

WORKFORCE HOUSING TRUST FUND SOCIAL MEDIA TOOLKIT



ALBUQUERQUE AFFORDABLE
HOUSING COALITION

INTRODUCTION

Thank you for promoting the Workforce Housing Trust Fund—a vital initiative dedicated to creating and preserving affordable housing for our community’s workforce. This toolkit is designed to help you easily spread the word about the importance of the Workforce Housing Trust Fund, its impact on local families, and how we can all contribute to building a more inclusive and affordable Albuquerque.



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When our students succeed, New Mexico becomes a better place for everyone. Increasing the accessibility of housing through support of the Workforce Housing Trust Fund is one way we can support students, teachers, and the future.

Support and vote for the next **GO Bond** funds in the next general election.

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Housing has become increasingly expensive for our frontline workers. Housing affordability is crucial for those working to keep our community strong.

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The key to solving homelessness is **HOUSING**. The Workforce Housing Trust Fund and HUD's **HOME** Investment Partnership are essential to ensuring that low-income Albuquerque residents do not fall victim to homelessness, especially during times of economic challenges.

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According to the National Home Builders Association, 100 affordable homes generates 174 jobs in the first year alone! Additionally, these 100 homes generate \$2.2 million in taxes and other revenues for local governments.

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A thriving local economy is bolstered by housing development. Building 100 affordable homes results in a total economic impact of over \$32 million, with \$14 million due to resident spending.

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Stable housing reduces overall healthcare expenditures. When people can afford their housing, they do not have to choose between rent and paying their healthcare. People living in stable homes have better physical and mental health and at a lower risk of hospitalization.

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We all want the opportunity to thrive, to plan for the future, to position our children and families for success in their own lives. Home is the first step to get us there.

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EVERYONE NEEDS A SAFE PLACE TO SLEEP

We solve homelessness when we provide housing that everyone can afford & the support services they need.



ALBUQUERQUE AFFORDABLE HOUSING COALITION

WORKING TO SUPPORT THE WORKFORCE HOUSING TRUST FUND

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On any given night in Albuquerque, at least 1,320 people are sleeping outside or in shelters, including families with children, veterans, and people with disabilities. We need to ensure a path from homelessness to permanent housing.

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When children have a safe and secure place to live, they learn more, they are healthier and happier, and their families are stronger, making our communities stronger, too. The Workforce Housing Trust Fund and HUD's HOME Investment Partnership provide essential housing to our community.

Support housing development in your neighborhood.

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There is a gap of over 28,000 units available to Albuquerque residents with low incomes and who face the greatest challenges in affording a home.

Adequate funding of the Workforce Housing Trust Fund helps us to close the gap.

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