



Become a member!

We Are Gen H

And together, we can find solutions to our local housing challenge

We are students.

We are families.

And teachers, firefighters, nurses, doctors, and public safety officers.

We are nonprofit service providers.

We are small businesses.
And big businesses.

We are hospitals. We are churches.

We are government leaders.

We love Sonoma County.

We want to call it home, we want our children to be able to call it home, and we need our employees to be able to call it home.

Dear Neighbor:

We'd like to introduce you to Generation Housing, an independent nonprofit organization created to advocate for the home-building needed to support our community's health, education, environment, and economy.

Sonoma County had too few homes before the wildfires of 2017 and 2019. The scarcity and cost has driven away young families and made it hard to attract and spur new businesses. The proportion of people in Sonoma County who pay more than a third of their income for housing is the highest in the Bay Area - including San Francisco. These challenges existed before the current health crisis and this pandemic will just exacerbate them. But together, we can work towards solutions.

As we pivot from pandemic response to economic recovery, it is crucial that supporting solutions to our housing challenges remain at the top of our priority list. Our need for housing of all types for our most vulnerable, our middle-income workforce, and our high-level professionals, is not going away. Our need for low income and workforce housing will be even more dire and pronounced as we emerge from this health crisis and find ourselves in the midst of an economic recession.

Yet this challenge is also our opportunity.

Homebuilding is a powerful economic engine and an opportunity to create jobs and homes for our neighbors. The future of our economy and healthy communities requires that we double down on addressing our need for housing.

We are Gen H.
[Join us.](#)

This pandemic has created significant economic hardship and threatened the ability of many to pay their rent or mortgage. On May 7, at 6:30 p.m., Generation Housing will be hosting a special [COVID19: Housing Response and Relief](#) webinar with Congressman Jared Huffman, Senator Mike McGuire, Supervisor Lynda Hopkins, and Sonoma County Legal Aid. This will be an opportunity for all of us to learn about the programs and policies available to assist you and your loved ones with housing costs. We invite you to register here.

Also, please visit our [website](#), or join us for a one-hour [Zoom webinar on May 14](#), to learn more about our work and our organization.

With the support of our members, Generation Housing will fight for much-needed housing projects along with the policies and funding needed to lower the barriers to home building. We invite you to join us as a member. Gen H has a number of [membership levels](#), and we encourage you to join at whichever level is currently comfortable for you.

By joining Gen H, you help us leverage our resources, magnify our voices, and advance strategic, collaborative solutions to increase the supply, affordability, and diversity of homes throughout Sonoma County.

Help us transform Sonoma County into a thriving and more equitable, healthy, and resilient community for everyone.

Be well,

Jen Klose
Executive Director
Generation Housing



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