

Draft Annual Report 2023

Executive Summary

Sharing Housing, Inc. serves as a valued resource for both individuals looking to share housing and those who see its potential and want to start programs to support home-mates in their communities. We are unique. No other organization exists for this purpose. We have an international presence in English-speaking countries.

Vision

Shared housing is a universally accepted living arrangement—individuals feel happy, safe, and at peace with home-mates, and organizations encourage shared housing for their constituents.

Mission Statement

We work with organizations, housing professionals, the aging network, individuals, and local officials who are seeking to develop shared housing in communities. The twin crises of high housing costs and the increase in social isolation combine to make cooperative living arrangements an excellent solution. With education, advocacy, and model development, we help individuals to choose, create, and sustain shared housing.

Advocacy

How do we popularize an idea that is so simple “people should live together” but flies in the face of contemporary society where living alone is the norm when individuals are not in an intimate relationship or living with family? By showing up and saying it over and over and over again wherever we can. Along with other shared housing organizations our advocacy work is to “normalize” the idea and help people, especially seniors, realize that living with other people can improve their lives immeasurably. To that end, our founder is interviewed on podcasts, presents at conferences and participates in local and regional housing coalitions. We are also working on promoting tax and public policy initiatives to eliminate perceived barriers to shared housing.

Interviews/Podcasts

Brattleboro Community Television with Senior Solutions
Peter Case "Fish" interview on July 10th, posted July 11th.
Sharing Boulder, Philip Ogren
National Council for the Prevention of Homeless Veterans

Presentations

MCOA (Massachusetts Council on Aging) biannual conference
Ethical Cultural Society Brooklyn
Senior Center, Carlisle MA
Senior Center, Acton MA
Panel - Wayland MA

Publications

Invited to contribute to Generations, the journal of the American Society of Aging edition on Solo Aging. "Making A Golden Girls Home a Reality" published in August of 2023. Generation is distributed digitally to a list of 100,000 and is available on their website.

<https://generations.asaging.org/making-golden-girls-home-reality>

Newsletter

Our newsletter, "Sharing Housing Tips and News" is sent to approximately 1,250 people. We have an excellent open rate of 43%. This is twice the rate of the average on newsletters.

Blog Posts

Understanding that it is difficult for individuals to consider shared housing for themselves, our newsletter and blog posts are designed to provide a regular cadence of information about shared housing so that our readers can become accustomed to the idea and learn about how others have successfully made this transition. Our open rates are in the 45% range, a rate well above the industry average. We are routinely thanked for being the standard bearer for shared housing. At the turn of the year we hired a blog writer to write one post a month.

Blog Titles

- What Is It You Want?
- Shift -- Why It Exists
- NewYear, New Habits
- The Puzzle of Shared Housing
- Podshare: The future of living together
- Pay Attention to Red Flags
- NewYear, New Habits
- The Puzzle of Shared Housing
- Podshare: The future of living together
- Pay Attention to Red Flags
- Covid lockdowns: a lesson in extremes
- When Things Change
- Paper Products to share or not to share
- A Toxic Stew: Add Chronic Loneliness

- Famous Roommates
- An Odd Truth About Zoning - Revisited
- Positive Housing Attitudes, in college and beyond
- Making a Golden Girls Home a Reality (Generations)
- A 'brilliant' idea at home and abroad
- Who's Got the Power (And What You Can Do About It)
- The highs and lows of shared laundry
- It's The Holiday Season?
- The Time Has Come to Share My House

Conference attendance

- [Vermont Finance and Housing Conference](#)
- State of Housing Conference sponsored by BDCC (Brattleboro Development Community Corporation).
- Vital Communities Breakfast on small housing options.
- [Southern Vermont Economic Conference](#)

Legislative Action

SHI staff lobbied for legislative action to make income from home share tax free, speaking to local representatives, culminating in [testifying to the Vermont Senate Committee](#) on General, Housing and Military Affairs. The tax free idea didn't get any traction. However, the bill that passed includes this: Act 47 S 100 §31 – Homesharing Program: Directs DHCD to develop a home-sharing program, pending funding.

Social Media Presence

We maintain a Facebook page, a closed Facebook group: "Hello Home-Mate", an Instagram account called SharingHousingcommunity, and a LinkedIn page.

Facebook Likes: 1264, Facebook Follows: 1294
 Members of Hello Home-Mate group: 906
 SharinghousingCommunity: 125 followers
 LinkedIn: 47 followers

Consistent posting on these accounts brings people to our Q&A sessions and to purchasing our published resources.

Google Grants

We participate in the Google grant program for nonprofit organizations. We can spend \$10,000 a month in ad campaigns. Monthly between 25-32% of our visitors arrive through Google search and these campaigns.

Networking and Partnerships

There is a growing awareness in our society that shared housing is a viable option for seniors. We've welcomed and supported the various individuals and organizations that show up who see the value of home share and are working in their communities to encourage others to share housing. We are always interested in collaboration and growing this movement. To that end we participate in meetings of the Southern Vermont Housing Coalition and the CHIP (Community Health Improvement Plan) Housing Group, and with HomeMatch of the Front Porch Communities Foundation (California).

Educational

We currently offer three Q&A sessions a month on Zoom. These are free. Generally twelve to twenty people register for a session and between five and nine attend. The conversation is created by the attendees. Sometimes someone comes with a burning question, sometimes they come to learn more, or to be inspired. Many attendees are working on developing home share programs in their communities. Questions range from: "Should I have this person move in if they don't have the security deposit I require?" to "I'm being threatened with small claims court since I used the deposit to pay to have the stuff moved out of the house after they didn't do it" to "Where can I find people who want to live in shared housing?" Attendees always report that the session was helpful. Many attendees return for additional sessions.

Discovering Shared Housing

Discovering Shared Housing is our "live" Zoom class of four sessions, once a week for seventy-five minutes. We offered it twice, once in April and again in September. A total of sixteen people signed up. It is offered on a sliding scale so that those in straightened economic circumstances can take the class and those who can pay for it will support our efforts. Some people paid \$100, others less than that.

"I LOVED the Zoom class! So much information, great ladies, an excellent starting place! Now, I'm ready to dig in and do the preparation homework that wasn't assigned."

On line classes; 5 Key Benefits of Shared Housing and Sharing Housing 101

We offer two classes as online learning which the student can access 24/7/365.

SHIFT™—Shared Housing Incentives for Taking Action

Our pilot project SHIFT™ launched in late November 2022. SHIFT™ is designed to incentivize homeowners to share their home by offering free access to our online courses, consultations on how to make a home more comfortable for sharing, and support in conducting their own search process during and after a housemate moves in. We received a small grant to provide \$500 per recipient for completing the program. Our local bank Brattleboro Savings and Loan has agreed to offer participants in our SHIFT program loans at favorable rates to finance renovations if the renovations require more five hundred dollars.

Press releases garnered two articles in local newspapers and an interview on local community television. We also advertised on the local listserve, Front Porch Forum, once a week for four weeks in January. We immediately had eleven signups. Despite several follow up contacts through email and phone calls those initial individuals have not completed the program. We currently have one participant who later signed up and completed the program, and have two individuals who are working on adapting their homes for home sharing.

Outreach

We started tabling to get the word out about our SHIFT program.

- Brattleboro Coop - May 5
- Senior Solutions Health Fair
 - Ludlow, June 16
 - Bellows Falls, September 22
- Farmer's Markets
 - Springfield VT July 15
 - Bellows Falls July 28
 - Putney August 6
 - Brattleboro August 19

We conducted sent letters to seventy-five senior centers in Vermont, informing them of our work.

Financials

We started the year with \$23,623 in the bank enabling us to contract with consultants for bookkeeping, website improvements and maintenance, digital media marketing, and grant writing. Due to long Covid, our activity was significantly constricted.

SHI FY 2023 YTD Budget vs Actual + Current Month

	Actual FY22	FY23 Budget	Actuals Sep 2023	Actuals YTD	% of Budget	
Revenue						
Direct Public Support						
Donations						
Corporate Contributions		\$ 5,000.00	\$ -	\$ -	0%	
Individual Donations	19,653.11	\$ 10,000.00	\$ -	\$ 7,990.00	80%	
Total Donations	\$ 19,653.11	\$ 15,000.00	\$ -	\$ 7,990.00	53%	
Foundation Grants	10,000.00	\$ 53,500.00	\$ -	\$ 12,000.00	22%	
Total Direct Public Support	\$ 29,653.11	\$ 68,500.00	\$ 0.00	\$ 19,990.00	29%	
Interest Income			\$ 0.67	\$ 7.22	#DIV/0!	no budget line item for interest income
Program Income						
Book Sales	2,089.74	\$ 5,400.00	\$ 16.50	\$ 1,742.90	32%	
Course Sales						
Discovering Shared Housing		\$ 500.00	\$ 265.00	\$ 1,000.00	200%	
Sharing Housing 101	1,200.00	\$ 3,000.00	\$ 40.00	\$ 465.00	16%	
Total Course Sales	\$ 1,200.00	\$ 3,500.00	\$ 305.00	\$ 1,465.00	42%	
Presentations		\$ 1,000.00	\$ -	\$ 1,070.00	107%	
SHIFT Partnerships		\$ 1,000.00			0%	
Total Program Income	\$ 3,289.74	\$ 10,900.00	\$ 321.50	\$ 4,277.90	39%	
Uncategorized Income			\$ -	\$ -		
Total Revenue	\$ 32,942.85	\$ 79,400.00	\$ 322.17	\$ 24,275.12	31%	
Cost of Goods Sold						
Cost of Goods Sold	492.15	\$ 600.00	\$ -	\$ 452.40	75%	
Shipping	145.23	\$ 250.00	\$ -	\$ 158.94	64%	
Total Cost of Goods Sold	637.38	\$ 850.00	\$ -	\$ 611.34	72%	
Total Cost of Goods Sold	\$ 637.38	\$ 850.00	\$ -	\$ 611.34	72%	
Gross Profit	\$ 32,305.47	\$ 78,550.00	\$ 322.17	\$ 23,663.78	30%	
Expenditures						
Operations						
Bank & Stripe Fees	76.53	\$ 150.00	\$ 9.62	\$ 113.00	75%	
Dues, Fees, & Memberships		\$ 500.00			0%	
Insurance -- Liability, D and O		\$ 1,250.00		\$ 1,250.00	100%	
Meals & Lodging		\$ 1,500.00		\$ 86.53	6%	
Office Equipment		\$ 3,500.00	\$ -	\$ 2,266.99	65%	
Office Supplies	99.71	\$ 250.00	\$ 31.04	\$ 433.22	173%	
Postage & Shipping		\$ 50.00		\$ 186.72	373%	
Printing & Copying	594.14	\$ 500.00	\$ -	\$ 462.76	93%	
Professional Development	296.54	\$ 300.00			0%	
Reference Materials		\$ 200.00	\$ -	\$ 246.63	123%	
Telecom		\$ 1,800.00	\$ -	\$ 364.69	20%	
Travel mileage		\$ 1,000.00	\$ -	\$ 641.50	64%	
Total Operations	\$ 1,066.92	\$ 11,000.00	\$ 40.66	\$ 6,052.04	55%	
Outreach						

SHI FY 2023 YTD Budget vs Actual + Current Month

	Actual FY22	FY23 Budget	Actuals Sep 2023	Actuals YTD	% of Budget	
Advertising	1,033.40	\$ 2,500.00	\$ 83.60	\$ 1,401.19	56%	
Conferences & Trade Shows	100.00	\$ 2,500.00	\$ -	\$ 1,013.71	41%	
Conference-related Travel	2,076.11				#DIV/0!	combined with Conference cateory in FY23
Mailing List Management	348.00				#DIV/0!	Combined with Advertising category in FY23
Website	1,110.59	\$ 1,000.00	\$ 292.80	\$ 4,771.66	477%	
Total Outreach	\$ 4,668.10	\$ 6,000.00	\$ 376.40	\$ 7,186.56	120%	
Professional Fees						
Bookkeeping	1,544.91	\$ 1,500.00	\$ -	\$ 1,687.50	113%	
Consultant (SEO, web, development)	547.50	\$ 2,500.00	\$ -	\$ 625.00	25%	
Grant Consultant		\$ 5,000.00	\$ -	\$ 2,935.00	59%	
Graphic Design		\$ 3,000.00		\$ 337.50	11%	
Legal		\$ 2,000.00			0%	
Marketing Consutant	7,200.00	\$ 12,700.00	\$ 1,000.00	\$ 11,724.50	92%	
Website Design	600.00	\$ 600.00	\$ 50.00	\$ 600.00	100%	
Total Professional Fees	\$ 9,892.41	\$ 27,300.00	\$ 1,050.00	\$ 17,909.50	66%	
Royalty Fees	1,192.30	\$ 3,990.00		\$ 1,011.14	25%	
Staff						
Executive Director		\$ 30,000.00			0%	
Total Staff		\$ 30,000.00			0%	
Total Expenditures	\$ 16,819.73	\$ 78,290.00	\$ 1,467.06	\$ 32,159.24	41%	
Net Operating Revenue	\$ 15,485.74	\$ 260.00	\$ (1,144.89)	\$ (8,495.46)	-3267%	
Net Revenue	\$ 15,485.74	\$ 260.00	\$ (1,144.89)	\$ (8,495.46)	-3267%	

Organizational

We have expanded our pool of paid consultants to include a digital media assistant, a grant writer, a writer for one blog post a month and maintaining/improving our two websites: sharinghousing.com and sharinghousing.org.

We have two websites because the .com was already in existence when we formed as a nonprofit organization. On SharingHousing.Com we have worksheets, our blog, newsletter signups, and the books and courses we sell. The .org site is our nonprofit presence including our Board membership.

What We Are Planning For 2024

Our strategic plan calls for growing the number of registrants in SHIFT™ in Windsor and Windham counties. We will do this by increasing our outreach in the community through tabling at local markets, distributing our materials and increasing our advertising. Our goal is to have four established home share arrangements. In order to do this we need to double our outreach expenses .

We will continue to pursue ideas for how public policy and law can support homeshare.

We are pursuing grants and additional funding to support our work.