, 2024*

**70%**

**of disposable income in the US  
held by adults 60+**

*AARP Foundation, 2024*

**\$1,976**

**average monthly social security  
benefit, age 65+**

*Social Security Administration, 2024*

# Home Sharing as the First Instinct. Not the Last Resort.

Your sponsorship reaches people at a defining moment, actively choosing solutions for housing, finances, and independence. The brands that show up with real answers at this inflection point earn trust and loyalty that lasts a lifetime.

## THE HOMEOWNER

**Asset-Rich. Income-Constrained.  
Ready to Stay.**

With 44 million empty bedrooms in American homes, older homeowners want a solution that generates income without selling. Home sharing keeps their most valuable asset in the family as generational wealth.

## THE HOME SEEKER

**Out of Options.  
Open to Something New.**

The average Social Security benefit is \$1,976/month. The average 1-bedroom apartment costs over \$1,500/month. Home sharing is the gap between financial precarity and real stability.

## THE FAMILY MEMBER

**Searching for Answers for  
Someone They Love.**

53 million Americans provide unpaid care to an aging loved one (AARP). They are actively researching housing options, financial tools, and care products on behalf of a household in transition.



**Your brand belongs in these conversations.**



# No Galas. No Waste. Just Impact.

Corporate support of HomeShare Oregon is different because we are different: a nonprofit intentionally focused on service to those who need us. Every corporate dollar directly funds operations and impact.

## **Always On. Always There.**

As a digital platform, we show up when and where our audience needs us — late at night, on the bus, searching for answers. That's when the best brands appear and trust is built.

## **Not One Moment. Every Moment.**

Partnership delivers year-round visibility across our platform, content, and communications, not just a single event.

## **In the Content. Not Just the Credits.**

Partners are woven into the stories we tell, featured in articles, guides, and resources our audience actively seeks out and trusts.

WAYS TO SPONSOR

# Be the Brand With the Answer.

With one sponsorship commitment, your brand becomes the answer in 73 million conversations about how Americans will age in place.

Civic Pioneer	\$50,000
Community Champion	\$25,000
Neighborhood Builder	\$10,000
Housing Partner	\$5,000
Room Advocate	\$50,000



HomeShare Oregon is a 501(c)(3). While charitable gifts are tax-deductible to the extent allowed by law, corporate sponsorships are generally not tax-deductible as charitable contributions. Please consult your tax advisor.



## Online

Scan, click, or visit  
[homeshareoregon.org/  
give](https://homeshareoregon.org/give)

## By Check

Make checks payable to HomeShare Oregon  
Mail to: P.O. Box 18222  
Portland, OR 97217

## By Invoice

Email us at  
[sponsorship@homeshareoregon.org](mailto:sponsorship@homeshareoregon.org) to  
request an invoice or ACH instructions