

# Cost of Home

Help Habitat make the #CostOfHome something we all can afford.

## the issue: housing affordability

Families in Milwaukee and all across the United States are paying too high a price to cover the cost of their home. Rents and homeownership costs are skyrocketing, while wages are not keeping pace. Far too often, families struggle to make ends meet. At Habitat for Humanity, we know that a family should never have to spend more than 30 percent of their income on a home.

**1 in 3 Milwaukee renters spend half or more of their income on housing.**

**Let's do something about it.**

That means that 1 in 3 families are denied the personal and economic stability that safe, decent and affordable housing provides. Instead, 1 in 3 families are forced to make impossible choices.

Safe homes. Nutritious food on the table. Health care. Access to good schools. Reliable transportation. Which would you choose?

We know the complexities that surround the cost of home. Families have suffered from redlining, racial inequality and the housing disparities that follow. In the four-county metro Milwaukee area nearly three out of four Black families do not own the home they live in, while nearly three out of four white families do. We have to take a stand and declare our commitment: **No family should have to pay more than half of their paycheck to cover the cost of home.**

On average, a cost-burdened renter has **less than \$10 in savings**

## how Habitat makes the #CostOfHome affordable:



**Affordable Homeownership**  
Habitat homeowners help build their own homes and pay an affordable mortgage



**Affordable Repairs**  
Helping residents stay in their homes through affordable critical home repairs



**Community Engagement**  
Mobilizing community members, partners, and volunteers to advocate for affordable housing



**Building Block-by-Block**  
Clustering brand new homes in neighborhoods reduces crime and increases property values

**“What I like about Habitat is that you're not living above your means. I'll be able to save for the future.”**

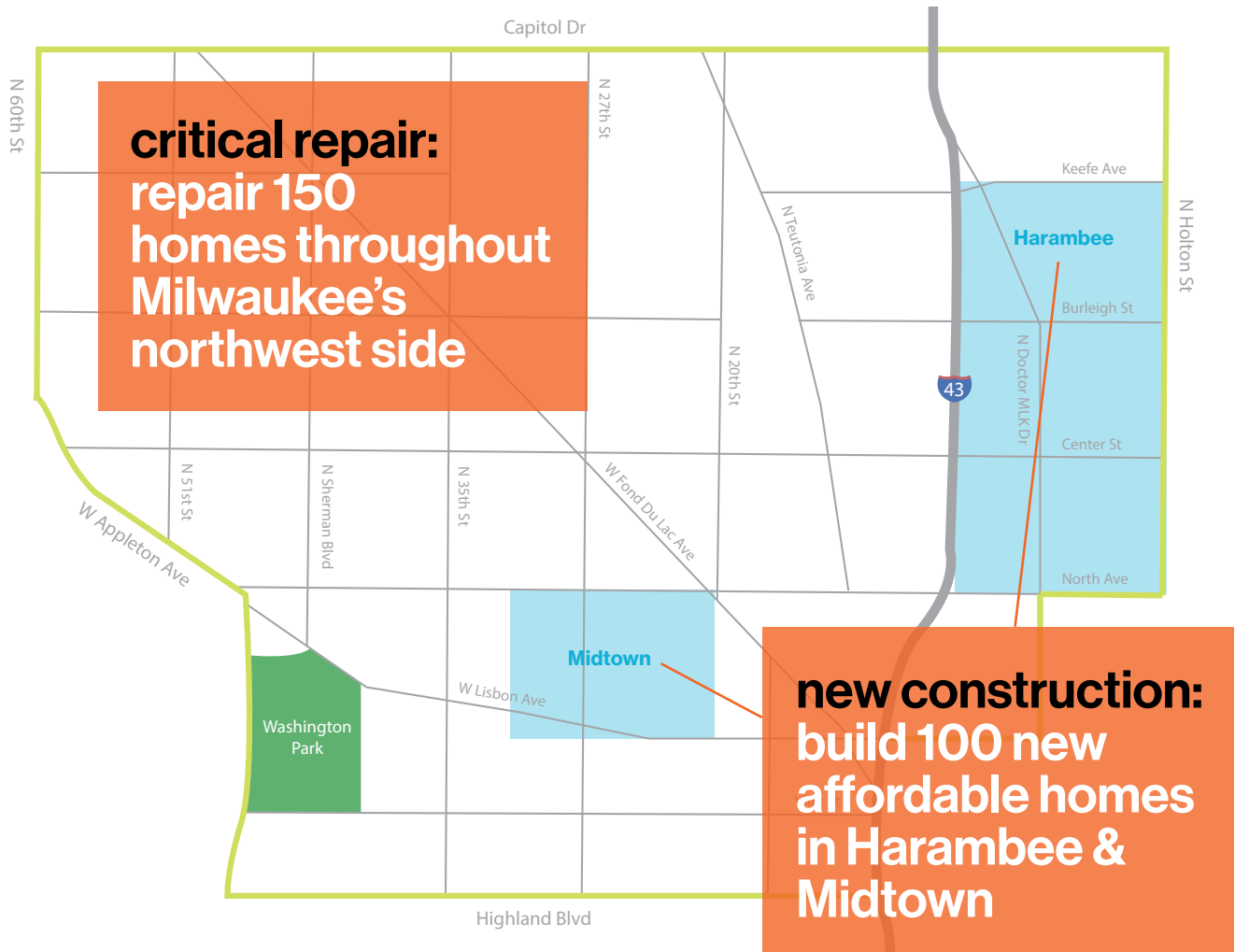
**Dedra**  
Milwaukee Habitat Homeowner



In recent years, housing prices rose **twice as fast as inflation in the U.S.**

## our plan:

serve 250 families in this area through affordable homeownership and critical home repair



In 2018, Milwaukee Habitat launched the most ambitious project in our 36 year history: Midtown 100. Midtown 100 is our plan to build, rehab and repair 100 homes in the Midtown neighborhood.

In 2021, Milwaukee Habitat is expanding our new home construction to the Harambee neighborhood, while simultaneously building in Midtown and providing affordable home repairs throughout Milwaukee's northwest side.

Together with all of our crucial supporters, we will invest more than **\$18 million** to serve 250 families in need of safe, affordable homes.

### a need for affordable homes in Harambee:

- The median household income in Harambee is \$19,300.
- Even though nearly half of Harambee residents live in poverty, median rents are more than \$800 per month. Those prices are similar to areas around Humboldt Park in the Bay View neighborhood, where poverty levels are less than 10%.
- Only 22% of the homes in Harambee are owner-occupied.