

# GENERATION HOUSING MEMBERSHIP OPPORTUNITIES AND BENEFITS

WE ARE  
**GEN H**

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.

Together, we can lift up our most vulnerable, improve the health and educational outcomes of our kids, spur the local economy, and protect and improve our environment.

*Starting with housing*



We are students. We are families.  
We are nonprofit service providers.  
And teachers, firefighters, nurses, doctors, and public safety officers.  
We are small businesses.  
And big businesses.  
We are hospitals. We are churches.  
We are government leaders.

By joining and investing in 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.

*We are Gen H.  
Please join us.*

[www.generationhousing.org](http://www.generationhousing.org)



# AN INVESTMENT IN GENERATION HOUSING IS AN INVESTMENT IN THE FUTURE OF SONOMA COUNTY

All Generation Housing Members have access to

- Free admission to members-only educational, networking, and advocacy events;
- First access to Gen H research and members-only resources;
- Recognition on our website, social media, printed materials, and e-newsletter; and
- Representation through our county-wide advocacy work that results in more housing in Sonoma County, including more affordable and more transit-oriented housing.

All of our members are critical to having the kind of impact and power we need to make significant headway in advancing housing solutions.

We encourage everyone with an interest and stake in the future of Sonoma County to join at whatever amount is personally or organizationally significant, yet do-able financially.

We all need to have some *skin in the game* of Sonoma County's future!

And just fifty bucks will get you a *We Are Gen H* t-shirt.

**Generating Members** are individuals, small businesses and nonprofits (employee staff size under 25) who join with donations at the following levels on an annual basis:

- Platinum Generators      \$1,000-\$1,499
- Diamond Generators      \$500-\$1,000
- Gold Generators      \$250-\$499
- Silver Generators      \$150-\$249
- Generators      \$5-\$149 set at your comfort level

**Catalyzing Members** are individuals, businesses, funders, and other organizations who join with the significant investments that help Generation Housing produce informative educational events, and perform and publish in-depth Sonoma County-specific research.



### **Platinum Catalyzers**

**\$25,000 or more**

In addition to basic membership benefits, Platinum Catalyzers receive:

- Free admission for up to 10 people to each of Gen H's paid events
- Platinum Recognition at each of Gen H's paid and free events
- Platinum Sponsorship recognition on each of Gen H's publications
- 10 Gen H t-shirts so you can fly the Gen H flag proudly!



### **Diamond Catalyzers**

**\$15,000-\$24,999**

In addition to basic membership benefits, Diamond Catalyzers receive:

- Free admission for up to 6 people to each of Gen H's paid events
- Diamond Recognition at each of Gen H's paid and free events
- Diamond Sponsorship recognition on each of Gen H's publications
- 6 Gen H t-shirts so you can fly the Gen H flag proudly!



### **Gold Catalyzers**

**\$7,500-\$14,999**

In addition to basic membership benefits, Gold Catalyzers receive:

- Free admission for up to 4 people to each of Gen H's paid events
- Gold Recognition at each of Gen H's free events
- Gold Sponsorship recognition on each of Gen H's publications
- 4 Gen H t-shirts so you can fly the Gen H flag proudly!



### **Silver Catalyzers**

**\$1,500-\$7,499**

In addition to basic membership benefits, Silver Catalyzers receive:

- Free admission for up to 2 people to each of Gen H's paid events
- Silver Recognition at each of Gen H's free events
- 2 Gen H t-shirts so you can fly the Gen H flag proudly!

# GENERATION HOUSING EVENTS AND RESEARCH

Gen H is committed to providing ongoing housing education and engagement activities, some free and open to the public, some to convened community leaders, and some to members only, as well as high-quality data analysis and policy research to help inform our efforts and educate our policy makers.

GENERATION HOUSING  
AND NORTH COAST BUILDERS EXCHANGE PRESENT:

## State of the Housing and Homebuilding Industry

Conversations on the COVID-19 impact

August 27 | 11 am | Zoom webinar

[www.generationhousing.org/events](http://www.generationhousing.org/events)

Thank you to our sponsors

At minimum, Gen H will produce:

- A monthly members-only meeting with a topical speaker
- A monthly educational event, free and open to the public, with live Spanish interpretation provided
- A three-times annually community leaders convening to educate, engage, and align efforts on housing
- An annual State of Housing in Sonoma County report
- An annual Housing Scorecard

HOUSING EQUITY SERIES

GENERATION HOUSING LOS CIEN

IN CONVERSATION WITH

### Richard Rothstein

Author of The Color of Law

An explosive, alarming history that finally confronts how American governments in the twentieth century deliberately imposed residential racial segregation on metropolitan areas nationwide.

LIVE WEBINAR Spanish interpretation available

AUG • 20 • 2020 6:00 - 7:00 PM

REGISTER <https://bit.ly/socorothstein>

Additionally, Gen H will produce events and research on topical issues, such as the events on COVID-19 housing response and city council candidate forums focused on housing, and the Rent Shortfall report produced summer 2020 in response to the pandemic health & economic crisis.

Catalyzing will be included as sponsors of these events and products as described above.

Non-members can sponsor single events or publications and be recognized as “Event Sponsors” at a cost of \$3,000 per event. Joining as a Catalyzing Member provides much greater year-long value and exposure!

## Rent Shortfall

HOW MUCH ASSISTANCE WILL RENTER HOUSEHOLDS NEED IN SONOMA COUNTY DUE TO COVID-19?

### BACKGROUND

For the last few months, the federal CARES Act has offered relief to those who lost their jobs due to COVID-19 by offering enhanced benefits. Despite many still being unable or ineligible to receive benefits, the enhanced benefits have been a lifeline allowing many to pay their bills. But the benefits expire at the end of July with Sonoma County renters and rental housing providers facing uncertainty and significant need.

### JOB LOSS DUE TO COVID-19

1 in 5 Sonoma County workers filed an initial claim for unemployment insurance after the shelter-in-place order was implemented and through the late May reopening. Hospitality, restaurant, and retail workers, who on average receive lower wages, were amongst the hardest hit.

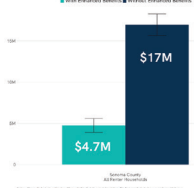
### EVOLVING CIRCUMSTANCES

As federal, state, and local leaders project forward, we can expect at least two important variables impacting a household's ability to pay rent: 1) enhanced benefits, and 2) jobs returning. In our report, we estimate the rent shortfall under that set of scenarios.

For full report: [www.generationhousing.org](http://www.generationhousing.org)

### Total Monthly Rental Assistance Needed for all Renters in Sonoma County

Assuming 25 Percent of Jobs Return



### RENTAL ASSISTANCE NEED

Economic forecasts suggest that California may begin to see jobs return in Q4. With a 25 percent jobs return, Sonoma County renters and housing providers may see two scenarios: A) \$4.7 million monthly rent shortfall if enhanced benefits are extended, or B) \$17 million rent shortfall if benefits go away. Assuming a scenario in which the enhanced benefits are extended, **Sonoma County could support impacted households for the next 6 months with a \$28 million rental assistance fund.**

**+25K**

Renter households have at least one member who lost their job due to COVID-19

**\$841**

The avg. monthly rental shortfall for renters after \$600 supplemental benefits expire with 25% jobs return

**\$17M**

Aggregate rent shortfall per month when enhanced benefits expire and 25% jobs return

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