



Capacity Building Campaign 2024-2026

Case for Support

“HomeShare Oregon is able to do what no other housing organization can—have a statewide impact on preventing homelessness before it starts.”

— Homer Williams, Founder and Board Member of HomeShare Oregon

Gayle and Brenda’s Story

“I have no idea why I didn’t think of sharing my home sooner. HomeShare Oregon changed my life. I no longer live in fear of losing my home.”

— Gayle, Portland home owner and HomeShare Oregon participant

Gayle, a 71-year-old massage therapist, wanted to retire but couldn’t afford her mortgage alone. Brenda, a 65-year-old photographer, lost her housing during the pandemic and lived in an RV on the streets of Portland for 15 months.

Through HomeShare Oregon, Gayle and Brenda connected, finding their lifestyles, interests, and needs aligned. They’ve shared a home for three years, creating a secure and stable living environment while building financial resilience and maintaining their independence—outcomes that HomeShare Oregon strives to provide for hundreds more Oregonians.

Preventing Homelessness Before It Starts

Founded in 2021, HomeShare Oregon takes a unique approach to tackling the state’s homeless crisis. Our mission is to expand access to affordable housing through homesharing. We connect homeowners struggling to make their monthly mortgage payments with renters needing affordable housing. In three years, we have created 500 successful matches. Our goal is to meet the growing need for affordable housing options by adding 500 new matched households by the end of 2026.

HomeShare Oregon Draft Case Statement

Oregon's Housing Crisis: The Urgent Need For Change

According to a study by the Pew Charitable Trust, rising housing costs have driven a surge in homelessness nationwide, with Oregon experiencing one of the sharpest increases. Oregon now has the third-highest rate of homelessness in the U.S., with over 20,000 people unhoused—a number that has grown by 23% from 2020 to 2022 and another 12% from 2022 to 2023.

Despite investments by the state and local governments, rising housing costs have priced out thousands of renters and homeowners in Oregon, especially among senior women and black, indigenous, and people of color. Many homeowners over 65 find that their housing expenses exceed half of their income.

HSO's Plan: Launch our Statewide Initiative

According to ApartmentFinder.com, there are more than one million spare bedrooms in Oregon. Renting just a fraction of these could create thousands of affordable housing units and generate thousands of dollars in additional income for financially vulnerable homeowners and renters.

Toward this end, HomeShare Oregon is launching a capacity-building campaign to expand its reach to renters and homeowners across the state. This initiative includes hiring regional coordinators, upgrading our online matching application platform, and increasing marketing, communications, and outreach.

Campaign Priorities are:

- Enhance online technology to streamline the user registration process
- Increase marketing and communications statewide
- Hire coordinators and secure partners to promote home sharing throughout Oregon
- Hire a development director to ensure the continued growth of HomeShare's services

Campaign Timeline and Goal: January 2025-December 2026

- **Raise** \$1,560,000 over 2 years
- **January 2025:** Hire 2 coordinators in 2025, and add incrementally each year through 2027
- **Beginning in 2025:** sustain monthly income of \$65K for capacity-building costs

Please join us in addressing housing security, affordability, and community resilience across Oregon by making a contribution to HomeShare Oregon today!

Contact: Savenia Falquist, Executive Director at savenia.falquist@homeshareoregon.org or 503-567-2733

Thank you!

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HomeShare Oregon fundraising campaign talking points

HomeShare Oregon stands apart from other housing organizations, offering a unique, scalable, and cost-effective approach to prevent homelessness *before it starts*. With your support, we can continue empowering Oregon homeowners, providing affordable housing solutions, and fostering resilient communities across the state. Together, we can make a powerful impact on Oregon’s housing crisis—one homeshare at a time.

Why HomeShare Oregon?

In Oregon, rising housing costs have pushed the state to a breaking point, with homelessness surging by 23% from 2020 to 2022 and another 12% from 2022 to 2023. With Oregon now holding the third-highest rate of homelessness in the country, **HomeShare Oregon** offers a proactive solution by enabling homeowners with extra space to share their homes with individuals needing affordable housing, many of whom are at risk of homelessness themselves.

Our Model: Community Building, Empowerment, and Stability

Founded in 2021, HomeShare Oregon addresses the urgent need for affordable housing by connecting homeowners facing financial strain or the need for companionship with renters seeking similar options. This model has proven especially effective for those over 65, many of whom are struggling to cover housing costs on a fixed income. By sharing their homes, homeowners gain financial resilience, independence, and the chance to contribute to their communities.

Since our inception, we’ve facilitated **500 successful matches**, creating mutually beneficial housing solutions across Oregon. Our goal is to triple this number in the next three years, giving even more Oregonians access to stable, affordable housing and reducing the risk of homelessness.

The Need is Real, and We’re Ready to Act

With over one million spare bedrooms in Oregon, even renting a fraction could provide affordable housing for thousands and generate additional income for homeowners who need it most. According to PEW Charitable Trusts, skyrocketing homeownership costs and rental shortages have been especially burdensome for BIPOC and senior populations. Many seniors now spend over half their income on housing alone, making home sharing a powerful tool for economic security and well-being.

Help Us Build Capacity for Long-Term Impact

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Our capacity-building campaign will allow us to expand our reach and meet the urgent housing needs of communities across Oregon. With your help, we will:

- **Hire regional coordinators** to serve high-need areas across the state,
- **Enhance marketing and outreach** to reach more homeowners and potential renters,
- **Invest in development and fundraising initiatives** that will sustain HomeShare Oregon for years to come, and
- **Grow our community partnerships** to scale our mission and impact.

Support a Scalable Solution to Oregon's Housing Crisis

Your investment in HomeShare Oregon doesn't just provide funding—it's a catalyst for lasting change. Join us as we continue to help vulnerable Oregonians, empower homeowners, and create a sustainable, affordable housing solution. Together, we can make Oregon a place where everyone has the stability and support they need to thrive.