



On the cover:

Bijoy Das lays a brick floor during the 2012 Friendship Build in Doluchara Village, Srimangal, Bangladesh. Seventy-six volunteers from the United States, New Zealand, Australia, China, Cambodia, Philippines and Malaysia built 10 houses in Doluchara as part of a major community development project that also includes tube wells, roads, rainwater catchment and draining systems. © Habitat for Humanity International/ Jason Asteros

The State of Advocacy — Fiscal Year 2014

FOREWORD.....	5
SECTION 1: ADVANCING ADVOCACY AT HABITAT	7
INTRODUCTION: HABITAT’S GLOBAL ADVOCACY STRATEGIC INITIATIVE.....	7
HABITAT’S METRIC SYSTEM: ESTABLISHING OUR BASELINE IN MEASURING OUR ADVOCACY IMPACT.....	8
BUILDING OUR CAPACITY FOR IMPACT WORLDWIDE: TRAINING IN EVERY REGION AND AT EVERY LEVEL.....	10
HABITAT ON THE HILL 2014.....	11
PREPARATION FOR GLOBAL ADVOCACY CAMPAIGN.....	12
ENSURING A HIGH RETURN ON HABITAT’S ADVOCACY INVESTMENTS.....	13
SECTION 2: BROADENING ACCESS TO DECENT, AFFORDABLE HOUSING IN THE U.S.	15
INTRO.....	15
IN THE FACE OF FEDERAL BUDGET PRESSURES, HABITAT SUPPORTS CRITICAL HOUSING RESOURCES.....	15
ENERGY EFFICIENCY: HABITAT ADVOCATES FOR NONPROFIT WEATHERIZATION PROGRAM THAT BENEFITS HABITAT HOMEOWNERS, AFFILIATES AND THE ENVIRONMENT.....	17
HFHI LEADS EFFORTS TO PROTECT NONPROFIT MORTGAGE LENDING MODEL (DODD-FRANK MORTGAGE REGULATIONS).....	19
SECTION 3: GLOBAL PRIORITIES	21
INTRO.....	21
MAKING HOUSING A GLOBAL PRIORITY BY INFLUENCING THE UNITED NATIONS’ POST-2015 DEVELOPMENT AGENDA.....	21
2014 SHELTER REPORT.....	22
WORLD URBAN FORUM 2014: TAKING A LEADING ROLE.....	23
GLOBAL HOUSING INDICATORS: LAUNCHING THE WORKING GROUP.....	25
INTERNATIONAL HOUSING COALITION.....	26
TOWARD STEADY AND STABLE: THE HAITI PROPERTY LAW WORKING GROUP CONTINUES INNOVATIVE TRAINING ACROSS THE COUNTRY WHILE PREPARING FOR THE RELEASE OF ITS SECOND MANUAL.....	27
SECTION 4: GLOBAL UPDATES	29
INTRO.....	29
UNITED STATES.....	29
EMEA REGION.....	31
LAC REGION.....	38
AP REGION.....	40
SECTION 5: LOOKING FORWARD	43
INTRO.....	43
PLANNING FOR HABITAT III: CONTINUING THE MOMENTUM INTO 2016.....	43
ADDRESSING AFFORDABILITY: LAYING THE FOUNDATION FOR A U.S.-BASED CAMPAIGN.....	44
FULL STEAM AHEAD: BUILDING CAPACITY AND MOMENTUM.....	46

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FOREWORD

Fiscal year 2014 marked the eighth anniversary of Habitat for Humanity's advocacy efforts. Reflecting on the progress that we as an advocacy organization have made this year, I am struck by how fitting that number is. After all, eight is associated with new beginnings in the Christian faith. It is also the atomic number of oxygen, the density number for the wisdom tooth, and the number of notes in an octave. In many cultures, eight is considered a lucky number.

In many ways, this eighth year breathed new life into our advocacy efforts. Pursuant to Habitat's new strategic plan, we have developed an ambitious Advocacy Strategic Initiative that promises to accelerate the extraordinary progress we have made in less than one decade. Recognizing the value of measuring our global impact, the Government Relations and Advocacy team implemented a new metrics system and revealed that, in one year alone, Habitat's advocacy efforts impacted nearly 2.7 million people and mobilized close to \$1 billion for adequate and affordable housing. These tangible results of our advocacy are evidenced around the world.

From dozens of strong applications, four Habitat entities earned our first global advocacy awards, which were presented in February at Habitat on the Hill, our annual U.S. legislative conference. Selected for their innovative, efficient and effective efforts to improve housing systems and policies, the honorees were announced before a crowd of nearly 300 proponents of affordable housing ready to engage in bipartisan advocacy.

At the World Urban Forum in Medellín, Colombia, in April, Habitat took an even greater role than we have at past global conferences; our CEO, Jonathan Reckford, led the Civil Society Organization Roundtable session. Serving as rapporteur from that session, Reckford shared the clear desire of civil society to see shelter prioritized in the emerging urban agenda. We further contributed to the outcomes of this gathering of more than 20,000 development experts, including the resulting WUF Declaration, through our role on the Advisory Committee.

Our Shelter Report won another award for its expert yet accessible treatment of the role that microfinance should play around the world in supporting incremental housing. In the United States, we saw the House of Representatives' introduction of the Protecting Habitat Homeownership Act, which would provide needed revisions to Dodd-Frank mortgage requirements that inadvertently burdened nonprofit self-help models such as Habitat's. This policy win, which would not have been possible without years of respectful relationships with federal agencies, resulted in the Consumer Financial Protection Bureau's issuing a proposed rule to provide relief to U.S. affiliates.

As we continue to scale up our advocacy work and realize our strategic initiative goals, we will keep collaborating within our own network and cooperating with external organizations. The coming year promises many exciting developments as we more deeply involve young people who care about Habitat in our advocacy efforts and expand the ways that Habitat volunteers as a whole can engage with the movement to end poverty housing. Outside of the organization, we are developing strong partnerships on several fronts, including through the Global Housing Indicators Working Group formally launched in April 2014. We are honored to represent civil society organizations at a global level and work in close collaboration with key coalitions to address a range of poverty issues within the United States and around the world.

The year ahead holds great promise. With new hires in every region, we are increasing the capacity of our advocacy team to change policies and systems that stand in the way of a world without poverty. With preparations for Habitat III, UN-HABITAT's 2016 conference, already underway and our entire network focused on the U.N.'s Post-2015 Development Agenda, Habitat's advocacy efforts will impact every level of policy, from the local to the

global. And only one year into Habitat's new strategic plan, which lists advocacy as one of our top priorities, it is with great excitement that I share perhaps our most exciting announcement for the coming year: With foundational preparation completed, we announced Habitat's first global advocacy campaign on World Habitat Day 2014 and will launch the campaign itself in early 2015. We will also launch a U.S.-focused campaign as soon as sufficient resources are available.

This eighth year also marks my final foreword to our State of Advocacy report, as I will retire at the end of 2014. Over the course of these eight years, I have often reflected on Jesus' eight Beatitudes, particularly the blessing for "those who hunger and thirst for righteousness." Developing an advocacy agenda and expanding capacity throughout our global network involves many challenges. But driven by a hunger and thirst to see a world without poverty housing, we have steadily grown every year since I joined Habitat in 2006. I am humbled as our team continues to exceed the ambitious goals we set out less than a decade ago. With the momentum we have built, I have no doubt that our global Habitat network will see myriad advocacy successes in the years ahead. I am honored to have had the opportunity to lead our talented advocacy team and look forward to witnessing the change they will accomplish in the years ahead.

Elizabeth Blake

Senior Vice President, Government Affairs, Advocacy and Legal

SECTION 1: ADVANCING ADVOCACY AT HABITAT

INTRODUCTION:

HABITAT'S GLOBAL ADVOCACY STRATEGIC INITIATIVE

This was unquestionably a year of firsts for Habitat for Humanity International in the realm of advocacy. In July 2013, HFHI began its first global advocacy strategic initiative. Over the course of a year, a core team has built a solid foundation to support and enable the Habitat network to increase impact through advocacy initiatives. HFHI's advocacy strategy has three main components: advocacy capacity building, advocacy strategic investments and advocacy campaigns. Working together, these three parts — along with the important addition of global advocacy metrics — are moving Habitat's global network into deeper advocacy engagement and positioning the organization as a leader in global housing efforts.

Notable successes achieved in the first year of the advocacy strategic initiative include:

- **Metrics:** Collected for the first time in fiscal year 2014, global advocacy metrics revealed that Habitat's advocacy efforts helped nearly 1 million people and mobilized close to \$1 billion for adequate and affordable housing globally in one year.
- **Capacity workshops:** Strategic investments supported regional advocacy workshops taking place in the Europe/Middle East/Africa and Asia/Pacific regions, and a workshop is scheduled in the Latin America/Caribbean region for November 2014. These workshops were the first of their kind with an advocacy focus, bringing together key national organization and area office staff members to dedicate three days to sharing best practices, developing regional and national strategies, and planning for global campaign implementation.
- **Prioritizing policy:** Issues selection workshops have taken place in multiple countries around the world. These workshops, modeled on HFHI's global campaign issue selection workshop, help national organizations better understand and prioritize the policies and systems they should work to influence.
- **Leading on the global stage:** Habitat led a strong delegation to the World Urban Forum in Medellín, Colombia, implementing more than a dozen workshops and events. Habitat CEO Jonathan Reckford hosted the key global civil society discussion, pushing for strong civil society organization engagement in the Post-2015 Development Agenda and the Habitat III conference. HFHI played a key role in negotiating the outcome document of the World Urban Forum and led the effort to include a focus on housing and slums.
- **Preparing for a global campaign:** Habitat's senior leadership team selected "access to land" as the global campaign issue focus, enabling HFHI for the first time to build and execute a global advocacy campaign, which will launch in January 2015.
- **Influencing the global agenda:** Pursuant to Habitat's consistent advocacy efforts, a milestone report from the United Nations' working group addressing the Post-2015 Development Agenda included a target on housing.
- **Partnering at the state level in the United States:** HFHI jointly drafted and signed a partnership agreement with Habitat's state support organizations, setting forth, for the first time, how HFHI and state support organizations will work together under a common advocacy agenda and strengthen state and local policy efforts.
- **Measuring our progress:** For the first time, advocacy metrics will be added to the Neighborhood Revitalization program, building incentives for Neighborhood Revitalization affiliates to systematically plan and execute advocacy strategies at the local level.

- **Affiliate advocacy ambassadors:** HFHI launched an advocacy ambassadors program in the U.S., a renovated version of the former advocacy liaisons program.
- **Global communications:** HFHI recently launched key advocacy communication updates both within the U.S. and globally.
- **Habitat on the Hill:** As a national leader in affordable housing, Habitat continues to leverage its annual legislative conference in the U.S. to educate the Habitat network about HFHI's federal housing agenda and build the capacity of affiliates to advocate at federal, state and local levels. This year's conference included the first global advocacy awards and the first live streaming of sessions, allowing affordable housing supporters around the world to attend virtually.
- **Youth engagement:** Habitat's annual youth advocacy event, Act! Speak! Build! Week, brought 130 groups across the country together to advocate for housing over the course of events held in their communities. The most popular event this year was raising awareness by sleeping out in main areas of towns or college campuses and urging peers and passers-by to take action by contacting their member of Congress. New to this year was the use of social media tools to more fully engage digital natives in advocacy efforts.

Each of these successes is described further in this report.

HABITAT'S METRIC SYSTEM:

ESTABLISHING OUR BASELINE IN MEASURING OUR ADVOCACY IMPACT

Collected for the first time in fiscal year 2014, global advocacy metrics revealed that Habitat's advocacy efforts helped nearly 1 million people and mobilized close to \$1 billion for adequate and affordable housing globally in one year.

There's an apt expression in the world of metrics: That which gets measured gets done. Recognizing the benefits of using data to gauge impact and of creating incentives for action, Habitat for Humanity International collected six metrics associated with advocacy from national organizations in fiscal year 2014. This valuable baseline of data will help the full network understand and implement advocacy in deeper and more meaningful ways. With these metrics, Habitat can measure its growth in capacity and state in specific and concrete terms the impact that its advocacy is having around the globe.

This baseline reveals that Habitat's advocacy helped more than 1 million people and mobilized nearly \$1 billion for adequate and affordable housing in FY2014. Additionally, more than one-third of the Habitat network reported some advocacy activity. Most encouraging, it is clear that the Latin America and Caribbean region, which has invested in advocacy for a longer period than other Habitat regions, has the most successful results, suggesting that similar levels of investment in the other regions will be met with similar levels of success.

The metrics also clearly show that there is room for improvement, both in ensuring accuracy in reporting and in increasing the level of activity within the network. For example, the total reported "actions taken by advocates" outside of the United States is a mere 1,512. There is no doubt that Habitat has the capacity to mobilize millions of individuals to take action in support of advocacy, yet it has not invested enough in activating its vast network to support the organization's advocacy activities. Given how foundational systems and policies are to ending poverty housing and the ability of advocacy to impact those systems and policies, Habitat has a huge opportunity and should ensure adequate investment in advocacy efforts.

We all have a voice.


What do you do with yours?

At Habitat for Humanity, we promote policies and systems that advance access to affordable housing. Just like using your hammer, using your voice helps create safe and decent housing for people around the world.

» **Our advocacy efforts take many forms. Join us today and help us celebrate more successes like these:**


25,000 PEOPLE

impacted by Habitat Hungary's call for increased tenure security through the country's biggest social housing program



2 BILLS


introduced by the U.S. Congress in November 2013 specifically in support of Habitat's unique model



\$3 MILLION SECURED IN 2011

for the Weatherization Innovation Pilot Program, an initiative Habitat continues to support

STACKS OF \$100 BILLS:




\$1.9 MILLION AWARDED IN 2013

to create a statewide affordable housing trust fund in South Dakota

« **\$508,000** will go to Habitat affiliates to use in 2014


1,000 U.S. VETERANS

were served by Habitat in 2013 with home construction, repairs and other interventions, in addition to thousands more employed by or volunteering with local Habitat affiliates



30+ CITIES AROUND THE WORLD

assessed by the Habitat supported Global Housing Policy Indicators team by autumn 2014 to measure national and local governmental support of access to housing




● COMPLETE ● IN PROGRESS ● PLANNED

LEARN MORE > globalhousingindicators.org

100 STAKEHOLDERS

in the Haiti Property Law Working Group contributed to innovative materials and training to clarify and improve land tenure laws following the 2010 earthquake



LEARN MORE > habitat.org/haiti

GET INVOLVED >> habitat.org/advocacy

READ about the issues > **SHARE** what you learn > **JOIN** the call for change

These new advocacy metrics have already demonstrated their value and their potential to help the entire Habitat network better understand and implement advocacy initiatives. With only one year of data, we already have a clear and concise window into what many who have been following Habitat's advocacy efforts for years have known: Although the concept of advocacy might seem less concrete than the concept of building, advocacy successes mobilize resources for adequate housing and have a significant impact on large populations of people in need.

For more information, contact cvincent@habitat.org.

This infographic highlighting a few of Habitat's recent advocacy successes is available in the Advocacy Communications section of My.Habitat.

BUILDING OUR CAPACITY FOR IMPACT WORLDWIDE: TRAINING IN EVERY REGION AND AT EVERY LEVEL

Recognizing the potential to make a major impact on housing policies and systems around the world, Habitat's advocacy team partnered with several departments to expand the network's advocacy capacity.

Habitat for Humanity's global strategy names advocacy as a key feature of our organizational approach, declaring it one of the organization's top five principles. Habitat's advocacy promotes policies and systems to increase access to affordable housing. Over the past year, Habitat has built its capacity to reach this objective, both in the United States and internationally, through three key ways:

1. Building an electronic resource center.
2. Enhancing the work of state support organizations.
3. Hosting capacity-building workshops around the world.

The collaboration among teams from Government Relations and Advocacy, Learning and Organizational Development, and Communications yielded positive results for the Habitat network as a whole.



Theo became the face of Habitat's advocacy efforts after appearing in Habitat's new stop-motion PSA.

1. Housing Policy and Advocacy Resource Center: During fiscal year 2014, we built a Housing Policy and Advocacy Resource Center on the My.Habitat intranet site, my.habitat.org/kc/home/advocacy. These Web-based resources offer a range of assistance to support Habitat's advocacy efforts and are organized in three main sections:

- **Tools and tactics:** Topics include "Developing an Advocacy Plan"; "Directly Engaging Decision-Makers"; "Measuring Advocacy"; the "Global Advocacy Guide"; and additional related resources.
- **Research on housing:** Topics include "Studying Economic Impact" and "Impact on Health."
- **Policy priorities:** Provides guidance on advancing policy priorities through both the Federal Resource Center and the State and Local Resource Center.

To highlight new additions and frequently updated areas, the Policy and Advocacy Resource Center also contains a Featured News and Resources section where users can find the most recent editions of Habitat's Federal Policy Updates, Advocacy Communications Tools and Advocacy Mobilization Alerts, to name a few.

2. Enhancing state support organization capacity: In FY2014, the Government Relations and Advocacy team worked closely with state support organizations to enhance their advocacy capacity, including:

- In-depth planning and training in a preconference associated with Habitat on the Hill, the annual legislative conference and outreach to Congress by affiliate representatives. The commitment to form an ongoing partnership between Habitat's GRA team and state support organization leadership emerged at the preconference.
- After Habitat on the Hill, GRA and state support organizations entered into a formal agreement, with GRA agreeing to provide support, including capacity building, and the state support organizations committing to undertake further advocacy efforts at the state level. GRA trainings include identifying key policy issues at the state and local levels, grassroots mobilization, and how to lobby at the state and local levels.

- The relaunch of the Advocacy Ambassadors program, which is designed to equip a core group of advocates through monthly webinar trainings and newsletter outreaches. Although it is open to direct participation by affiliates, the program includes state support organization representatives as well.

3. International Advocacy Workshops: The GRA team worked in partnership with HFHI's area offices to host Habitat's first advocacy workshops. These workshops were designed to advance national organizations' policy reform efforts from national to local levels, thus furthering the Advocacy Strategic Initiative. Additionally, the workshops helped equip both area offices and national organizations to promote practical reforms with their respective governments and identified national organizations to receive pilot grants for their reform initiatives.

For more information, contact advocacy@habitat.org.

HABITAT ON THE HILL 2014: ADVOCATING IN A WINTER WONDERLAND

Three hundred Congressional offices to visit. Thirteen workshops. Sixty pages in the program to spot-check. Five inches of snow. These are some of the ways to measure this year's Habitat on the Hill legislative conference, but the two most exciting numbers in 2014 were two and 100.

Two was the number of sessions made available for anyone to watch anywhere in the world via live stream for the first time in the annual conference's seven-year history. Through Habitat's YouTube channel, affordable housing supporters joined the conference's opening session, where Habitat's first global advocacy awards were presented. The four winners of those awards included Habitat for Humanity Nepal, Hábitat para la Humanidad Honduras, Habitat for Humanity Omaha and Habitat for Humanity South Dakota. (Additional information about these award winners appears in [Section 4](#).)

After the awards ceremony, Linda Kaufmann of the 100,000 Homes Campaign gave an inspiring presentation about her organization's work to end homelessness in cities around the U.S. Later that afternoon, advocates around the country tuned in for a plenary session with Shaun Donovan, then the U.S. secretary of housing and urban development. Donovan was joined by Habitat CEO Jonathan Reckford and HFHI board of directors chair René Glover.



Subzero temperatures, dangerous wind chills and a large amount of snow, which fell the second day of the conference, served as a sobering reminder of how winter impacts the 30 million low-income families in America living with inadequate insulation, a leaky roof or drafty windows and facing soaring energy bills. Weatherization was among the issues for which attendees advocated while on Capitol Hill.

The second momentous number, 100, is the number of participants who attended Habitat on the Hill for the first time. The mix of new faces and veteran advocates shared in learning from leading experts how to maximize their impact as effective advocates and users of government resources for affordable housing. Attendees discussed Habitat's policy priorities, such as investing in resilient communities through programs like the Self-Help Homeownership Opportunity Program and the Corporation for National and Community Service, whose AmeriCorps and VISTA programs provide an estimated 1.6 million volunteer hours to Habitat affiliates every year. Housing finance reform and expanding access to energy efficiency resources are also priorities; the latter helps Habitat build energy-efficient homes and weatherize older residences, improving low-income families' financial and physical health.

Subzero temperatures, dangerous wind chills and the large amount of snow that fell the second day of the conference, lengthening the stays of many attendees, served as sobering reminders of how winter impacts the 30 million low-income families in America living with inadequate insulation, a leaky roof or drafty windows and facing soaring energy bills. Such families would greatly benefit from the very weatherization programs for which Habitat supporters advocated during the conference and continue to support.

Building on momentum from past years, planning is already underway for next year's conference. Habitat on the Hill 2015 will be held Feb. 10-12 and promises to be our most successful and widely attended legislative conference yet.

For more information, contact advocacy@habitat.org.

PREPARING THE FOUNDATION: LAUNCHING HABITAT'S FIRST GLOBAL ADVOCACY CAMPAIGN

In early 2015, Habitat for Humanity will launch its first global advocacy campaign, which will involve national organizations from around the world, eliminate the most critical obstacles to decent housing, and help 2 million people every year.

In February 2014, Habitat's senior leadership team and the vice presidents of each of Habitat's area offices agreed to unite the Habitat network to implement a single, global advocacy campaign to address the issue of access to land for shelter.

Habitat's new strategic plan calls on Habitat for Humanity to "impact the housing sector," in part by "promoting policies and systems" to increase housing opportunities for more than 2 million people every year by 2018. To achieve this goal, there is no better strategy than to implement a globally coordinated advocacy campaign.

Campaigns are essential for large, complex, global, federated organizations such as Habitat. They align the network's focus, expertise, resources and communications into one common goal. To be clear, campaigns do not exclude organizations from having other priorities. Rather, they work alongside other priorities to provide an intentional, common agenda across the network. As the global campaigns of Habitat's major peer organizations demonstrate, global campaigns are an essential tool for impacting policies and systems and, in turn, helping large populations in need of support.

Based on extensive research and on-the-ground expertise, Habitat for Humanity has selected land access for

shelter as the focus of its first global advocacy campaign. Access to land often lies at the heart of poverty housing, depriving the poor of the most basic physical, economic and psychological security of adequate shelter. Of the more than 1 billion people living in slums around the world, many struggle on a daily basis with tenure security and fear of eviction. Even more lack proper documentation of the land on which they live. To address these issues, the campaign will have four key subthemes:

- Secure tenure.
- Gender and property rights.
- Slum upgrading.
- Disaster resilience.

The goal of the campaign is clear: Change policies and systems around the world in order to directly improve access to land and shelter. The campaign conservatively aims to make such improvements for more than 2 million people over the course of three years. Five main objectives drive the campaign's planning efforts:

- Reforming land policy at national levels.
- Reforming land policy in global initiatives.
- Enrolling global funding network countries and U.S. affiliates in the campaign.
- Communicating and mobilizing support globally.
- Mobilizing resources.

As of the time of this report, Habitat is engaging key stakeholders in the development of the campaign in order to maximize the potential impact and grow global interest and engagement. Habitat plans to launch the campaign in January 2015.

For more information, contact cvincent@habitat.org.

ENSURING A HIGH RETURN ON HABITAT'S ADVOCACY INVESTMENTS

Habitat is growing capacity through trainings in each of its three regions and boosting the capacity of its state support organizations.

In November 2013, Habitat's Government Relations and Advocacy team took up the charge in the 2014-18 Global Strategic Plan to expand Habitat's advocacy efforts around the world, inviting area offices and state support organizations to submit proposals to become strategic investment sites. In February 2014, six sites were selected to support HFHI's new Advocacy Strategic Initiative and expand advocacy within the organization: all three area offices and the state support organizations in South Dakota, Virginia and Oregon. Grantees receive financial and technical assistance from GRA to accomplish their goals to change policies and systems impacting poverty housing.

Advocacy workshops around the world

Habitat's three area offices — Latin America and the Caribbean; Asia and the Pacific; and Europe, Middle East and Africa — all proposed workshops for their respective national directors and staff members to share best practices, explore tactics and methodologies through case studies, and learn about Habitat's upcoming global advocacy campaign. In April 2014, EMEA hosted the first area office workshop in Bratislava, Slovakia, which was

attended by representatives from 13 national organizations. In August 2014, representatives from seven national organizations attended the AP workshop in Manila, Philippines. The LAC workshop will be held in San Jose, Costa Rica, in November 2014. By then, representatives from more than 30 countries will have participated in the trainings, laying a solid foundation to continue building Habitat's global advocacy capacity and launch its first global advocacy campaign.

Building capacity in the United States via state support organizations

All 11 proposals that GRA received from state support organizations outlined a variety of exciting plans to catalyze state-level advocacy. The three grant recipients selected provided well-defined plans with ambitious but achievable goals, and activities that could be replicated by other Habitat entities. Further, the grantees all leveraged additional funding and were committed to monitoring and reporting on processes and outcomes. The recipients — South Dakota, Virginia and Oregon — are now working to build coalitions, lobby state legislatures and secure long-term funding for affordable housing.

For more information, contact dpetrie@habitat.org.

SECTION 2: BROADENING ACCESS TO DECENT, AFFORDABLE HOUSING IN THE U.S.

INTRODUCTION

Six years after the crash of the U.S. housing market, which demonstrated both that Habitat partner families have the capacity to be successful homeowners and that low-income households can outperform those with higher incomes when offered responsible mortgages, Habitat's advocacy efforts in the United States continued to support and expand our operations nationwide in 2014. The upcoming federal budget is reason for cautious optimism and inspiration for continued advocacy in favor of key entities and programs, including the HOME Investment Partnerships Program, or HOME; the Community Development Block Grant, or CDBG; the Section 4 Capacity Building Program; the Self-Help Homeownership Opportunity Program, or SHOP; and the Corporation for National and Community Service, or CNCS. With the February 2014 reintroduction of the Weatherization Enhancement, and Local Energy Efficiency Investment and Accountability Act in the Senate and introduction in the House, Habitat's efforts around weatherization intensified. Recognizing that partner families can become successful homeowners only if they are able to afford other essential expenses, including utilities, Habitat kept weatherization as a key focus throughout the year. Habitat also celebrated two significant successes when its diligent advocacy yielded common-sense relief from narrow portions of the Dodd-Frank Act, the overly broad legislation designed to address the corruption that led to the housing crisis. The introduction of the Protecting Habitat Homeownership Act of 2013, along with the guidance issued by the Consumer Financial Protection Bureau — the federal agency charged with addressing Dodd-Frank regulations — will allow Habitat's U.S. affiliates to continue to serve low-income families in need of adequate and affordable housing.



Former U.S. Senator Bill Bradley (left) met with Leon Tucker, director of communications for Habitat for Humanity New Castle County of Wilmington, Delaware, at a July 2014 roundtable discussion to address financial empowerment and literacy.

IN THE FACE OF FEDERAL BUDGET PRESSURES, HABITAT SUPPORTS CRITICAL HOUSING RESOURCES

The Obama administration's proposed budget has good news for Habitat affiliates, but also requires ongoing advocacy to put housing priorities at the forefront and support key programs.

Looking at the impact of the federal budget on Habitat for Humanity's operations, there is good news, there is bad news, and there are lots of numbers. Overall, our team remains cautiously optimistic while encouraging Habitat affiliates and supporters to join in calling for support for key entities and programs, including the HOME Investment Partnerships Program, or HOME; the Community Development Block Grant, or CDBG; the Section 4 Capacity Building Program; the Self-Help Homeownership Opportunity Program, or SHOP; and the Corporation for National and Community Service, or CNCS.

As the economy recovers slowly but surely and rising federal revenues continue to improve the overall federal budget, there nevertheless remains a nearly \$2 billion shortfall in Federal Housing Authority receipts. This significant shortfall keeps downward pressure on several U.S. Department of Housing and Urban Development programs that are key to Habitat for Humanity's operations: HOME, CDBG, Section 4, and SHOP, a program designed around Habitat's self-help housing model. The pressure extends to CNCS programs, including AmeriCorps, a national service initiative through which more than 500 Corps members serve with HFHI and Habitat affiliates around the country each year.



Through the AmeriCorps national service initiative, more than 500 Corps members serve with HFHI and Habitat affiliates.

In January 2014, Congress passed and President Obama signed the Consolidated Appropriations Act of 2014 (HR 3547), finalizing the fiscal year 2014 federal program funding. This budget deal capped the federal government's spending for FY2014 at \$1.012 trillion and for FY2015 at \$1.014 trillion. The deal also eliminated some of the spending cuts required by sequestration in FY2013.

Further, that budget deal funded priority HUD and CNCS programs at slightly higher levels than in FY2013. Under the Consolidated Appropriations Act of 2014, key HUD programs were funded as follows:

PROGRAM	FY2014 FUNDING	CHANGE FROM FY2013
HOME	\$1 billion	1% increase (from \$996 million)
CDBG	\$3.03 billion	1% increase (from \$2.93 billion)
Section 4	\$35 million	1% increase (from \$33.5 million)
SHOP	\$10 million	23% decrease (from \$13 million)

CNCS priorities were funded as follows:

PROGRAM	FY2014 FUNDING	CHANGE FROM FY2013
AmeriCorps State and National	\$335.8 million	1% increase (from \$326 million)
AmeriCorps VISTA	\$92.3 million	1% increase (from \$89 million)
AmeriCorps NCCC	\$30 million	Level funding (from \$30 million)

Looking forward to FY2015

On March 4, 2014, the Obama administration released its FY2015 budget request, outlining proposed funding levels and budget justifications for all federal government programs. As in most years, the president's budget request included both good and potentially not-so-good news for Habitat.

The good news is that the president proposed maintaining national service funding at FY2014 levels. On the Hill, neither House nor Senate appropriators have been able to move forward on their respective FY2015 Labor, Health and Human Services appropriations bills. Labor-HHS bills are typically the largest and most controversial of the

11 annual appropriations bills, with the notable exception of the annual Department of Defense appropriations bill. Habitat's national service program has strong support, and a campaign to continue funding CNCS has been enthusiastically received.

Unfortunately, the president's request could harm key HUD programs that benefit Habitat affiliates, including HOME, CDBG, SHOP and Section 4. Under the administration's proposal, funding would be cut for each of these programs and SHOP would be restructured and "rolled into" the HOME program, which would eliminate SHOP as a stand-alone program and potentially eliminate funding for self-help housing completely. Habitat's advocacy efforts to protect SHOP are already underway.

On the Hill, the House approved its FY2015 Transportation and Housing and Urban Development, or T-HUD, appropriations on June 10, 2014. The Senate, however, pulled its version of the bill from the floor in July when Senators failed to reach agreement on the process for considering amendments. The Senate bill proposed higher funding levels than the House for Habitat's priorities, including SHOP, Section 4, HOME and CDBG. In addition, the Senate bill rejected the administration's proposal to roll SHOP into the HOME program and proposed \$10 million in funding. The House bill, unfortunately, adopted the president's SHOP proposal, which does not ensure funding.

As the end of the year draws near, FY2015 appropriations remain at a standstill. In September, Congress passed a short-term continuing resolution to avoid a government shutdown and allow additional time to negotiate final spending levels for FY2015 after the November election. Throughout the process, the Office of Government Relations and Advocacy will continue to work closely with Habitat affiliates and supporters on the Hill to maximize funding for priority programs for the next fiscal year and ensure that the final FY2015 budget supports programs essential to Habitat's operations.

For more information, contact egehl@habitat.org.

ENERGY EFFICIENCY:

HABITAT ADVOCATES FOR NONPROFIT WEATHERIZATION PROGRAM THAT BENEFITS HABITAT HOMEOWNERS, AFFILIATES AND THE ENVIRONMENT

At Habitat, we recognize that there's more to owning a home than paying your mortgage. Although providing a partner family a home for an affordable price and with fair mortgage terms is essential, those steps alone are not sufficient to ensure long-term affordability. For our partner families to become successful homeowners, they must be able to afford other essential expenses, including utilities. Habitat makes that possible in a variety of ways, including providing financial literacy classes, using the best construction products and services available to build energy-efficient homes, and providing energy efficiency retrofits (weatherization services).

In light of the benefits that our affiliates, partner families and the planet enjoy, Habitat will continue to prioritize weatherization in our advocacy work in the year ahead, with the goal of moving the Weatherization Enhancement, and Local Energy Efficiency Investment and Accountability bill forward in both chambers of Congress.

These efforts not only increase efficiency and durability, and ensure that families live in healthy environments, but also reduce homes' monthly and life cycle costs. Low-income households typically face a greater energy burden



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Energy efficiency improvements make homes more affordable and help reduce greenhouse gas emissions.

than middle-income households, spending 14.4 percent or more of their total income on energy expenses, compared with an average of 4 percent, respectively. The connection between home energy efficiency and successful homeownership is clear; as a recent market study found, efficiency upgrades can reduce the risk of mortgage default by up to one-third.

Improving residential energy efficiency benefits more than just our partner families. Today, residential energy consumption accounts for 10 percent of all energy usage in the United States, and 17 percent of annual U.S. greenhouse gas emissions. In other words, energy efficiency efforts make homes more affordable while serving the entire planet.

Recognizing these widespread benefits, Habitat and other affordable housing providers heartily supported the federal government's 2010 infusion of capital into the Weatherization Assistance Program. Since 1976, WAP funds have served more than 7.4 million homes across the country, but more than 30 million low-income U.S. homeowners are still in need of energy-efficient upgrades. To meet this need, Habitat is working with a coalition of energy efficiency-focused organizations to reform and reauthorize the WAP.

In February 2014, the Weatherization Enhancement, and Local Energy Efficiency Investment and Accountability Act (S 2052, HR 4345), was reintroduced in the Senate by Democrat Chris Coons of Delaware, Republican Susan Collins of Maine and Democrat Jack Reed of Rhode Island and was introduced for the first time in the House by New York District 20 Democratic Rep. Paul Tonko. This legislation would extend the Weatherization Assistance Program and the State Energy Program for another five years — through FY2019 — and would enhance their impact by creating a new grant program for nonprofits to supplement the WAP formula grant.

Given the timing of the bill's re-introduction, the Weatherization Enhancement, and Local Energy Efficiency Investment and Accountability Act became one of three legislative priorities for which Habitat affiliates advocated on Capitol Hill during Habitat on the Hill 2014. Conference attendees visited more than 300 congressional offices and let members of Congress and their staffs know why Habitat supports the bill, including that it gives nonprofits the ability to compete for Department of Energy weatherization funding.

Specifically, the bill proposes the framework, guidelines and accountability measures of a new competitive grant program open to national nonprofit groups with proven track records in energy efficiency. Further, the bill would ensure viability by dedicating a percentage of future WAP funding to support the grants. If passed by Congress, the legislation would give HFHI the opportunity to apply for future DOE weatherization grants and subgrant those funds to affiliates nationwide, thus significantly expanding the number of Habitat homes that benefit from weatherization projects.

Such competitive grants are a cost-effective solution for the federal government and taxpayers because nonprofits can efficiently retrofit homes through the use of volunteer labor, donated materials and private leverage. Habitat affiliates ended their day on Capitol Hill encouraged by how widely the new bill is resonating with members of Congress.

This bill is the culmination of three years of work by the Office of Government Relations and Advocacy in close partnership with weatherization stakeholders to reach agreement around language for the Weatherization Enhancement, and Local Energy Efficiency Investment and Accountability Act, and build support for the legislation on Capitol Hill and in the residential energy efficiency community. In light of the benefits that our affiliates, partner families and the planet enjoy, Habitat will continue to prioritize weatherization in our advocacy work in the year ahead, with the goal of moving the Weatherization Enhancement, and Local Energy Efficiency Investment and Accountability bill forward in both chambers of Congress.

For more information, contact egehl@habitat.org.

HFHI LEADS EFFORTS TO PROTECT NONPROFIT MORTGAGE LENDING MODEL

At the heart of Habitat for Humanity's work is a unique mortgage-lending model that enables our partner families to become self-sufficient and build assets that serve as a foundation for the family's future health and success. The United States' recent foreclosure crisis and economic recession demonstrated not only that Habitat partner families have the capacity to be successful homeowners but also that low-income households can outperform those with higher incomes when offered responsible, fixed-rate mortgages at low or no interest. Unfortunately, many families with other types of mortgages suffered during the crisis, prompting Congress to pass legislation that created thousands of mortgage regulations designed to prevent the profit-seeking corruption that led to the crisis. These reforms, known as Dodd-Frank, were passed with the good intention of protecting consumers and taxpayers by improving the regulatory framework for many financial transactions, including mortgage origination and servicing. Although Congress wanted to stop the predatory lending that targeted low-income families and contributed to the foreclosure crisis, the new law created unintended consequences for nonprofits providing responsible homeownership opportunities to low-income families, including Habitat.

Habitat is taking a two-pronged approach to the regulations: educate and advocate. On Nov. 19, 2013, a bipartisan group of members of Congress introduced the Protecting Habitat Homeownership Act of 2013 (HR 3529).

Habitat is taking a two-pronged approach to the regulations: educate and advocate. First, we developed training, tools and resources to enable our affiliates to comply with the new law. In conjunction with that training, we advocated for common-sense relief to protect low-income families' access to responsible, affordable homeownership opportunities, including those provided by Habitat affiliates. Our advocacy efforts focused on Congress and on the Consumer Financial Protection Bureau, or CFPB, the federal entity that administers the mortgage regulations at issue. We achieved a great deal of progress on both fronts in the past year.

On Nov. 19, 2013, North Carolina's 11th District Republican Rep. Mark Meadows, West Virginia's 2nd District Democratic Rep. Shelley Moore Capito, Florida's 18th District Democratic Rep. Patrick Murphy, and North

Carolina's 1st District Democratic Rep. G.K. Butterfield introduced the Protecting Habitat Homeownership Act of 2013 (HR 3529). This legislation, designed to protect Habitat affiliates and similarly situated nonprofit mortgage lenders, would provide relief from three narrow but critical aspects of the new Dodd-Frank requirements that represent serious threats to the viability of Habitat's model. The three fixes address appraisals, servicing requirements and ability-to-repay requirements.

On Jan. 14, 2014, Frank Spencer, former president and CEO of Habitat for Humanity of Charlotte (North Carolina), testified in a House Financial Services subcommittee hearing on Capitol Hill. In voicing his support of the bill, Spencer explained to Congress that the regulations addressed by the bill could have an unintentional yet potentially devastating impact on Habitat. While Spencer's testimony focused on how new mortgage regulations could be improved, it also underlined Habitat's strong commitment to mortgage compliance and to creating a regulatory framework that ensures the future health and resilience of mortgage markets.

In early May 2014, the CFPB, with whom Habitat has worked extensively to address these regulations, showed renewed interest in addressing Habitat's concerns without congressional action. Ultimately, the CFPB issued guidance addressing the servicing and ability-to-repay requirements of greatest concern to Habitat, leaving only the appraisal issue for Congress.

Habitat's Government Relations and Advocacy team continues to work with both the CFPB and Congress to address this final issue and ensure that Habitat affiliates may accept donated appraisals, notwithstanding new regulations requiring appraisers to receive "customary and reasonable" compensation. Should the CFPB be unable to provide the necessary relief, Congress is prepared to move forward with a legislative solution in late 2014 or early 2015.

Our work around Dodd-Frank exemplifies the collaborative nature of Habitat's advocacy model. By partnering with our affiliates, we aim to ensure their voices are heard and concerns are addressed. By working in conjunction with lawmakers and regulatory agencies, we help policymakers understand the value of the Habitat model and find solutions to unintended consequences that respect the initial goal of the legislation. And by educating our network about changes in the law, we remain in compliance with regulations while serving families in need.

For more information, contact cptomey@habitat.org.

SECTION 3: GLOBAL PRIORITIES

INTRODUCTION

Building on past involvement, established expertise and a collaborative ethos, Habitat for Humanity's role on the global stage increased considerably over the past year. Working with other supporters of housing and sustainable urban development, including the International Housing Coalition, Habitat continued to support the prioritization of housing in the next global development agenda. Our annual Shelter Report, launched at an event with the Overseas Private Investment Corp., elevated the issue of microfinance in support of housing around the world. At the World Urban Forum in Medellín, Colombia, Habitat not only led the Civil Society Organization round-table discussion but also joined numerous other organizations to officially launch the Global Housing Indicators Working Group. Further, our work in Haiti continued to impress even the greatest skeptics, as innovative training provided structure for a previously nonexistent system of land transactions.

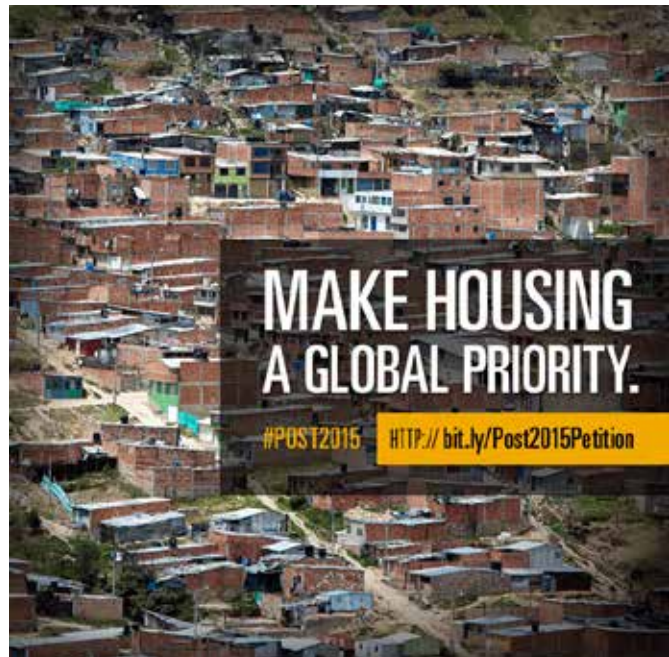
MAKING HOUSING A GLOBAL PRIORITY BY INFLUENCING THE UNITED NATIONS' POST-2015 DEVELOPMENT AGENDA

Habitat is actively encouraging the U.N. to make housing a global priority in the development agenda that will influence housing policy through 2030.

In 2000, countries from around the world came together at the Millennium Summit to establish the Millennium Development Goals. With the MDGs set to expire in 2015, the United Nations is undergoing a multiyear process to determine what will be included in the next global development agenda. Referred to as the Sustainable Development Goals, or simply "the Post-2015 Agenda," this collection of ambitious goals and targets will form a framework to guide global development and set the poverty-elimination priorities for countries around the world for the next 15 years.

For the past two years, Habitat has led the way in encouraging the more than 180 countries at the table, including the United States, to make housing a priority in the Post-2015 Agenda. To this end, Habitat has engaged in numerous meetings, consultations and coalitions to ensure that access to adequate and affordable housing is prioritized. While the greater

Habitat network mobilized through petitions and outreach to U.N. ambassadors, Habitat's Government Relations and Advocacy team joined coalitions in New York City and Washington, D.C.; directly lobbied the U.S. government and U.N. representatives; provided technical expertise on potential housing-related targets and indicators; attended key development events around the world; and spread the word through research papers, blog posts, social media and editorials.



Habitat's work is paying off. The recommendations released by the Post-2015 U.N. task force of 70 countries include a goal aiming to "make cities and human settlements inclusive, safe, resilient and sustainable" and a target stating, "by 2030, ensure access for all to adequate, safe and affordable housing and basic services, and upgrade slums." Other goals and targets in the recommendations support Habitat's efforts around secure land tenure, disaster response and gender.

Although this is not the final Post-2015 Agenda, which is expected in late 2015, these recommendations bear the endorsement of 70 countries and will carry significant weight as discussion moves to the U.N. General Assembly. With a year before the final Sustainable Development Goals are ratified, Habitat will remain at the forefront of Post-2015 efforts to ensure that housing, a vital factor to ending poverty, remains a priority.

For more information, contact dpetrie@habitat.org.

STEP BY STEP:

THE 2014 SHELTER REPORT ADDRESSES SUPPORT FOR INCREMENTAL BUILDING THROUGH HOUSING MICROFINANCE

The Shelter Report is the annual research publication that Habitat's Government Relations and Advocacy team develops to address and elevate a policy issue critical to the organization's mission. The report has been produced every year since 2007, and recent years' editions have won top EXCEL award honors. Habitat launched the 2014 report at a November 2013 event hosted by the Overseas Private Investment Corp.

From mapping land rights in Haiti to retrofitting energy-efficient homes in Macedonia, from traveling the U.S. as part of a group of RV Care-A-Vanners to helping community partners map assets in their own neighborhoods, Habitat's programs are as diverse as the more than 70 countries in which we operate. With such a wide range of interests, how did the Government Relations and Advocacy team decide on housing microfinance for the theme of the 2014 Shelter Report?

Aiming to raise the profile of a policy issue that significantly affects housing, the team carefully considered questions such as, "What issue is essential to Habitat's mission?" "How can we draw upon our experience to share lessons learned?" and "How does housing fit into the broader discourse on development?" Housing microfinance — the granting of small, nonmortgage-backed loans that can be as small as a few hundred dollars — was the answer to these questions and many more.



The need for such loans is staggering. In the developing world, 170,000 people — about the population of Chattanooga, Tennessee, or Fort Lauderdale, Florida — are moving to cities every day. As people flock to cities in search of jobs and health care, they often settle in slums without decent housing and access to basic services such as clean water and sanitation. Slums, which worldwide currently house 1 billion people, are set to double in size by 2030.

Too often, governments, the financial sector and development experts forget that housing is a critical tool in breaking the cycle of poverty. Lenders rarely serve people living at what development experts call “the bottom of the pyramid,” and without the cash or credit to build a house all at once, up to 90 percent of people in the developing world resort to building in stages. Thankfully, market-based solutions such as housing microfinance are gaining traction and hold promise. Offering small loans in succession to low-income populations supports incremental building practices common in the developing world, thus bridging an important gap between modest entrepreneurial loans and traditional mortgage financing and steadily improving the poor’s living conditions at a rate they can afford.

The 2014 Shelter Report addresses ways to reach scale, including two Habitat initiatives: the MicroBuild Fund, a \$100 million impact capital fund for housing microfinance, and the Center for Innovation in Shelter and Finance, an advisory service that provides training and technical assistance to help microfinance institutions develop shelter solutions. Both programs operate on the premise that the lessons from the microfinance movement can be applied to housing. You can read the full report to learn more about how we are working toward a world in which everyone has a decent place to live.

Find the full report at habitat.org/gov/take_action/shelter_report_2014.aspx.

For more information, contact dpetrie@habitat.org.

WORLD URBAN FORUM 2014:

TAKING A LEADING ROLE ON THE GLOBAL STAGE

The World Urban Forum provided Habitat for Humanity the opportunity to share our expertise in key issues of housing, land and slums and to provide input into the preparation of the Post-2015 Global Development Agenda.

On April 5-11, 2014, a large delegation of Habitat for Humanity representatives joined the seventh session of the World Urban Forum in Medellín, Colombia. The WUF is the world’s premier conference on housing and sustainable urban development and is convened every two years by the United Nations Human Settlements Programme (known as UN-HABITAT). Titled “Urban Equity in Development — Cities for Life,” this WUF session brought together a record 22,000 participants representing 160 countries to address issues facing cities around the world — and the people who live in them.

The dozens of members of the Habitat for Humanity delegation included senior-level representation from headquarters, the Latin America and Caribbean area office, and national organizations in the region. With a focus on integrating adequate housing, equitable land tenure and access to basic services into the global development agenda, the delegation maximized the opportunity to share Habitat’s on-the-ground development expertise, learn from and partner with other global development experts, and take a leading role in calling for housing to be a global priority.



Numerous representatives from Habitat for Humanity actively participated in UN-HABITAT's seventh World Urban Forum, held in Medellín, Colombia, including several who represented Habitat as part of the U.S. government's delegation to the conference.

Habitat for Humanity has a long history of working with UN-HABITAT and participating in previous WUF sessions. At this 2014 session, Habitat was honored to serve as a housing leader and have an impact on important policy outcomes. At the invitation of UN-HABITAT, Habitat led all aspects of the Civil Society Organization Roundtable, a major venue for policy discussion. Led by Habitat CEO Jonathan Reckford and titled "A New Pro-Poor Urban Agenda Based on People's Priorities for an Equitable Urban Future," the session drew more than 900 participants, whose concerns and opinions Reckford reported at the subsequent plenary presentation alongside the rapporteurs from the Mayors, Ministers and Global Parliamentarians Roundtable sessions.

Reckford and Habitat board of directors chair Renee Glover were invited to be part of the U.S. government delegation, with Liz Blake and Jane Katz serving as technical advisers. Led by HUD Secretary Shaun Donovan, the delegation included representatives from the private and public sectors. Katz represented civil society organizations on the World Urban Campaign's Steering Committee, and Habitat was elected to another term in this role. Habitat also served on the advisory committee, where our representative, Steve Weir, contributed to the WUF Medellín Declaration.

In addition to staffing an exhibit booth throughout the forum, Habitat for Humanity representatives led a number of other events and activities at WUF, including:

- **Land and Gender:** Liz Blake participated in a networking event sponsored by the International Housing Coalition, with panelists from IHC, Huairou Commission and the Pan American Development Foundation. The event, titled "Eliminating Constraints to Urban Land and Property Ownership by Women: A Practical Perspective," presented different approaches to eliminating legal, political, social and customary barriers to women's ownership of land and property and highlighted lessons learned in terms of empowerment, equity and capacity building.
- **Launches:** Habitat hosted special events to launch key products and initiatives, including Volume 2 of the Haiti Property Law Working Group's training manual, the Global Housing Indicators Working Group and the Latin American/Caribbean Housing Forum.

- Networking events and training: Habitat led or participated with a variety of partners in more than a dozen workshops and training sessions, including one on equity and densification with the Inter-American Development Bank, one on the social tenure domain model with Slumdwellers International, sessions on market development and public-private partnerships with IDB and Habitat Nicaragua, one on water and sanitation with the International Housing Coalition, and participatory disaster resistance and response training.

Our numerous roles at WUF allowed us to participate in the preparatory process of the U.N.'s Post-2015 Global Development Agenda, which will influence the urban agenda at the Habitat III conference in 2016. Dr. Joan Clos, the executive director of UN-HABITAT, was appointed by U.N. Secretary General Ban Ki-moon to lead and act as focal point for Habitat III on behalf of the U.N. system. Clos has said that Habitat III provides an opportunity to set a new urban agenda for the next 20 years. Habitat is building upon the work and successes of our participation in previous World Urban Forums to establish an advocacy plan and platform for our role in the next forum and Habitat III.

For more information, contact jkatz@habitat.org.

GLOBAL HOUSING INDICATORS: LAUNCHING THE WORKING GROUP

We live in the era of “big data,” with an array of information that is so vast that scientists sometimes don’t know what to do with it. Used wisely, data can predict the next outbreak of the flu, optimize business processes, provide real-time traffic conditions, and even combat crime. Recognizing that data can also promote equitable and sustainable housing and community development, Habitat launched the Global Housing Indicators Working Group at the World Urban Forum in April 2014.

The GHI serve as a policy assessment tool to measure what national and local governments are doing to provide a supportive housing environment. Created by and for housing practitioners, the GHI provide a holistic view of housing policy by measuring critical development factors such as property rights, gender equality, infrastructure, land tenure, housing subsidies, informal housing, housing prices and finance.

After two decades of collecting and analyzing housing-related data, Habitat joined other urban development experts to create the GHI Working Group, which collects information about housing policies around the world one city at a time. The GHI serve as a policy assessment tool to measure what national and local governments are doing to provide a supportive housing environment. Created by and for housing practitioners, the GHI provide a holistic view of housing policy by measuring critical development factors such as property rights, gender equality, infrastructure, land tenure, housing subsidies, informal housing, housing prices and finance. The GHI fill a void for accessible and reliable data on housing policies in cities. This data, which has now been collected from over 30 major cities around the world, provides objective and comparable measurements to determine what policies provide the best environment for adequate and affordable housing. They also can be used as a basis for research studies, policy discussions, knowledge sharing and advocacy.

The GHI Working Group is a collaborative effort of Cities Alliance, Habitat for Humanity International, the Inter-American Development Bank, UN-HABITAT and the World Bank, supported by Global Urban Development,

the U.S. Department of Housing and Urban Development, and the Millennium Challenge Corp., among others. Other key participants at the April 2014 launch of the GHI Working Group included the International Housing Coalition, the government of Brazil /Ministry of Cities, and the Millennium Challenge Corp.

As a pilot project funded by the Inter-American Development Bank, the GHI Working Group has kicked off its first effort with Habitat for Humanity and the University of Pennsylvania/Wharton HOFINET database, to collect data and conduct a study in 19 cities in four countries in Latin America and the Caribbean. The primary goal is to compile and structure a manageable set of indicators uniformly collected in an existing national and global database. A discussion of the results is also planned to be presented at the Regional Habitat Latin American/Caribbean Housing Forum in Mexico in May 2015 and will be posted on the GHI website at globalhousingindicators.org.

For more information, contact jkatz@habitat.org.

HFHI AND IHC DEEPEN STRONG ALLIANCE ON INTERNATIONAL ADVOCACY

Since the International Housing Coalition was founded by HFHI, the National Association of Realtors and the Canadian Real Estate Association in 2005, its relationship with Habitat for Humanity International has been integral to its success. In January 2014, Barbara McMurray joined the IHC as the new president and CEO and has continued the close partnership between the two organizations. In addition to providing generous financial support, HFHI remains an integral member of the IHC.

The IHC advocates on behalf of more than 35 members, including private companies, professional associations, research institutions,



universities and NGOs, on issues related to poverty housing and urbanization around the world. In FY2014, IHC welcomed nine new members, including several organizations focused on water and sanitation, one of the coalition's strategic priorities.

Throughout the year, the IHC collaborated with HFHI on many issues, including advocating for an urban goal in the Post-2015 Development Agenda; working with Congressman Earl Blumenauer to explore introducing a new version of the Shelter Land and Urban Management, or SLUM, Act; and collaborating on two sessions at the seventh World Urban Forum.

Highlights from IHC's work this year:

- A major activity of HFHI and the IHC has been the U.N.'s Post-2015 Development Agenda. The two organizations have partnered closely to advocate for the inclusion of an urban or cities-focused goal in the global framework by influencing the Open Working Group for Sustainable Development Goals, a group of U.N. member states charged with making recommendations to the U.N. secretary-general.
- The IHC continued its strong support for funding projects that improve access to clean water and basic sanitation for the poor, including the recently introduced Senator Paul Simon Water for the World Act, designed to strengthen the U.S. government's funding for water and sanitation initiatives.
- The IHC continues to work with Congressman Earl Blumenauer and his staff to introduce a bill highlighting the importance of cities and slums in the developing world. The IHC and HFHI organized a listening session for the congressman this spring, and will continue to provide advice and comments.

Looking forward, the IHC will continue to partner closely with HFHI as the organizations seek to elevate housing and shelter issues among development actors, national and international leaders. This partnership will continue as new development goals are negotiated on a global stage, as the agenda for Habitat III becomes clearer and beyond. The IHC is thankful for HFHI's continued support and looks forward to continuing to work together in the next year.

For more information, contact bmcmurray@cox.net

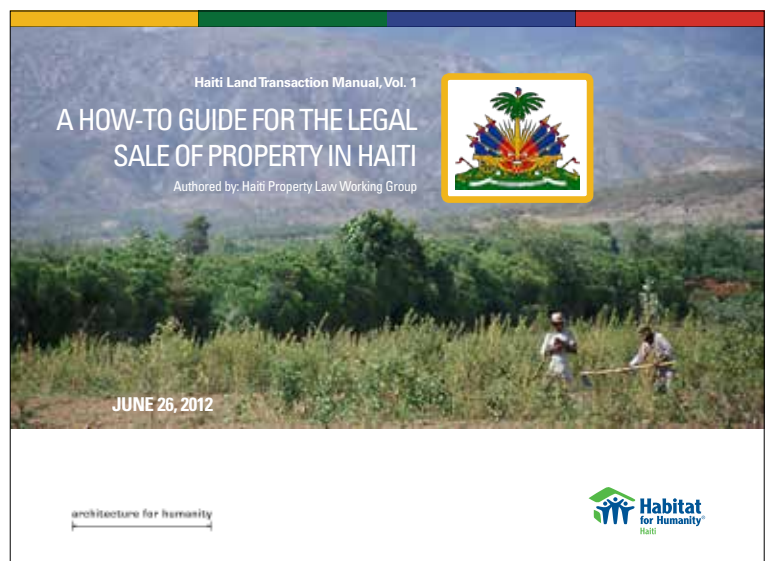
TOWARD STEADY AND STABLE:

THE HAITI PROPERTY LAW WORKING GROUP CONTINUES INNOVATIVE TRAINING ACROSS THE COUNTRY WHILE PREPARING FOR THE RELEASE OF ITS SECOND MANUAL

Leading a group of academics, government officials, private investors and others, Habitat is helping Haitians — and Haiti itself — recover from the 2010 earthquake by building a stable, transparent land transaction system that will spur economic growth for all.

Nearly five years after the devastating earthquake in Haiti in 2010, access to land continues to hamper the country's recovery. Wanting to address this critical issue, Habitat for Humanity joined forces with a variety of public and private partners and, in 2011, formed the Haiti Property Law Working Group. This group, which includes legal professionals, development experts, government officials, business representatives and others, has made incredible progress in documenting and clarifying the country's existing laws and practices on land transactions and tenure.

In 2012, through regular consultations and meetings with a broad range of practitioners, donors and government representatives, the group completed Volume 1 of its land transaction manual, titled "A How-To Guide for the Legal Sale of Property in Haiti." The manual addresses the buying and selling of private land. Since the manual's publication, the group has undertaken outreach efforts to distribute it around the country, increase awareness of its availability, and train key stakeholders on its content.



Simultaneously, the Haiti Property Law Working Group has redoubled its efforts to complete the second manual to address securing land rights in Haiti. Under the current system, the rights of landowners to address informal settlers and the rights of possession are unclear. Owners have incomplete documentation, and inherited land has not been properly subdivided. As a new Haitian law on co-property rights is largely untested and not well-understood, many landowners attempt to negotiate with people who have squatted or seized their land rather

than exerting their rights through the judicial system. Squatters have settled informally on many plots of land, and even those who are occupying their own land live in substandard conditions out of fear that their land or house could be taken. Further complicating the post-earthquake landscape are issues regarding rights of inheritance of earthquake survivors, especially where heirs lack a formally issued death certificate or have lost identification cards and other supporting evidence.

Applying the model of and lessons learned from the first manual, the group is preparing the second manual through extensive research, collaborative discussions and input from stakeholder meetings. The final version will be produced in French, Creole and English by the end of 2014. Habitat is honored to be part of this innovative approach providing Haiti with this critically needed foundation for economic stability and growth.

For more information, contact cjeudy@habitat.org.

SECTION 4: ADVOCACY SUCCESSES AND PROGRESS FROM AROUND THE GLOBE

EXPANDING HABITAT FOR HUMANITY'S ADVOCACY WORLDWIDE

With significant assistance and guidance from its area offices, Habitat for Humanity's advocacy efforts are growing around the world at the national, regional and global levels. The Asia/Pacific, Europe/Middle East/Africa, and Latin America/

Caribbean regions have all seen significant developments over the past year, with a focus on capacity building, research, identification of priority policy issues and fundraising for advocacy. Capacity building has included advocacy training and workshops, increased involvement in coalitions at all levels of policymaking, and the development of additional written resources and best practice documents, including EMEA's new advocacy manual. While the advancement of advocacy activities in Africa is of particular note, the year has seen growth in Habitat's advocacy work in all regions as the network gears up for the 2015 launch of the global advocacy campaign.



In October 2013, Habitat organized the fourth Asia/Pacific Housing Forum in the Philippines.

THE UNITED STATES

Omaha (Nebraska)

Recognizing the devastating impact of foreclosures in the Omaha community, Habitat for Humanity Omaha turned to its advocacy tool kit to find a solution. Its efforts earned the affiliate one of the four inaugural Habitat global advocacy awards in 2014. The many homes left vacant by foreclosures were lowering the value of surrounding homes and creating a haven for crime and health hazards. By working closely with Nebraska Sen. Heath Mello for more than two years, Habitat Omaha helped move Legislative Bill 97 into law, thereby creating a land bank authority. The law, designed to clear up title issues that left properties vacant, gives the land bank authority to acquire these properties and raze them, leaving space for Habitat Omaha to reconstruct housing for families. In doing so, the land bank authority broadens the local tax base, removes unsafe housing and provides a greater supply of affordable housing. Habitat Omaha expects to see \$2 million in property sales in the first five years and will process 900 properties. Both of these figures will increase as the land bank authority matures. A fully funded land bank authority will be able to acquire more homes and turn them over to Habitat for Humanity for rebuilding efforts.

South Dakota

Habitat for Humanity South Dakota's use of advocacy capacity to promote greater funding for affordable housing in South Dakota won the state support organization one of Habitat's inaugural global advocacy awards. In late 2010, after initiating contact with the Center for Community Change during Habitat on the Hill and inspired

by HFHI's strategic objectives, Habitat South Dakota took the lead in bringing together affordable housing agencies to form the Housing Opportunity Fund coalition to develop housing trust fund legislation. After two years of diligently working with an extensive coalition of Habitat affiliates, promoting grassroots advocacy and consistent communicating with legislators, Habitat South Dakota was able to claim victory — the Housing Opportunity Fund was signed into law by Gov. Dennis Daugaard in March 2013. The fund will draw on two sources to provide \$5 million to \$8 million annually once it is fully operational, which will provide support for rental and homeownership models, along with programming funds for homelessness prevention and other services. The South Dakota Housing Authority has already received 25 applications totaling \$2.9 million in requests, demonstrating a clear need for affordable housing funding in the state. As the program reaches maturity, the Housing Opportunity Fund coalition will meet once a year to monitor and improve the program.



Patty Bacon, executive director of Habitat for Humanity South Dakota, accepts one of four advocacy accolades awarded at Habitat on the Hill 2014 from Larry Gluth, HFHI's senior vice president, U.S. and Canada.

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California

Habitat for Humanity California organized to fill an advocacy void at the state level as budget cuts eliminated redevelopment agencies and left affiliate offices reeling from a lack of funding. Through its work in Sacramento since 2011, Habitat California has become a powerful advocate for greater funding for affordable housing programs throughout the state. This work has ensured that building at the affiliate level could continue. Building efforts and pleas for greater funding for affordable housing efforts were clearly communicated to lawmakers at Habitat California's CA Advocacy Day, which has grown with each passing year. Habitat California also strengthened its advocacy network by further training affiliate offices in government advocacy.

Charlotte (North Carolina)

Habitat for Humanity Charlotte has linked advocacy efforts with Habitat El Salvador in order to benefit both chapters. Habitat Charlotte and Habitat El Salvador met with Francisco Altschul, the Salvadoran ambassador to the United States, and presented ideas for future projects in El Salvador while calling for greater pressure for public policy change in housing. The relationship between the two chapters has enabled greater support for Global Village trips, and, during Habitat El Salvador's diplomatic visit to the U.S., Habitat Charlotte was able to submit its own ideas and connect its partner organizations with a global community.

New York City

Habitat for Humanity New York City advocated for the reinstatement of the Foreclosure Prevention Services Program, which had stabilized neighborhoods and local economies by keeping homeowners in their homes through counseling and legal services. Habitat NYC's grassroots efforts included designing and circulating paper house postcards to its supporters, faith partners and volunteers, allowing advocates to sign on to support the program's funding. Habitat NYC also participated in two lobby day events, bringing a bus full of faith partners and advocates to Albany. Advocates delivered "keys" to all Assembly members and senators for the counties that each served, noting the price of foreclosure on the economic climate in the community and urging lawmakers to renew funding for the FPSP.

Oregon

Habitat for Humanity Oregon uses a variety of means to support housing finance throughout the state, including by setting up an Individual Development Account for home repair, which enables homeowners to save for greater investment in their home's value. The project is in its pilot phase and projects to realize \$1 million in benefits for Habitat affiliates by 2017. Further, Habitat Oregon is setting up the "Fund it Forward" program, which aims to buy mortgages of Habitat properties in order to free up cash for affiliate offices to construct further housing on a 1:1 ratio. The program is currently working with private investors to raise capital for this program and will generate \$2.5 million to \$3 million annually to help build homes.

Paterson (New Jersey)

Habitat for Humanity Paterson leveraged housing issues to ensure safer communities. Seeing the great number of vacant and badly kept properties endangering the well-being of the greater Paterson community by harboring gangs, Habitat Paterson sought to reduce the crime rate by addressing problem properties. Habitat Paterson is moving toward this goal by implementing and disseminating the Abandoned Property tool kit. Partnering with private, public, nonprofit and community organizations, Habitat Paterson has successfully pushed for the passage of Violence as a Public Health Crisis, which has improved the support of state and local authorities for Habitat Paterson's activities.

Twin Cities (Minnesota)

Habitat for Humanity Twin Cities formed Homes for All, an innovative coalition of housing developers and homelessness service providers who work together to advance a coordinated housing policy agenda in Minnesota. This coalition, an unprecedented approach in the state, is magnifying the call for greater support for affordable housing programs. In 2013, Habitat Twin Cities secured \$34 million for Minnesota Housing and an additional \$7 million toward homeless services through the Department of Human Services, both of which have collectively improved the lives of 35,000 families. The group aims to build on its success this year, traveling across the state to gain support and influence lawmakers.

West Virginia

Habitat for Humanity West Virginia established a portfolio of government interventions that strive to improve affordable housing in the state. Habitat West Virginia has actively ensured that local taxation does not unfairly affect affiliates, creating a state housing policy, organizing a housing day and using World Habitat Day to raise awareness and educate local legislators. On a national level, Habitat West Virginia has proposed the Protecting Habitat Homeownership Act of 2013, which aims to protect Habitat affiliates from unintended impacts of legislation such as the Dodd-Frank Act and the Consumer Protection Act.

EUROPE, MIDDLE EAST AND AFRICA

In the past year, the Europe, Middle East and Africa area office provided advocacy orientation, training and strategic advice in six countries — South Africa, Zambia, Ghana, Hungary, Macedonia and Tajikistan — and continued to regularly advise another six: Lesotho, Armenia, Bulgaria, Poland, Romania and Northern Ireland. The office also developed several advocacy training materials and the EMEA Advocacy Manual. In April, the EMEA regional advocacy workshop was held in Bratislava, with 20 participants from 13 national organizations and 10 participants from the area office. Additionally, the EMEA area office published the first volume of the ECA Housing Review, covering 23 countries, and established a community of practice to share best practices from throughout the region.

Over the past year, the EMEA area office developed several collaborative partnerships, including one with a nongovernmental coalition in the Czech Republic to promote social housing and one with the Public Policy Department at Central European University in Budapest, Hungary. The area office also joined two coalitions: the European Housing Forum and VOICE, an NGO lobby group that influences humanitarian funding by the European Union.

After performing extensive stakeholder research and networking to understand how HFHI should further develop its relationship with the EU, the area office attended relevant conferences and workshops on a regular basis; established good relationships both with housing stakeholders and other international nongovernmental organizations based in Brussels, Belgium; and held initial meetings with EU officials.

In collaboration with national organizations, the area office identified the housing of the Roma as a priority issue for advocacy on a European level. To address this issue, the area office established a relationship with other organizations and researchers and set up a Community of Practice for Roma Housing.

As the USAID-funded Residential Energy Efficiency project, or REELIH, in Bosnia and Armenia reaches its second phase, the area office supports the national and regional advocacy components with research and training.

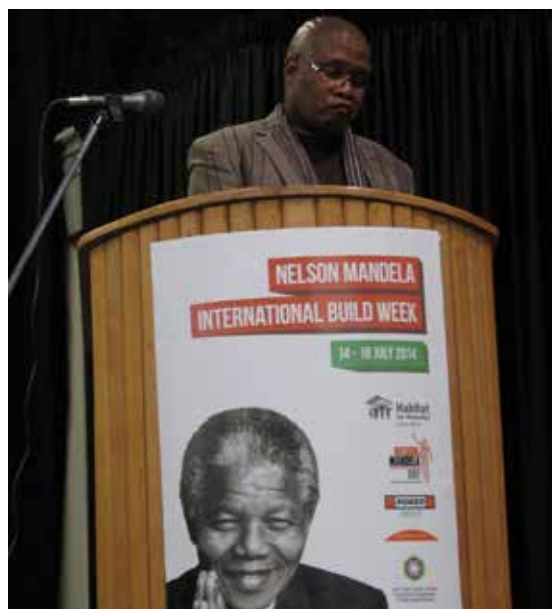
Although political integration in Africa is less developed than in Europe, Habitat recognizes that the African Union and other continental and subregional organizations play an increasing role in policymaking. In FY2014, representatives from the EMEA area office or national organizations attended several key housing conferences, including one organized by the Southern African Housing Foundation in Cape Town; the Global Perspectives conference organized by the International Civil Society Center in Johannesburg; the African Ministerial Conference on Housing and Urban Development, or AMCHUD, in Chad; and two meetings with the leadership of Cities Alliance to discuss slum upgrading and joint lobbying for Africa.

To prepare the Global Advocacy Campaign on land, the area office established a relationship with a land and housing policy expert from Urban Landmark/CSIR in South Africa and met with key NGOs — World Vision Southern Africa, Oxfam Southern Africa, African Monitor and Slum Dwellers International — to learn about continental advocacy and offer tour cooperation on joint lobbying.

The area office also joined an international coalition to build a global website for World Map of Urban Habitat, wm-urban-habitat.org/en/doku.php.

South Africa

FY2014 saw the inception of the advocacy program for Habitat for Humanity South Africa, including a board-approved advocacy policy and an active advocacy committee. Based on extensive research, the advocacy committee has recommended and the board has approved four potential advocacy priority issues: planning for integrated



Councillor Siyabulela Mamkeli, member of the city of Cape Town's Mayoral Committee on Human Settlements, addressed the crowd of volunteers from around the world who joined Habitat for Humanity South Africa to honor the late Nelson Mandela by building houses in Pelican Park.

human settlements, implementing an Enhanced People's Housing Process (a people-centered and community-driven government subsidy program), upgrading of informal settlements, and creating an eradication plan for the title deeds backlog. The final issues will be determined based on a detailed feasibility study.

In June 2014, Habitat South Africa hosted a delegation from the Office of the President of the Republic of Sierra Leone as part of a public-private partnership study tour. During the visit, Habitat South Africa shared its participatory approaches to human settlements and housing policy development.

At the end of June, Habitat South Africa participated in preparatory activities of the South African National Country Report for the Third United Nations Conference on Sustainable Housing and Urban Development, or Habitat III.

Recognizing the value of partnership, Habitat South Africa signed a formal three-party agreement to work in coalition with the Community Resources Centre and Slum Dwellers International to address informal settlements throughout the country.

Zambia

In July 2013, Habitat for Humanity Zambia joined hands with other civil society organizations to form the Civic Forum on Housing and Habitat, an advocacy platform to address land and housing issues. With Habitat Zambia as the chair, the group organized a training workshop that prioritized four advocacy issues and formed working groups to address each: land access, budget increases pursuant to a 1996 policy that promised to allocate 15 percent of the national budget to housing, completion and commissioning of a new housing policy, and the amendment to the Town and Country Planning Act that authorizes building materials and building standards. Further, Habitat Zambia met with the minister of local government and housing and his deputies to address housing policy, building codes and urban planning. The ministry responded to the issues raised on national television, assuring Habitat and other stakeholders that progress would be made.

Habitat Zambia also identified issues at the community level — including water and sanitation, will writing, gender, and national registration cards for orphans and vulnerable children — and formed partnerships and advocacy working groups to address them. Additionally, Habitat Zambia continues to facilitate the partner working groups in the Pamwesu Orphans and Vulnerable Groups Project, offering mentorship and technical support.



Representatives from Habitat Zambia and the Europe/Middle East/Africa area office meet with members of Zambia's Housing Ministry.

On the global level, Habitat Zambia joined the Southern African Ministers of Housing and Urban Development meeting in Lusaka and again in Chad. During these meetings, Habitat Zambia advocated in support of regional and continental inclusion and prioritization of housing and urban development in Vision 2063 for the African Union and the Post-2015 Development Agenda. Habitat Zambia further supported including housing in

the Post-2015 Agenda by writing directly to the U.N. and to the Zambian Ministry of Foreign Affairs to encourage the Zambian permanent representative to the U.N. to support its inclusion.

Habitat Zambia has made smart use of media to support its advocacy efforts, including working with the Zambia National Broadcasting Corp. to develop a documentary on land access, property rights, evictions and squatter rights.

Bulgaria

In FY2014, Habitat for Humanity Bulgaria's participation in the decision-making processes for housing and disaster response yielded amendments to the regional development program Regions in Growth, 2014–20, which will support the construction of social housing units. Thanks to this change, €19.19 million has been allocated to the construction of social housing units, which will affect 6,243 people by 2020.

The organization also made four amendments to the National Strategy for Disaster Risk Reduction. The adopted amendments regulate the involvement of NGOs and volunteers in disaster response activities, along with the development of clear and publicly announced rules and procedures for disaster response.

Habitat Bulgaria has successfully established national platforms for dialogue and discussions on housing-related issues and mobilized the support of other stakeholders, including “Decent Home,” the National Coalition for Improvement of the Housing Conditions in Bulgaria. In October 2013, Habitat Bulgaria organized the first National Housing Forum, which gathered key opinion leaders and decision-makers, including deputy ministers and the head of the standing parliamentary committee responsible for housing, to address pressing housing-related issues.



In October 2013, Bulgaria's first National Housing Forum, organized by Habitat Bulgaria, brought together key decision-makers, including deputy ministers and the head of the Standing Parliamentary Committee responsible for housing.

Additionally, Habitat Bulgaria was invited by the minister of investment planning to contribute to the development of the new national housing strategy and the new Housing Act. In response, Habitat Bulgaria prepared a SWOT analysis and joined with a national coalition to submit more than 40 proposals addressing the development of new housing legislation and two formal proposals for amendments of existing decrees regulating drinking and sewage water installations. Further, the coalition announced a public position on the demolition of illegally built homes and the forceful eviction of Roma families, which it sent to relevant authorities, including the president's administration and the Council of Ministers.

These advocacy initiatives were supported by an awareness-raising campaign that reached more than 5 million people and generated 275,000 unique views in social media in FY2014. The campaign included 18 press releases, two press conferences, more than 170 printed articles, 13 TV airings and three radio broadcasts.

Hungary

As a pilot national organization in the EMEA region, Habitat Hungary has developed an advocacy strategy and expanded its advocacy team to include its national director, advocacy manager, advocacy specialist and an intern. With 300,000 families in the country in need of affordable rental housing, Habitat Hungary has focused its advocacy efforts on the implementation of a comprehensive rental housing policy. Through its Social Rental Agencies project, Habitat Hungary aims to use both private and public housing stocks and work with government agencies to ensure the legal system enables families to access affordable housing. Over five to 10 years, Habitat Hungary plans to implement the SRA project at locations throughout Hungary. It is supporting this iterative process through other advocacy efforts, including government outreach and large international conferences with various stakeholders.

In October 2013, thanks to Habitat Hungary's advocacy efforts, the National Asset Management Company (Nemzeti Eszközkezelő Zrt, or NET) changed its operations policies to better serve low-income clients. Created in 2011 to rescue 25,000 families in default or at risk of default on their mortgages, the change allows clients to assume a fixed-term lease instead of being evicted. The amendment also allows NET to provide debt assistance and prepaid meters and to allow clients to move into improved apartments while families in social need apply to live in empty apartments. These amendments helped 25,000 families.

Habitat Hungary helped developed a strong coalition for SRA, consisting of leading charities working with homeless and poverty target groups, municipalities of two county capitals with mayors from the governing parties, and a construction industry lobby group. After a conference designed to introduce the SRA concept to the Hungarian public and the media, 140 participants, including experts, stakeholders from the municipalities and NGO leaders, the city of Budapest passed a new development strategy that included the coalition's proposal on social rental agencies as well. In July 2014, the municipality of Szombathely started a local SRA.

After the May publication of its third annual report on housing poverty, Habitat Hungary held a press conference to address housing policy. Coverage included appearances in daily papers, online media, radio and TV, reaching 4.25 million people. This annual report is unique in Hungary, and researchers, government studies and the media regularly draw upon Habitat Hungary's conclusions.

On World Habitat Day, Habitat Hungary built an installation that contrasted poverty and above-adequate housing in the middle of a busy public square in Budapest to raise awareness of the fact that every third Hungarian family is unable to heat their apartment, every 10th family lacks piped water, and hundreds of thousands of families are in danger



Thanks in large part to Habitat Hungary's advocacy efforts around social housing, the topic is gaining needed attention from many political parties.

of losing their homes because of utility debts. The installation was developed in conjunction with a roundtable discussion among five NGOs with relevant field projects, and a slam poetry show. Media coverage of these events reached nearly 1 million people.

Following a model developed by Habitat Macedonia, Habitat Hungary initiated a Roma empowerment project in a segregated village in Nógrád County in order to promote clarity in local housing policies and ensure inclusion of all populations. A knowledge-sharing platform called the Local Leadership Group was organized to identify the key social problems in the village and suggest solutions. The LLG is composed of representatives of the leadership of the local municipality, social institutes, the Roma community, civil society and experts. The LLG successfully influenced local stakeholders to change the local regulation on social issues.

To further share understanding of needs in the Roma community, Habitat Hungary organized an international conference on Roma empowerment and housing policy dialogue. There, Habitat Hungary introduced its empowerment project, and it plans to later launch local debt assistance services. Habitat Hungary hopes to follow the empowerment project with similar projects and refine best practices in influencing national policies.

Based on a demonstration project called Housing First, which Habitat Hungary implemented to test a new model for integrating the homeless into housing efforts, Habitat Hungary organized a workshop for municipalities, social workers, ministry professionals and the homeless. A joint press conference from the event received extensive coverage in daily papers, online media, radio and TV, reaching 3.7 million people. An additional press conference — reaching 1.4 million people — was held when Habitat Hungary's first homeless client moved into her flat. Habitat Hungary's model was presented to Hungarian social workers and to the experts of the European Federation of National Organizations Working with the Homeless, or FEANTSA, and was chosen as one of the best practices of innovative social inclusion project by TÁRKI, a research institute reporting to the European Commission.

For the second year, Habitat Hungary contributed on behalf of HFHI and EMEA to the Civil Society Monitoring report on Roma Integration Strategies in eight countries in Europe. This is a key policy-monitoring project for the Roma all over Europe.

Macedonia

Habitat for Humanity Macedonia has incorporated advocacy components in the implementation of its existing programs and projects, from housing microfinance and new builds to water supply, sanitation and energy efficiency. Target groups to benefit from these programs and projects include low-income families, particularly Roma, people with disabilities and orphans.

Habitat Macedonia focused on three policy goals: the legalization of Roma housing, improvements to housing law in general, and improving energy efficiency in the residential sector. In furtherance of this first issue, and based on Habitat Macedonia's implementation of significant Roma projects in the fields of housing microfinance, security of tenure and community empowerment, the Macedonian Ministry of Labor and Social Policy invited Habitat Macedonia to participate in revising the Roma Strategy, an official government document issued in accordance with the guidelines of the EU Strategy 2020. Habitat Macedonia proposed possible solutions for the 53,800 Roma inhabitants in Macedonia who will directly benefit from the Roma Strategy. Lessons from "Legalization of Roma Housing" were presented on the fourth working meeting on inclusion of Roma and refugees, organized by the Macedonian government.

In addition to its collaborative work on the Macedonian laws on donations and sponsorships, taxation and volunteering, Habitat Macedonia supports 11 key changes to national housing law, particularly in regard to manage-

ment of collective buildings based on findings of a demonstration project implemented in more than 25 apartment buildings in five municipalities. Habitat Macedonia closely monitors the whole policymaking process and is invited by the different government levels to consult on a regular basis.

In support of energy efficiency, Habitat Macedonia has published “Green Jobs: Case Study of the Republic of Macedonia,” which raises policy issues such as the creation of green jobs with a particular focus on the low-income residential sector. Further, Habitat Macedonia organized a roundtable to address energy efficiency of housing units, which was attended by representatives from the Ministry of Economy, the Ministry of Transport and Communication, and the Ministry of Labor and Social Policy. Habitat Macedonia also introduced the energy efficiency concept in optional courses in the curricula of technical high schools from electrical, mechanical and construction departments.

Northern Ireland

Habitat Northern Ireland has been particularly strong in speaking out for affordable housing, both locally and globally. Recognizing the value of advocacy, Habitat Northern Ireland has created opportunities to engage new and existing supporters while providing a platform for fundraising growth. In FY2014, Habitat Northern Ireland focused on making housing a global priority in the Post-2015 Development Agenda. Its efforts included two presentations to members of the Local Assembly, with voices from the field providing a human perspective both locally and with the voices of the national directors of Habitat Ethiopia and Habitat Zambia. Based on these presentations, elected officials committed to raising the issue of housing in the Assembly and to discussing housing with their party colleagues in Westminster and the European Union.

For the fifth year, volunteers from Northern Ireland participated in the Big Build in Romania for World Habitat Day. The Big Build provides a platform for Habitat Romania and Habitat Northern Ireland to encourage volunteers to “build louder” and speak out about the challenges of poverty housing.

Habitat Northern Ireland’s use of social media and e-marketing platforms to promote advocacy is among the Habitat network’s strongest, as exemplified by its linking poverty housing statistics from Habitat countries to messages during World Cup matches. The national organization saw a steady increase throughout the year in activity around advocacy calls to action.

Poland

As part of its engagement in advocacy work in FY2014, Habitat Poland issued a report summarizing the housing situation in the country. This report was developed in cooperation with Construction Congress, a fellow non-profit organization advocating for the improvement of housing in Poland, with contributions from other experts in the field of residential housing. As set forth in the report, research reveals that the housing situation for Polish families is not improving; instead, less prosperous families face an increasing number of obstacles to accessing apartments. More than half of Poles list a lack of affordable housing among the top three major problems they face. The report and its accompanying national survey received wide media attention, with coverage appearing in at least 27 press releases in newspapers and websites in November 2013 and reaching more than 4 million people.

Also in November, Habitat Poland organized a housing conference held in the Polish Parliament. The title of the conference, “Housing in the Year of the Family,” referred to the Polish president’s declaring 2013 “A Year of the Family.” The aim of the conference was to assess the reality facing Polish families in terms of housing and, through media exposure, raise awareness of housing issues among the general public. More than 120 housing experts were joined at the conference by representatives of local governments, dozens of nongovernmental organizations, charitable organizations dealing with homelessness, and representatives of universities.

Habitat Poland devoted the first half of 2014 to building partnerships around a Social Rental Agency research project. To this end, Habitat Poland has built a coalition of four local municipalities and two research institutions, which developed and submitted the grant proposal for the project.

LATIN AMERICA AND THE CARIBBEAN

The Latin America/Caribbean area office is the regional hub for the Global Land Tool Network's Urban Civil Society Cluster, with activities focusing on capacity development, awareness raising and alliance building. In preparation for Habitat's upcoming global advocacy campaign focusing on access to land for shelter, the LAC area office is also focusing on gender-responsive land interventions, with particular emphasis on grassroots efforts to increase women's land tenure security at the country level.

Argentina

After five years of advocating by Habitat for Humanity Argentina in support of fair rental housing or supported rental, the city of Buenos Aires has adopted such a policy. Previously, Habitat Argentina's proposal received

several awards from international organizations and the local government's legislative body. This new policy benefits approximately 100,000 families who are informally renting a home.

Habitat Argentina is part of the European Commission's Disaster Preparedness Program, or DIPECHO, a global initiative that aims to influence the Post-2015 Hyogo Framework. Representatives of Habitat Argentina joined meetings with local and national governments on the subject of disaster response. Local and national reports based on surveys conducted in San Juan, Mendoza, Santa Fe and Buenos Aires will be shared with the public, civil society and private sectors.

Brazil

Habitat for Humanity Brazil participated in coalitions that achieved the following advocacy successes:

- Approval of the Pernambuco State Policy on Prevention and Mediation of Urban Land Conflicts, which will benefit 4 million vulnerable people (800,000 families) living without secure land tenure.
- Approval of a federal norm during the World Cup to tackle the ongoing involuntary and mandatory relocation of families. The norm enables people to access adequate housing in better conditions within a relocation process in years to come and will benefit 300,000 residents.
- Changes in the operations rules of the federal program Mia Casa, Mia Vida (My House, My Life) – Entities Program, which mobilized US\$420 million in 2014 for a total of 14,000 new housing units.

The United Nations created the U.N. Human Settlements Programme, or UN-HABITAT, in 1975 to focus its efforts on urban and shelter/housing issues and convene U.N. Conferences on Housing and Sustainable Urban Development, known simply as "Habitat." The Habitat I conference was held in 1976, and Habitat II was held in 1996. Since the 1976 conference, UN-HABITAT has sought to implement the global strategies set out at each conference. These conferences charted a course for global urban development policies. After 15 years of working with the declaration that emerged from Habitat II, the U.N. General Assembly decided in 2011 to hold the Habitat III conference in 2016, 20 years after Habitat II. Habitat III's theme will be to renew the "global commitment to sustainable cities."

Chile

Habitat for Humanity Chile produced and distributed reports on reconstruction to banks, deputies, political party chairmen and members of the Housing Committees arguing in favor of the government's developing a detailed and realistic assessment on reconstruction before closing the national budget law. For the first time, the budget law was passed with an open line item accounting for reconstruction. President Michelle Bachelet appointed the National Commission for Reconstruction, an expert committee of which Habitat Chile is a member, to address the reconstruction line.

Habitat Chile facilitated more than 60 meetings between the National Reconstruction Committee and representatives from communities in five regions, along with ministers, parliamentarians and experts, to address the national plan for reconstruction after the 2010 earthquake that devastated significant portions of the country. The resulting National Diagnostic for Reconstruction was presented to the Minister of Housing and President Bachelet, and projects proposed therein will receive public funding.

Colombia

Based on strategic programming planning, Habitat for Humanity Colombia created the Territorial Development of Markets and Policies model to combine market development and policy development for maximum impact in addressing poverty housing. Further, Habitat Colombia actively participated in the World Urban Forum in Medellín, Colombia, in April 2014.

El Salvador

Habitat for Humanity El Salvador has coordinated the country's Lead Group for the National Housing Policy, which includes participants from the private sector, civil society organizations, academia and professional unions, among other stakeholders. The group's achievements include:

- Formulating a national housing and shelter policy, which will be implemented by the government and benefit 300,000 people.
- Drafting a housing and shelter law.
- Co-writing and publishing an article with the El Salvador Microfinance Organizations Association, or ASOMI, on the issue of finance tax reform, which will affect the financial transactions of microfinance institutions.



El Salvador's Lead Group for National Housing Policy is coordinated by Habitat for Humanity.

Guatemala

Habitat for Humanity Guatemala participated in four national and regional forums to share positions and raise awareness on myriad issues, including the right to adequate housing, land and sustainability, healthy housing, social responsibility and housing, disaster risk reduction, cooperatives and community land, and young leaders. The forums were geared toward approximately 750 municipal authorities, along with national government leaders.

Guyana

Since 2011, Habitat for Humanity Guyana has been recognized as a member of the national disaster risk reduction platform. Developed by the National Disaster Office, the platform, known as the Civil Defence Commission or CDC, serves to advocate, plan, organize and implement local disaster risk reduction and response activities. In 2013, the CDC embarked on a major public awareness campaign advocating for the integration of disaster risk reduction and response in schools, households, communities and organizations. The United Nations, Inter-American Development Bank, Pan-American Health Organization and the Barcam were involved in designing the campaign. Habitat Guyana participated as a resource for information about safe shelter awareness and by ensuring that advocacy for safe shelter was included. The national campaign reached all 10 regions of Guyana and approximately 750,000 people.

Honduras

A winner of Habitat's first global advocacy awards, Habitat for Humanity Honduras provided advocacy training to three nongovernmental organizations from the Network of Social Housing Organizations, or REDVISOL, who, in turn, promoted 25 new local housing policies, 23 of which have been approved. Recognizing a lack of legal and policy infrastructure in many cities in Honduras, Habitat Honduras began advocating for the adoption of comprehensive municipal housing policies in 2006. To date, Habitat Honduras has advocated – either directly or through others – for 45 municipal housing policies. Through its efforts, 10 local governments have mobilized US\$2.37 million, helping nearly 100,000 people who had previously been denied access to adequate housing.

Mexico

Habitat for Humanity Mexico has joined the National Housing Commission, or CONAVI, the Federal Mortgage Co. and the Secretariat of Economics in promoting housing finance schemes. Habitat Mexico also supports favorable finance and policy proposals to secure land tenure in informal settlements in three Baja California municipalities: Tijuana, Tecate and Mexicali. Further, Habitat Mexico is advocating for changes in operation rules to improve the distribution of subsidies to low-income families.

Nicaragua

As a member of the Housing and Human Settlements Civil Society Network, Habitat for Humanity Nicaragua is promoting housing finance mechanisms for low-income families who cannot access credit through private banks. The scope of microfinance in Nicaragua is currently very limited, with microfinance institutions providing funding for terms of two or three years at rates that are not affordable for low-income families. Together, the network and Habitat Nicaragua are advocating for the housing microfinance sector to provide more flexible microcredit schemes. Additionally, Habitat Nicaragua launched the first Fair on Social Housing, a two-day event in which 22 organizations participated and 6,000 people attended. The fair aims to correct the national low-income housing shortage by bringing together nongovernmental organizations addressing the issue.

ASIA/PACIFIC

Nepal

Around the world, Habitat for Humanity's work demonstrates that housing is a critical foundation for breaking the cycle of poverty. Habitat Nepal is working to improve shelter through advocacy, microfinance and technical training. Its particular focus on enabling better access to housing finance involves 32 microfinance partner organizations in 35 districts. Habitat Nepal and its partners focus on capacity building and working with communities at a local level. By sharing experience, new skills and best practice techniques, Habitat Nepal and its partners are transforming the housing landscape throughout the country.

As a major pillar of Habitat Nepal's work, microfinance operations enable low-income families to acquire shelter through incremental housing. Housing microfinance is tailored to match the building and financing patterns for the majority of the world's marginalized population, who build homes incrementally as finances become available. With help from partner organizations, Habitat Nepal has providing livelihood training to previously bonded laborers, which gives them income to invest in housing. Habitat is also promoting National Building Code "D," which encourages the use of local technologies and materials for affordable housing, and is lobbying the Nepalese government to address the housing deficit and minimize "red tape" on housing investments by microfinance institutions.



Habitat for Humanity Nepal's advocacy efforts led to an increase in the percentage of profits from commercial loans that go into a poverty-reduction fund. By earmarking that increase for housing, the change brought \$8million annually into the microfinance market for housing.

Habitat Nepal's efforts have yielded many successful changes and earned it one of Habitat's first global advocacy awards. A number of microfinance institutions and cooperatives have invested in housing as a product, and even the Nepalese Central Bank has shown interest in adding housing as a product. Nepal's government is trying to replicate — partially or fully — a cooperative model for its housing program, "People's Housing." Additionally, the Department of Urban Development and Building Construction is now willing to promote local technologies and signed a memorandum of understanding to this effect with Habitat Nepal.

Habitat Nepal aims to reach a million people through its advocacy and microfinance efforts. In the year ahead, Habitat will determine how best to address challenges such as government provisions, transfer of government workers, shortcomings in government programs, and competing priorities of government personnel.

SECTION 5: LOOKING FORWARD

PLANNING FOR HABITAT III: CONTINUING THE MOMENTUM INTO 2016

In 2016, the United Nations will host Habitat III, the third in a series of global conferences held every 20 years to address housing and sustainable development. Over the next two years leading up to this conference, global stakeholders focused on housing and sustainable development issues will engage in moving forward a global agenda that will influence housing and urban development for decades to come. As a global organization focused on addressing the housing needs of the poor, Habitat for Humanity is honored to take a leadership position and be deeply engaged in the outcomes of this momentous event.

Adopting an agenda for Habitat III will not be easy, as there are numerous issues of great importance being discussed in the new urban agenda, including climate change, transit, city planning and jobs. But humans have few basic needs, and one of them is shelter. The need for adequate housing is rapidly growing, and the Habitat III agenda should address that demand comprehensively. Although housing has been a consistent theme throughout the previous conferences, its importance in the next urban agenda cannot be understated.

As of fall 2014, Habitat for Humanity has already begun coordinating with civil society organizations and other partners, including the U.S. government, who sent a high-level delegation to Habitat II. Habitat's Government Relations and Advocacy team is developing a policy position paper and involving its global network throughout the Habitat III preparatory process, including several national organizations who have been asked to provide input to local committees reporting to the U.N.

Habitat for Humanity's current involvement in Habitat III includes:

- **World Urban Campaign:** Habitat for Humanity remains a member of the standing and steering committees of the World Urban Campaign as the representative of civil society and a member of the Habitat III planning committee. To prepare for Habitat III, UN-HABITAT has asked the WUC to act as an advocacy and partnership platform and bring together country delegations, cities, organizations, private-sector groups and individuals. The WUC seeks to “promote dialogue, share and learn about how to improve our urban future.”
- **Preparatory Committee meetings:** One of the first official activities on the road to Habitat III was the first of three Preparatory Committee meetings in New York, held in mid-September 2014. Dr. Joan Clos, as secretary-general of Habitat III, reported on activities undertaken by the secretariat in preparation for Habitat III and presented proposals for the improved participation of local authorities and other stakeholders in the preparatory process and in the conference itself. Habitat for Humanity participated on a planning committee convened by UN-HABITAT alongside other civil society organizations and



Habitat for Humanity International CEO Jonathan Reckford speaks at the Seventh World Urban Forum, which took place in Medellín, Colombia.

provided input to open consultations with Clos. Habitat for Humanity also presented or participated in side events with the International Housing Coalition, Habitat International Coalition, Huairou Commission, Cities Alliance, World Urban Campaign and others.

- Latin America/Caribbean Regional Housing Forum: The LAC region has engaged UN-HABITAT and other co-sponsors in organizing the LAC housing forum to be held in May 2015 in Mexico. The forum will be a primary vehicle for high-level discussions involving UN-HABITAT and input from the region into the Habitat III process.

As the development community maps its way toward Habitat III, Habitat for Humanity will continue to provide updated information and invite those interested in ending poverty housing to join us in shaping the preparatory process toward the conference, especially on matters of housing and access to land in the new urban agenda.

For more information, contact jkatz@habitat.org.

ADDRESSING AFFORDABILITY:

LAYING THE FOUNDATION FOR A U.S.-BASED CAMPAIGN

As Habitat prepares to launch a global campaign focused on access to land, a U.S. campaign addressing housing affordability enjoys wide support and, if funded, would make a huge impact throughout the United States.

As we count down the days to the launch of our global campaign for access to land for housing, Habitat for Humanity recognizes the enormous opportunity to impact the housing sector in the United States through a national campaign. This effort would mobilize Habitat's U.S. assets and network to improve public policies and systems influencing affordability, a critical issue facing communities across the country. Currently in its planning stages, this campaign will address obstacles to decent housing in the U.S. by uniting our extensive network of U.S. affiliates to maximize our advocacy infrastructure and capacity.



DeAntrel Brown plants flowers around his family's new Habitat house in Anniston, Alabama.

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Building on a strong record of advocacy successes at local, state and federal levels, the implementation of this campaign promises to take U.S. advocacy to the next level, not only enhancing the work of Habitat affiliates but also benefiting the U.S. housing sector as a whole by increasing access to decent, affordable housing across the country. Habitat's U.S. network includes 1,500 affiliates, their 1 million annual volunteers, state support organizations in 30 states, and countless key partners. A successful campaign will yield a measurable number of people for whom affordability is improved through changes in key policies and systems, along with a measurable amount of money accessed or saved to advance housing affordability.

Why affordability?

The selection of the campaign topic itself has demonstrated our U.S. network's ability to come together. Hundreds of affiliates identified critical barriers to adequate housing in their communities and pinpointed the policy and system changes that have the potential to ameliorate those barriers. Through survey results, affiliates overwhelmingly reported housing affordability as the greatest challenge to meeting low-income housing needs in the U.S., and then identified primary drivers of this challenge.

Through Habitat's first affiliate caucus, which took place at Habitat on the Hill in February, affordability officially became the U.S. campaign's focus. During the caucus, affiliate representatives from across the country shared their experiences and argued in favor of campaign priorities that would best meet local needs. Affordability emerged as affiliates' primary barrier to accessing adequate housing in their communities and was the clear choice for a campaign theme. Based on drivers identified in the survey and at the caucus, the campaign will focus on four policy priorities: improving energy efficiency, creating and preserving affordable housing near transportation nodes, providing public subsidies to address land costs, and improving mortgage regulation to ensure broad access to credit.

Timing our efforts to maximize our resources

In the spring, Habitat's senior leadership decided to focus limited advocacy strategic initiative funds on the global campaign, postponing full implementation of a U.S.-focused campaign. Progress continues, however, on several fronts. First, Habitat's Government Relations and Advocacy team continues to build field capacity for a U.S. campaign by introducing to affiliates and state support organizations the metrics currently implemented outside of the U.S. to measure and evaluate advocacy efforts by Habitat's national organizations and area offices. Further, Habitat's Neighborhood Revitalization team has already incorporated the core metrics (i.e., people affected and funding mobilized) into its data collection instruments and is working with GRA to develop trainings, tool kits and other resources to assist affiliates in their reporting. The full global advocacy metrics that monitor both outputs and outcomes have also been incorporated into the Affiliates of Distinction evaluation process.

Second, as discussed in Section 1, GRA awarded strategic investment grants to three state support organizations to implement state-level advocacy initiatives in Oregon, South Dakota and Virginia. These initiatives will test advocacy models and aim to both create local impact and serve as models to be replicated elsewhere in the network.

Third, GRA is moving forward with a research component that will support the U.S. campaign. For example, the 2015 Shelter Report, which will be released at the 2015 Habitat on the Hill legislative conference, focuses on residential energy efficiency, one of the four policy priorities addressing affordability. The report will:

- Outline the challenges and opportunities that exist around improving the efficiency of low-income families' homes.
- Highlight the cutting-edge strategies being implemented by Habitat and other low-income housing providers to improve residential efficiency.
- Make policy recommendations for improving the energy efficiency of the 30 million U.S. homes currently in need of upgrades.

By moving forward in these three areas, GRA continues to lay a strong foundation for the future launch of a U.S. campaign when internal HFHI resources and funding become available. By focusing Habitat's U.S. network on the policy-based barriers and solutions to housing affordability, Habitat will impact the U.S. housing sector as a whole while refining its advocacy skills and experience, promising even greater future impact on systems and policies to end poverty housing.

For more information, contact cptomey@habitat.org.

FULL STEAM AHEAD: BUILDING CAPACITY AND MOMENTUM

In the past four decades, Habitat for Humanity International has served more than 4 million people, building and promoting affordable housing and decent communities. The 1,500 Habitat affiliates in the United States alone represent one of the largest volunteer networks anywhere, with more than 1 million people volunteering annually to work on build sites side-by-side with partner families. Outside of the U.S., over 70 national organizations have implemented millions of dollars of professionally managed housing-related programs. In short, HFHI's combined efforts have helped put affordable housing on the map, both literally and figuratively, for millions of people.

Despite these successes, 1.6 billion people continue to live in poverty housing. By 2030, it is projected that more than 2 billion people will reside in urban slums, which continue to grow as urbanization trends explode. To address this need, Habitat will continue to advocate and expand our advocacy efforts. We recognize the transformative impact of advocacy and the potential to catalyze policy reforms to successfully challenge poverty housing on a national scale throughout the world.

From local to national to global levels, the Habitat network is influencing housing policies to help end poverty housing. These efforts include a broad range of tangible housing policy reforms, from land tenure, disenfranchised women and marginalized groups to the banking sector, microfinance reforms and more.

Recognizing the monumental opportunity that advocacy presents, Habitat is leveraging decades of housing expertise to promote smart policy reforms. Our partners in these efforts continue to grow, including governments, civil society, the private sector and our own volunteers. In the year ahead, we plan to more actively and intentionally engage young people. With nearly 500 campus chapters and more than 10,000 students engaging in weeklong Collegiate Challenge trips, Habitat is fortunate to have the support, excitement and energy of thousands of young people around the country. Habitat's younger generations of volunteers are keenly interested in the issue of poverty housing, and by adding advocacy to an existing skill set that includes their natural use of social media, we anticipate a huge impact.

Further, in early 2015, our first global advocacy campaign will advance access to land for shelter by challenging the root causes of poverty housing. As the campaign unfolds, we look forward to continuing to challenge poverty housing on the global stage, including by influencing the Post-2015 Development Agenda and taking an active role in Habitat III. Our advocacy will exponentially increase access to decent, affordable housing and challenge endemic poverty housing practices.



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