



Annual Report 2021

Executive Summary

This was the year where Covid precautions continued. We focused on developing the two online courses for which we had raised money in the previous year. The two courses, [5 Key Benefits of Shared Housing](#), and [Sharing Housing 101](#) are now online and available to the public. This effort included a website redesign of sharinghousing.com.

Advocacy

Much of our work is advocacy for the idea of shared housing. In a society that often assumes a single person lives alone, we are working on changing that assumption. An article in the New Yorker on the use of artificial intelligence robot pets as companions for older, isolated seniors prompted a letter on our part to the editor, which was published. As a result, quite a few people found us and subscribed to our newsletter list.

Invitations to present to groups came to us through individuals who have taken our courses or heard us at conferences. Via Zoom (or other web conference software) we presented to: North Chatham Free Library, Chatham NY; Arrowhead Area Agency on Aging, ARDC, Minnesota; “Living Alone with Parkinson’s” support group. (Beth Israel Deaconess Medical Center); and the Brattleboro, Vermont Housing Coalition.

We also conducted a presentation for the American Society on Aging with Sara Zeff Geber – a virtual panelist for Solutions Summit on Shared Housing with Amy Appleton (Sonoma County Home Share and President of the National Shared Housing Resource Center).

We are the voice-over at the beginning of the video “Stay or Move,” along with an interview of Annamarie Pluhar.

<https://stayormove.org/shared-housing/>



Starting in September we are hosting a monthly Q&A Zoom session for people interested in shared housing. Each session is announced through our newsletter and has 15-16 people per session. Attendees are often interested in implementing home sharing in their communities.

Currently, the newsletter list has about 1100 subscribers. We have improved our conversion process and created a “Welcome Campaign” to help folks know who we are. We are averaging 20 signups a month.

We have developed a one-page description of our organizations for potential funders as a leave-behind. (Attached)

A piece of our advocacy is the ongoing publication of blog posts about shared housing. Our website currently has 211 posts. In the past year we published eleven.

- [How Valerie Shares Her Home – Sharing Housing](#)
- [Hiatus in Shared Housing: How to Manage – Sharing Housing](#)
- [Trust Your Gut When Interviewing a Housemate – Sharing Housing](#)
- [Sun and Moon: Our Pets – Sharing Housing](#)
- [Families Sharing a Home: Rob’s Story – Sharing Housing](#)
- [Sharing a Home for the Dying, Holding Space Asheville – Sharing Housing](#)
- [Living with Grandparents: How Sarah K. Saved the Day – Sharing Housing](#)
- [Scams, Scammers and Shared Housing – Sharing Housing](#)
- [Resisting Moving – It’s So Human – Sharing Housing](#)
- [Accessory Dwelling Units are Not Shared Housing – Sharing Housing](#)
- [An Odd Truth about Zoning – Sharing Housing](#)

To improve our social media presence, we enlisted the help of a marketing expert. We now have a [LinkedIn](#) page as well as [Facebook](#), [Twitter](#) and [Instagram](#) presences.

Education

The two courses: 5 Key Benefits of Shared Housing and Sharing Housing 101 were written and videotaped in our home office. Each course is based on the successful Zoom live class, “Discovering Shared Housing,” that Annamarie Pluhar has been conducting two to three times a year for five years. An assistant managed the editing and website integration. A soft



launch happened in May, with the public launch announced in July with a national press release. The local paper ran a story about the course.

5 Key Benefits of Shared Housing contains 7 short videos (2-7 minutes). It is free. Our intention is for the basic information about why shared housing is a good idea to be available to anyone who is interested. Sharing Housing 101 has the reasonable price of \$80 for individuals. The configuration of the website allows us to offer group seats at a discounted rate.

Right off the bat, a group lead by Vital Communities in White River Junction, Vermont purchased twenty seats for a pilot study to see whether the courses would be a “conversation starter” for potential hosts in shared housing. This pilot is ongoing. The Housing committee of Dover and Wilmington purchased five seats. We have learned that some organizations will need more support to use the courses effectively.

Testimonial for Sharing Housing 101: “Just took the 101 course and LOVED IT! I really didn’t know what to expect and found it very interesting, well laid out, and very engaging. You are a great presenter and made the whole process accessible for everyone. I especially liked how you gave examples of different living styles without any judgement attached. That was very comfortable for me.”

We conducted the *Discovering Shared Housing* Zoom live class in October and January for a total of 22 participants.

Organizational

Sharing Housing, Inc. entered into a legal agreement with Annamarie Pluhar to license materials she had created before the founding of Sharing Housing, Inc., and set up a royalty arrangement for the work on the courses for which she was not compensated. Once that agreement was inked, Sharing Housing, Inc. assumed all the costs associated with running the website, [sharinghousing.com](http://www.sharinghousing.com).

As we prepared for a more complex financial arrangement, we hired a bookkeeper, relieving our treasurer of day-to-day accounting. We have



joined the monthly Brattleboro Area Development Directors meeting in order to learn more about fundraising.

We applied for and were accepted to the Google Ads grant program.

Financial

In our annual fundraising campaign we raised \$3500 and received a grant for \$5,000 from the Alma Donchian Gibbs Foundation. With the monies raised the previous year through crowdfunding we were able to produce the courses and hire a book keeper. We are meeting our minimal expenses.

Going forward we anticipate income from the selling of our resources as well as seeking grants to expand our advocacy and education.