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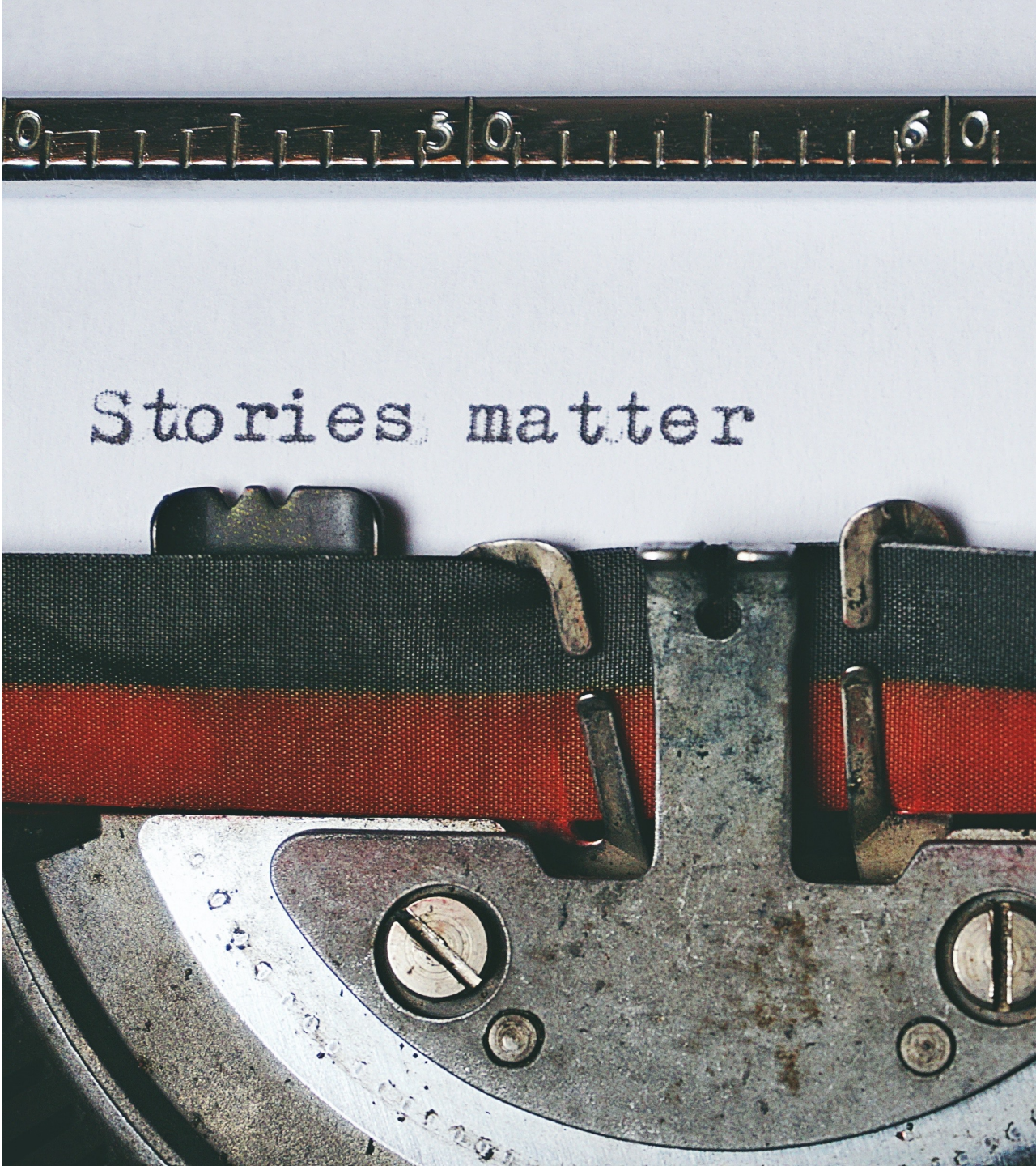
OUR MISSION

Shift public perceptions about homelessness and housing instability through research and narrative and messaging strategies, so everyone has a safe place to call home.

OUR CHALLENGE

People are bombarded with a dominant narrative in the press, pop culture and other media that maintains and forwards the perception that homelessness and housing insecurity are the result of individual failings.





Stories matter

OUR SOLUTION

WIN THE NARRATIVE around who is homeless and why so we win public policy victories that solve homelessness.

WHY THE HOUSING NARRATIVE LAB?

The missing puzzle piece



- The housing movement is piecing together the puzzle for a shared story about housing justice that includes:
 - Affordability
 - Evictions
 - Rental assistance
- The Lab's piece of the puzzle is helping tell the story of who is homeless and why, and how that fits in the larger puzzle.

WHO WE ARE

A communications hub serving advocates and the media



- Our team will be made up of veteran storytellers, campaign organizers, digital strategists and experienced grassroots communicators.
- Our focus is to lift up the voices of people experiencing housing insecurity so they lead in the policy changes that solve homelessness.
- Our goal is show that homelessness and housing insecurity are systemic problems (not individual ones) that require systemic solutions.



WHAT WE DO

We exist to serve grassroots and national advocates and the media, the two groups best positioned to influence how people think about housing justice for everyone.



Research



Coordination

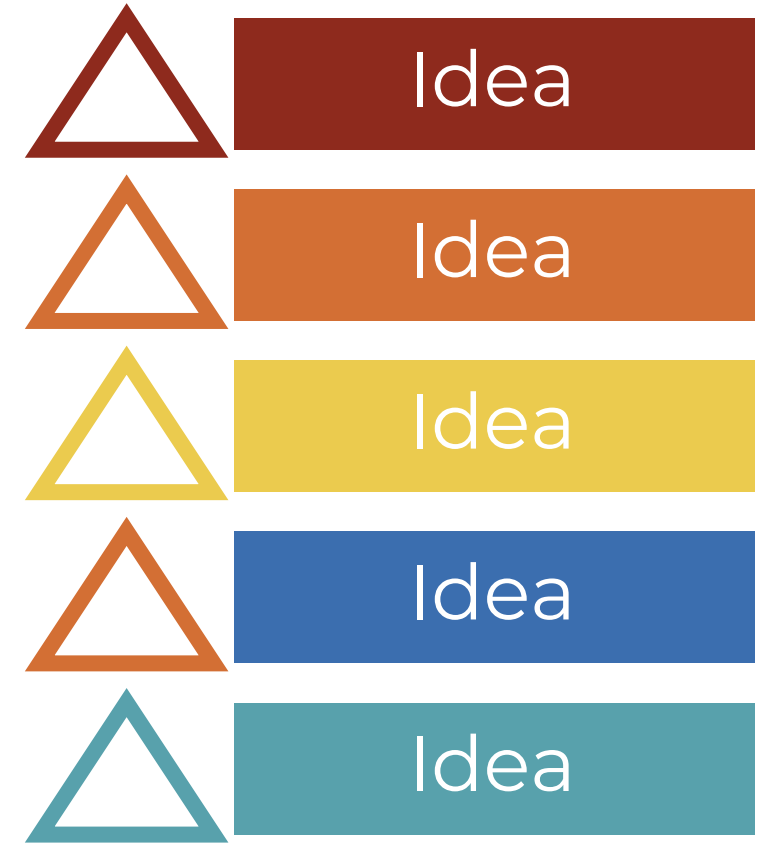
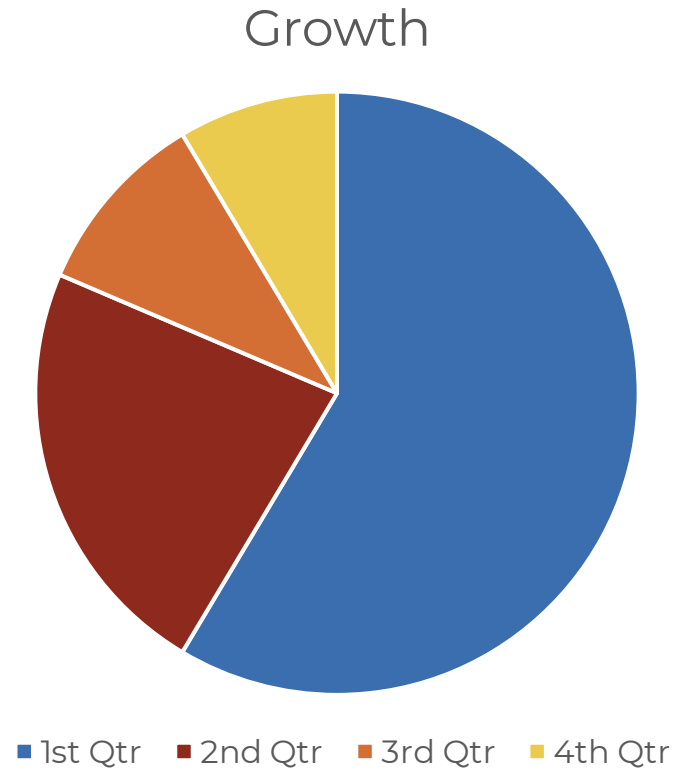
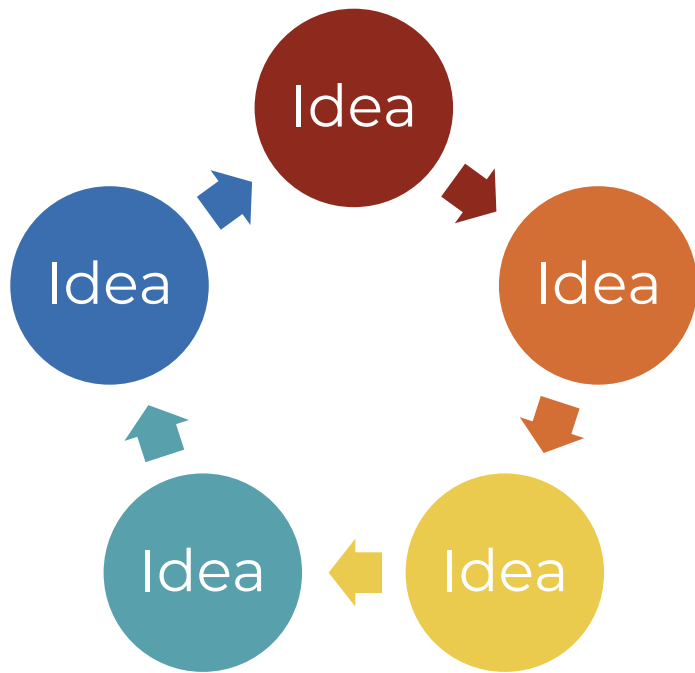


Training/Education



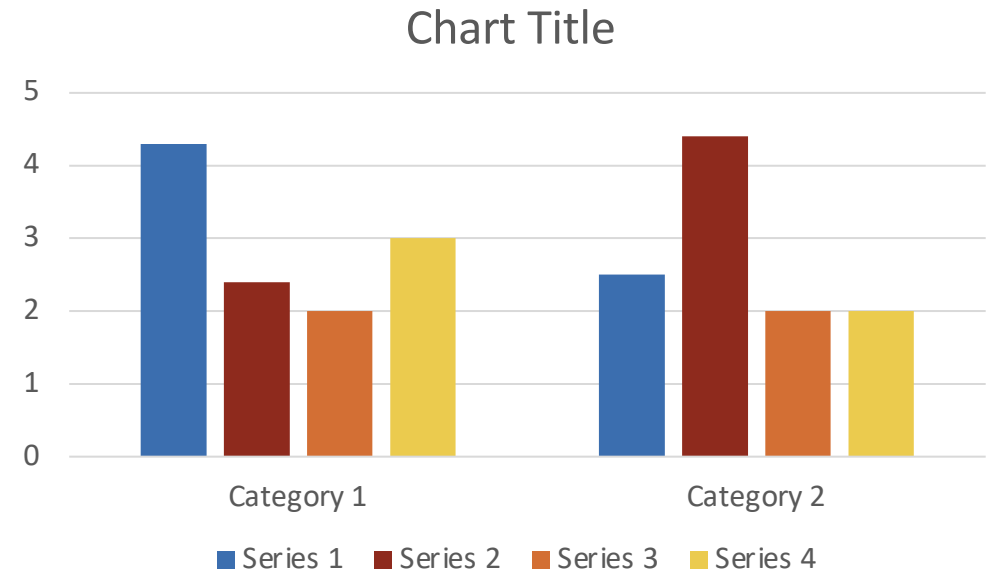
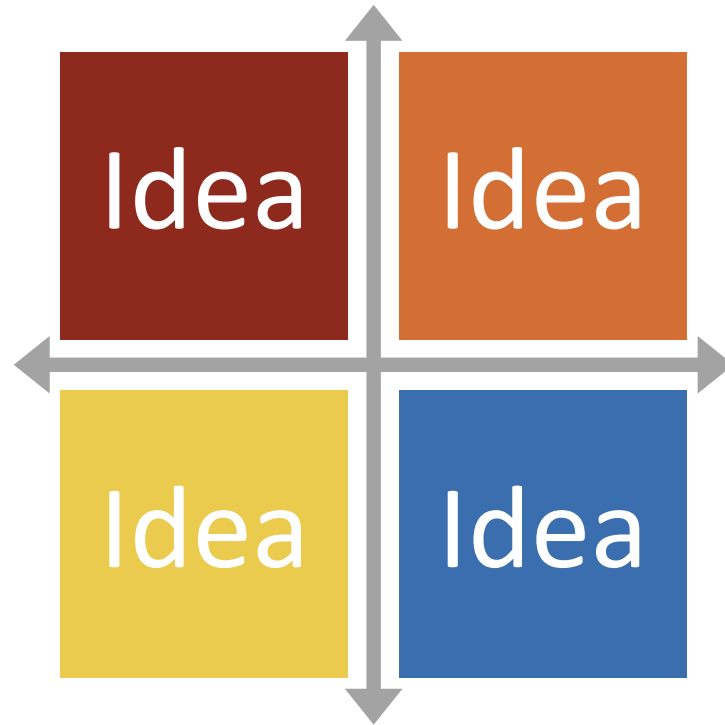
Rapid Response

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THANK YOU TO...

The Melville Charitable Trust
The Conrad Hilton Foundation

For more information,
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