

Faces of Affordable Housing  
**Photo Exhibit and Campaign**



**Simply Home—**  
*Affordable Housing Creates Good Neighbors.*

#SimplyHome and #FacesOfAffordableHousing

**Brought to you by:**  
**Kentucky Housing**  
**Corporation and**  
**Partners**

## What is *Simply Home*?

Shelter is a basic human need. Having quality, stable housing is the foundation for all successful life outcomes, but many of our friends, coworkers, and neighbors struggle to afford their homes. Why is affordable housing important to communities? Affordable housing is family housing. Affordable housing is workforce housing. Affordable housing is senior housing.

Affordable housing creates jobs.

Affordable housing creates community.

*Simply Home* is a campaign about how affordable housing creates good neighbors.

Who are faces of affordable housing in your community?

Communities need fire fighters, police officers, nurses, medical professionals, artists, veterans, postal service workers, construction workers, hair stylists, cosmetologists, government workers, students, and retirees. To draw and keep these hardworking people in our Kentucky communities, we need to provide them with affordable options to call home and a place to provide stability for their own families.

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“Home” is ingrained in us as part of our American culture. A promise of safe and beautiful sanctuary at the end of a long day, the white picket fence symbolizes a place that surrounds and embraces families and communities and offers the stability of “home.” Children’s toys center around “home” with playhouses, play kitchens, play tools, and care-taking. These toys teach life skills, housekeeping, and homesteading skills, and provide the freedom to focus on education, discovery, creativity, and family values. For decades, our songs pull heart strings with lyrics about home—loving home, coming home, leaving home, and pining for home. In essence, “home” matters to all of us.

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If a community cannot support its workforce, there will be shortages of workers and issues with keeping skilled labor, which places economic strains on that community.

## FACTS ABOUT AFFORDABLE HOUSING

The widening affordability gap has changed the face of those in most need of affordable housing across the United States and, specifically, in Kentucky. The State of the Nation’s Housing 2018, a recent report from Harvard University’s Joint Center for Housing Studies, found that while the housing market has improved in many areas, there is an increasing number of low- and moderate-income families who lack access to affordable housing and homeownership is becoming less affordable. In higher-cost housing markets, typically in urban areas, it makes living close to work more difficult for our workforce.

Affordable housing is more important than ever in building strong, viable neighborhoods—our hard-working neighbors need options for finding affordable places to live in our communities. The face of affordable housing has changed as moderate-income members of the workforce struggle to find housing that is affordable and in close proximity to their jobs. If a community cannot support its workforce, there will be shortages of workers and issues with keeping skilled labor, which places economic strains on that community.

**\$39,753**

Kentucky’s median household income in 2016.

**15%** of the total population in Kentucky is 65 years of age and over.

**5.3%**

Kentucky’s unemployment rate in 2016.

*Simply Home.*

# Some of the Faces that Make Great Neighbors

## Homes for Families

Having a home is the foundation for healthy living. Families and children need quality homes they can afford to increase health and well-being, live more successfully, and operate with high levels of self-sufficiency. Having a home shapes the futures of our children by providing a place to sleep, study, and gather, a place where food can be well prepared and provide healthy nourishment, all for better educational outcomes. Having a home instills pride of ownership and encourages people to be contributors to their communities. Our neighbors need more innovative housing solutions to help them succeed. These solutions strengthen our communities.



## Homes for Workforce

Holistic housing models are critical for ending the cycle of poverty, and affordability is a key to success for many of our communities' workforces such as, teachers, firefighters, law enforcement officers, those in manufacturing, and other service providers. Communities that have quality housing linking services and other resources enable our workforce to work close to where they live. Our working-class citizens need more innovative housing solutions to have a better quality of life for themselves and their families. These solutions strengthen our communities.



## Homes for Seniors

In Kentucky, 15 percent of the population is 65 years of age or older, and this group is growing. In communities across our state, seniors struggle to find housing that will meet their needs to age in place. This active part of our community needs access to mechanically safe homes, homes with accommodations for disabilities, and homes that are affordable on fixed incomes and allow for people to continue to pay rising costs of medical care. Our seniors need more innovative housing solutions with amenities and services to help them thrive. These solutions strengthen our communities.



Simply Home.

Experience the exhibit curated by Kentucky Housing Corporation (KHC) and embrace what affordable housing is truly all about: creating good neighbors, building strong communities, and simply bringing everyone home.

## Support Affordable Housing

How can we collaborate to break barriers so everyone can have a safe, quality home they can afford?

How can we work together to approach housing needs holistically and connect housing solutions with jobs, education, transportation, services, and other resources to help our Kentucky families and communities be more successful?

### Calls to action:

- Be a good neighbor.
- Support affordable housing in your community.
- Partner with others in your community to create holistic housing solutions that will strengthen and sustain both families and communities.
- Join the campaign on social media:  
**#SimplyHome** and **#FacesOfAffordableHousing**.



## Bring Simply Home to Your Town

Kentucky Housing Corporation (KHC) curated this exhibit for our town and yours. Organizations serving partner and public audiences may request this exhibit for showings in an accessible place by the public. Civic organizations, libraries, museums, and other places that can accommodate the floor space for the 24-foot by 34-foot exhibit and consider the 4-foot accessibility for compliance with American Disabilities Act are great showcases for the exhibit.

KHC staff will deliver and set up the exhibit onsite, free of charge, as a service to the Commonwealth.

To request a reservation for consideration and coordinate arrangements, contact KHC via email at [Communications@kyhousing.org](mailto:Communications@kyhousing.org).

Visit the virtual exhibit at [www.kyhousing.org/SimplyHome](http://www.kyhousing.org/SimplyHome).

Partner in support of the Simply Home campaign. Add your organization's logo and contact information.

Learn more about KHC by visiting [www.kyhousing.org](http://www.kyhousing.org). Follow us on social media and our blog/podcast at [www.StrategicHousing.com](http://www.StrategicHousing.com). All materials produced for this exhibit were produced without using state funds.



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Simply  
Home.