



Create a dedicated funding source for rental assistance

Last year for Halloween, Twin Cities residents spent nearly \$260 million on candy, costumes, and decorations.

\$260 million. For one day.

Now consider that it would cost \$700 million a year to provide rental assistance to every single family who needs it in the Twin Cities. That's three Halloweens. And every child, every senior, every parent, every young adult, every family could have a roof over their head and a door to answer when neighbors come to trick-or-treat. Imagine if we could inspire people to invest in rental assistance for families who are currently at risk or experiencing homelessness at a cost that's merely three times what they would spend for a few hours of fun.

BEACON BOLD PROPOSAL:

Organize to create a dedicated funding source for rental assistance.

This funding source:

- **Would produce at least \$100 million a year** for the Twin Cities metro area – a winnable amount that plants the seeds for the \$700 million that is needed
- **Covers the entire metro area** – not just a single city or county
- Focuses significant resources on **households who make 30% AMI** (Area Median Income) or less

What will change as a result?

This approach will:

- Provide the **long-term stability** cities and towns need to plan for and create affordable homes
- **Target funding** to ensure the housing needs of extremely low-income households are met
- Include investment in **rental assistance** so families who move into supportive housing can afford to stay there
- Reinforce our **value of collaboration** as communities across the region share in the overall health and vitality of the region

What will it take to win?

- A leadership and congregational commitment that can **build grassroots support**
- Determination and perseverance to run **a multi-year campaign**
- A **broader collaborative of congregations**, in both numbers and geography
- Building our organization capacity to **work in alliance with others**

*Is your congregation willing to join other Beacon congregations in **acting boldly**?*

Will your congregation commit to doing what it takes to create a dedicated funding source for rental assistance

*– **starting by creating a Beacon Leadership Team?***

Contact your congregational organizer to begin.