GoodComm:
Messaging for Affordable Housing

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Montgomery Housing Partnership

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MHP is the largest nonprofit provider of affordable housing in Montgomery County, MD. Our mission is to preserve and expand the availability of quality, affordable housing.

We accomplish our mission through a holistic approach:

- **HOUSING PEOPLE**. MHP has more than 1,700 homes.

- **EMPOWERING FAMILIES**. We serve over 350 children and their families.

- **STRENGTHENING NEIGHBORHOODS**. Working to revitalize neighborhoods from Long Branch to Wheaton.

THE BONIFANT

- Mixed-income high-rise for seniors 62+
- 149 apartments next door to the new Silver Spring Library
- Retail on the 1st floor
- Walking distance to metro, grocery stores, shops, theatres
- Public-private partnership involving MHP, The Donohoe Companies, and Montgomery County

EMPOWERING FAMILIES

"Play & Learn" Preschool
- September – June
- 3-5 Year olds
- 3-4 days a week for 2 hours, am and pm

Homework Clubs
- September – June
- 4 - 6 pm
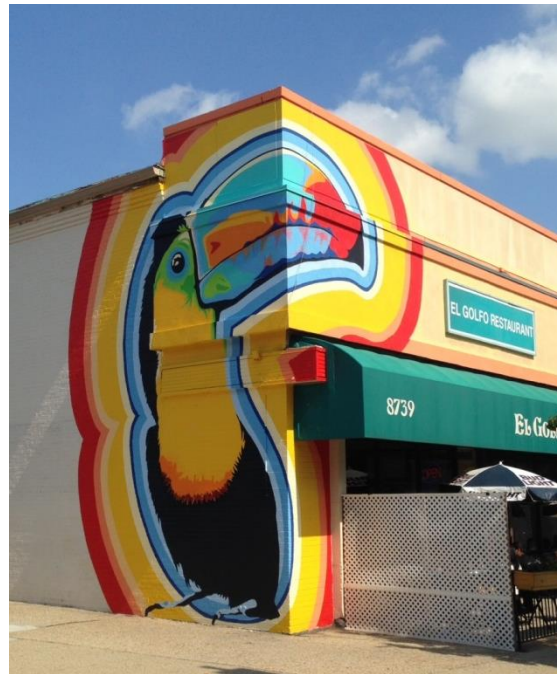- Computer Labs
- Reading Specialists

Summer Enrichment Program
- Meets in July
- Field trips
- Literacy program
- Arts & crafts
- Health & Wellness
- Backpack Drive

Green Club
- April – October
- Cleanups, community gardening and environmental education

- Makes **physical improvements** to neighborhood property and infrastructure
- Conducts **outreach and organizing** to build community and develop leadership within neighborhoods
- Helps residents **identify issues, establish goals, and solve problems**
- **Supports and organizes local businesses** to increase their involvement and success in neighborhoods
- Provides **analysis and research** to inform the actions taken and strategies used by neighborhood stakeholders.

- ❖ Projects can be challenging – a rehab is likely to be more welcomed than building a new building

- ❖ Provide tours of residences: opportunity to dispel myths and stereotypes about affordable housing quality and who lives in affordable housing – share data about employment rates of residents; **show** in addition to telling

- ❖ Engage civic groups (The Bonifant in downtown Silver Spring) and involve them at many levels, including validating by getting their input on aesthetics, other aspects

- ❖ Storytelling about people to inject humanity – residents telling their own stories has particular power; but data important too – how has your project made a measurable impact?

- ❖ Emphasize people-based aspects of projects (MHP has Community Life and Neighborhoods programs)

- ❖ Do grassroots outreach to find quiet supporters

- ❖ Find the right advocates who share affordable housing/equity vision

Connect with MHP:
Website: www.MHPartners.org

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