



**2013 Annual Awards Entry Form**  
(Complete one for each entry.)

**Vote Yes on 7: For Homes, For Jobs, For Rhode Island**

**Entry Name** \_\_\_\_\_

Fill out the entry name ***exactly*** as you want it listed in the awards program.

**HFA** \_\_\_\_\_

**Submission Contact** Mary Kate Harrington, Public Information/Communications Specialist

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**Program Contact** Amy Rainone, Intergovernmental Relations Director

**Phone** 401-457-1256

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Entry form with description, check(s), and visual aids (optional) must be received by NCSHA by **Monday, July 1, 2013**.

Use this header on the upper right corner of each page.

HFA \_\_\_\_\_

Entry Name \_\_\_\_\_

Communications	Homeownership	Legislative Advocacy	Management Innovation
<input type="checkbox"/> Annual Report <input type="checkbox"/> Promotional Materials and Newsletters <input type="checkbox"/> Creative Media	<input type="checkbox"/> Empowering New Buyers <input type="checkbox"/> Home Improvement and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Federal Advocacy <input checked="" type="checkbox"/> State Advocacy	<input type="checkbox"/> Financial <input type="checkbox"/> Human Resources <input type="checkbox"/> Operations <input type="checkbox"/> Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
<input type="checkbox"/> Multifamily Management <input type="checkbox"/> Preservation and Rehabilitation <input type="checkbox"/> Encouraging New Production	<input type="checkbox"/> Combating Homelessness <input type="checkbox"/> Housing for Persons with Special Needs	<input type="checkbox"/> Special Achievement	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO

## **Vote Yes on 7: For Homes, For Jobs, For Rhode Island State Legislative Campaign**

### **A Historic Achievement**

Through collaborative efforts with our partners, *for the first time in the state's history*, a Rhode Island governor included an affordable housing bond referendum in the state budget. Passed by the legislature and signed by Governor Chafee on June 15, 2012, it contained a provision to include on the November ballot a referendum to borrow \$25 million for the development of affordable housing.

While the affordable housing community took a brief moment to celebrate the bond's successful inclusion, there were only months until the election and a lot of work to do to get this bond passed.

### **The Need**

State investment in affordable homes provides critical gap funds to develop affordable housing and to provide support for low-income and homeless residents. During the last two years, state support dropped 97 percent to almost zero, as earlier housing bond funding dried up and other state programs were reduced. Moreover, key federal programs had been cut 25 percent since 2010 with funding for some programs eliminated completely.

While funding was reduced, the need for affordable housing had never been higher. During our recent recession, Rhode Island was among the top 10 states in the country with high unemployment and foreclosure rates. Homelessness increased more than 12 percent from 2007-2011, and in 2012, Rhode Island had the fifth highest housing affordability gap in the country with 50 percent of renters paying more than they could afford. There was a critical need to educate policymakers and the general public about the important role affordable housing plays in the state's economy, the growing need for affordable homes and the benefits of the state's investment in this important resource.

### **Strategy**

The campaign's first phase focused on winning the governor's and legislature's support to place a new housing bond on the ballot. To build support, we joined with private philanthropies – the Rhode Island Foundation and the United Way of Rhode Island – and key business partners – the Providence Chamber of Commerce and RI Builder's Association – in rekindling partnerships that resulted in the successful passage of the 2006 housing bond. Known as the "Team of Five," this group conveyed a strong message about the importance of investing in affordable homes both to meet the growing need for affordable housing and to spark an economic recovery.

Key strategies included:

- Joint meetings with governor and key staff beginning in Fall 2011
- Development of presentation materials highlighting the need and benefits of the bond proposal
- Polling studies showing broad support in October 2011 and another in June 2012
- Joint meeting with general assembly leadership
- Joint testimony at House and Senate Finance budget hearings and joint letters of support
- Highlighting the need for the Housing Bond at ribbon cuttings and related events

This team also convened a broader group of supporters of state investment in housing: the Housing Action Coalition, RI Coalition for the Homeless, HousingWorksRI, Housing Network, Grow Smart, the State Office of Housing and Community Development, LISC and the Corporation for Supportive Housing. Key tactics of the members of the broader group included:

- Editorials in newspapers and earned media stories
- Letters from broad coalition of partners
- Petition drives in key districts
- Research reports on the success of the 2006 housing bond and on the economic impact of affordable housing development in general

Once the \$25 million Affordable Housing Bond was included in the governor's budget and passed by the legislature, the campaign's second phase began - advocacy for passage of the bond. With the state cutting staff and programs to address budget shortfalls and the recent failure of a company backed by a \$75 million state moral obligation bond, there was a clear need to convince voters that affordable housing was something the state should be investing in. Once again, the three funding partners combined resources to hire a campaign coordinator to assist in managing the "Get Out the Vote" campaign. Strategies included:

- Clear and consistent messaging and branding to position bond campaign in a crowded ballot field
- Collaborating with key partners in the community, including the business and faith community
- Website and social media presence, showcasing personal stories and upcoming events
- Earned and paid media/advertising coupled with grassroots campaign
- "Get Out the Vote" effort with volunteers from supportive partners

### **Messaging**

The first phase of the campaign focused on the economic benefits of investing in affordable homes, the success of the previous bond in creating affordable homes, leveraging other resources and creating jobs and the need for affordable homes. During the second phase, the messaging shifted to appeal to a statewide audience. Based on a research poll conducted in June 2012, three key points emerged as effective themes: **"For Homes, For Jobs, For Rhode Island."** What became our campaign tagline succinctly emphasized the three fundamental social and public policy goals that had the greatest appeal to potential voters who were polled. The following key points were used to complement this theme:

- Every Rhode Island family deserves a place to call home, and the high costs of housing make that impossible in Rhode Island.
- Affordable housing creates jobs at a time when RI's unemployment rate is one of the highest in the country.
- This is good policy for Rhode Island as a state, a fiscally responsible thing to do, and a smart investment for all of us.

These messages were incorporated into the campaign logo and website, social media platforms, paid advertisements, earned media and all other communications. Our animated and catchy television ad stood out at a time when political campaigns were flooding the airwaves with testimonials. Our direct mail campaign was designed to provide more detailed economic and policy information. The main theme of the direct mail component was a focused message of fiscal responsibility and job creation. The campaign manager targeted these mailings to those registered voters who best aligned with the demographic characteristics our polling had indicated would be most responsive to these messages. All messaging contained the universal theme of the "For Homes, For Jobs, For Rhode Island" message triangle.

### **Collaboration with Community Partners**

To build the needed support for the bond, we worked with the "Team of Five" and convened an executive committee responsible for all campaign strategy decisions, allocation of resources and approval of campaign materials. Their efforts were supported by a campaign committee that was critically important to the

campaign's success, as its members represented large constituencies that could mobilize for campaign events and our volunteer needs. This group also identified local and regional resources to help facilitate campaign messaging and assisted in grassroots coalition building and coordination of activities and events to promote the campaign.

### **Building Broad-Based Support**

To ensure that the housing bond proposal stayed at the forefront of voters' minds, our executive director and senior staff from partner organizations used every opportunity to speak to the bond. Our partners submitted editorials and generated earned media by pitching various stories. Our collaborative efforts and public relations strategies ensured consistency of message and market saturation.

### **Key Outreach Tactics**

- Editorials in newspapers: letters of support from a broad coalition of partners
- Kick-off event at building constructed with 2006 bond funds and coordination of media appearances and events
- Research reports on need for affordable housing as economic investment
- Press releases highlighting success stories from the 2006 bond: number of homes constructed, number of jobs created and stories of individuals and families, illustrating personal impact
- E-advocacy, social media and grassroots mobilization as well as event planning and organizing
- Website: [yeson7.org](http://yeson7.org); in both English and Spanish to reach a broad audience
- Advertising: Print and Online including [YouTube](https://www.youtube.com) Facebook and Google ads, TV and radio ads
- Branding: creation of logo specific to this bond with clear messaging and incorporation of tagline
- Direct mail

### **Get Out the Vote**

Toward the campaign's end, the time came to utilize our sizable volunteer corps. Our "Get Out The Vote" effort was focused primarily in two areas: logo and sign visibility at polling places and key spots throughout the state, and volunteer placement at polling places with high-volume voter turnout. Volunteers at the polls places wore "Vote Yes on 7" T-shirts and handed out customized Election Day palm cards. Volunteers were also provided with other materials, including instructions on what to do on Election Day, legal regulations pertaining to acceptable poll volunteer activities and talking points. These efforts resulted in about 120 two-hour slots, equating to approximately 240 volunteer hours.

### **The Results Are In**

Question 7 passed with 62 percent approval. Amid the state's challenging fiscal situation, our campaign effectively focused on the economic and social benefit of the bond's passage. This messaging strategy proved successful in getting policymakers to put the bond on the ballot and getting the bond approved.

Overall, one of the most telling statistics to come out of the 2012 voting numbers was the success the campaign had in making voters aware and educating them on the issues involving the affordable housing bond question. This is evidenced by the fact that despite being the last statewide referenda question on the bottom of the reverse side of the ballot (#7 out of seven questions), the affordable housing bond question received the third highest total vote count (399,354)



# 2012 Housing Bond

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A Key Strategy for Creating Good Homes & Well-Paying Jobs  
**Revitalizing and Increasing Housing Opportunities**





# 2006 Bond Accomplishments

IN ITS FOUR YEARS  
BUILDING HOMES  
RHODE ISLAND  
PROGRAM  
AWARDED

**\$50** million to  
**110** developments to create  
**1,255** affordable homes in  
**30** communities

matched by more than  
**\$460** million from private  
and federal supplementary  
sources

BHRI  
CONSTRUCTION  
CREATED NEARLY

**6,100 JOBS**  
in Rhode Island

generating about  
**\$300 MILLION**  
in wages

CONSTRUCTION ACTIVITY  
SUPPORTED BY BHRI  
HAS ACCOUNTED FOR

**53%**

OF THE TOTAL VALUE OF RESIDENTIAL  
CONSTRUCTION IN RHODE ISLAND  
FROM 2007 TO 2010

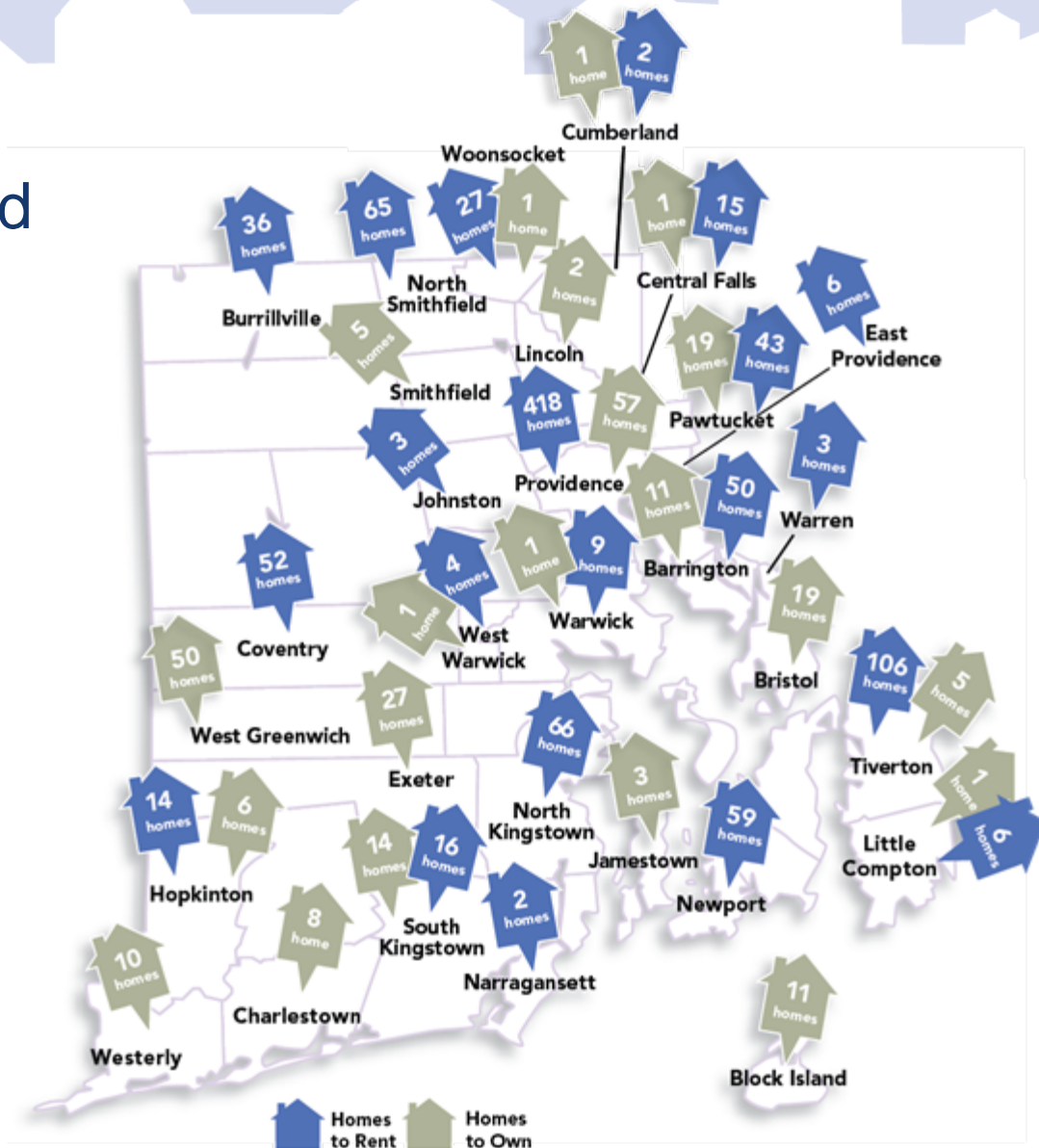
MORE THAN HALF OF BHRI FUNDS WERE USED FOR THE REHABILITATION  
OF FORECLOSED AND ABANDONED PROPERTIES, CREATING MORE THAN  
**600 LONG-TERM AFFORDABLE HOMES**  
OUT OF PROPERTIES THAT PREVIOUSLY BLIGHTED NEIGHBORHOODS

# What Has Been Funded from 2007 to 2010

In its four years, the Building Homes Rhode Island (BHRI) awarded \$50 million to 110 developments to create 1,255 affordable homes in 30 communities, helping to leverage over \$460 million from private and federal supplementary sources.

Of the 1,255 affordable homes financed, 1,002 are rental homes, while 253 are for home ownership.

Graphic: HousingWorksRI

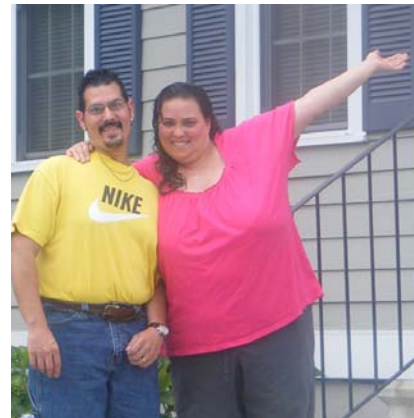




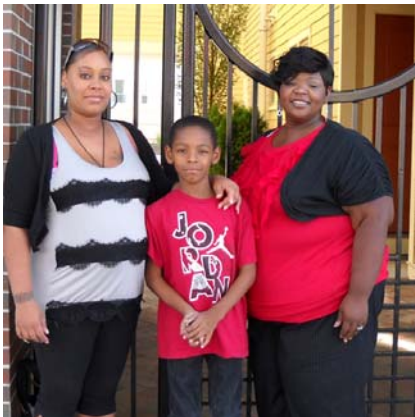
# Faces of BHRI



Karen is the first homebuyer at Walker Farm, developed by West Elmwood Housing Development Corp. She and her daughter are happy to have found an affordable home in Barrington.



Renee and Chip purchased their first home in 2010. They say that “homeownership is truly a dream come true.” It’s possible because of funds from BHRI and NeighborWorks Blackstone River Valley.



Crossroads’ Cicely Dove, right, poses with Hyza and her son who were homeless. They made their way to Crossroads, and due to its partnership with Community Works RI they now have an apartment at 770 Broad Street.



# BHRI at Work



Before



After

## Turning Point, Providence

- Foreclosed, city-owned property demolished
- Converted to 14 affordable apartments for chronically homeless veterans
- Services provided on-site by Veterans Action, police substation included
- \$590,000 BHRI investment

## Revitalization of Tonomy Hill to Newport Heights, Newport:

- 498 barracks-style Section 8 apartments demolished
- Phases I thru IV produced 336 apartments and 7 homeownership opportunities in a mixed income community
- Future Phase V consists of 100 homes
- \$1.3 million BHRI investment



Before



After



# The Need for a Bond

RHODE ISLAND  
HAS THE  
**FIFTH  
LARGEST  
HOUSING**  
AFFORDABILITY  
**GAP** IN THE  
COUNTRY  
IN 2012

**50% OF  
RENTERS**  
ARE PAYING  
MORE THAN  
THEY CAN  
AFFORD FOR  
HOUSING

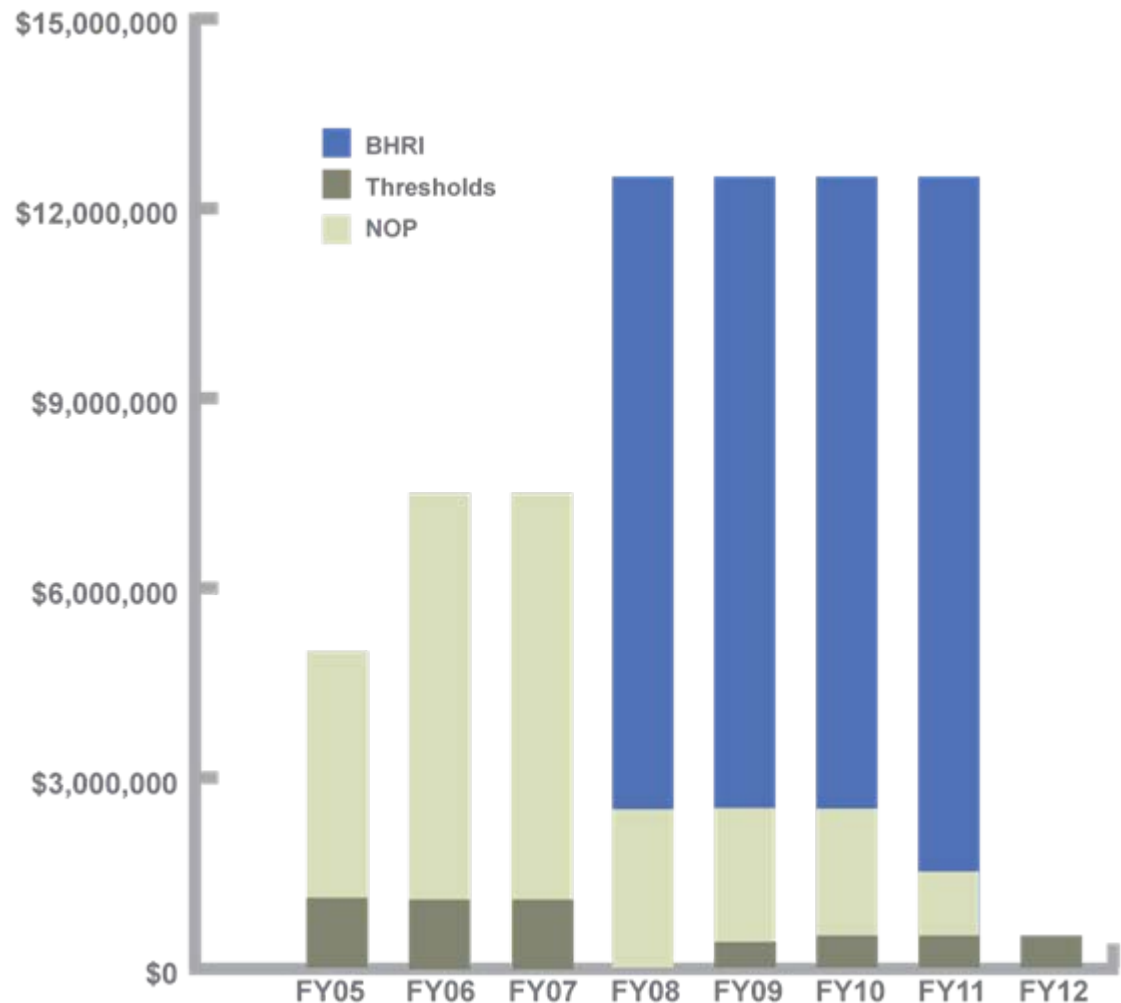
OVER THE LAST  
TWO YEARS,  
**NEARLY 1 IN  
EVERY 10 RI  
HOMEOWNERS**  
WITH A MORTGAGE  
HAS FACED  
FORECLOSURE OR  
SERIOUS  
DELINQUENCY

OF RHODE ISLAND'S  
**TOP 50 PROJECTED**  
GROWTH  
OCCUPATIONS  
FROM 2008 TO 2018,  
**32 DID NOT EARN**  
ENOUGH TO  
AFFORD THE  
AVERAGE 2010  
2-BEDROOM  
RENT

BUILDING PERMIT  
ACTIVITY IS AT AN  
ALL TIME LOW,  
**DOWN  
74%  
FROM  
2002**

# State Investment (direct spending) in Production of Affordable Homes

FY2012 NOP funded by  
Rhode Island Housing at \$1.5 million.





# Housing Bond in FY2013 Budget

Governor's proposed budget includes **\$25 MILLION HOUSING BOND** providing \$5 million per year for five years.

This marks an important first step to **RE-ESTABLISH STATE INVESTMENT** in affordable housing.

We recommend that the new bond reflect the same investment level as the 2006 Housing bond: **\$12.5 MILLION PER YEAR, PREFERABLY OVER 4 YEARS** for a total of \$50 million.



## Why a Bond?

Affordable homes are a **LONG-TERM ASSET** serving the state's families for more than 30 years.

Bonds will assure that the funds **WILL BE THERE WHEN NEEDED.**

The debt service on the 2006 Housing Bond costs on average less than \$3 million per year for 23 years but has already **GENERATED AN ESTIMATED \$800 MILLION IN ECONOMIC ACTIVITY.**

The 2006 Housing Bond supported nearly 6,100 jobs in Rhode Island, **GENERATING ABOUT \$300 MILLION IN WAGES.**

Construction activity supported by BHRI **ACCOUNTED FOR 53 PERCENT OF THE TOTAL VALUE OF RESIDENTIAL CONSTRUCTION** permitted in Rhode Island from 2007 to 2010.

Many states and **COMMUNITIES USE BONDING TO FUND THE PRODUCTION OF AFFORDABLE HOMES.**



# Why Now?

Rhode Island has an **IMMEDIATE NEED** for jobs and homes.

Federal programs have been **CUT ALMOST \$10 MILLION (25%) SINCE 2010** with funding for some key programs eliminated completely.

**INTEREST RATES REMAIN NEAR THE LOWEST** in recent memory and are expected to stay low during the next one to two years.

There is a pipeline of development **PROPOSALS FOR ABOUT A THOUSAND LONG-TERM AFFORDABLE HOMES** just waiting for the gap financing needed to move forward.

Direct spending on the development of long-term affordable homes in the state budget **DROPPED BY \$14 MILLION (97%) IN FY12.**



# VOTE YES ON 7

FOR HOMES. FOR JOBS. FOR RHODE ISLAND.

CAMPAIGN CREATIVE RECAP



# Print Advertising

## B&W Newspaper Ads

POLITICAL ADVERTISEMENT


**Build a stronger Rhode Island.**  
November 6th, vote **Yes on Question 7.**

Question 7 will invest **\$25 million** in the construction of affordable homes to help struggling families, create jobs, and bring new life to our communities.

**WWW.YESON7.ORG**

@yesonseven  
 facebook.com/yesonseven

Paid for by the Yes on 7 Campaign.



**VOTE 7  
YES ON**

**FOR HOMES. FOR JOBS.  
FOR RHODE ISLAND.**

Coventry Reminder


**Construyamos un Rhode Island más fuerte.**  
El 6 de noviembre, vote **SÍ** en la pregunta número 7.

La pregunta número 7 invertirá **\$25 millones** en la construcción de viviendas asequibles para ayudar a familias sin recursos, crear empleos y brindar nueva vida a nuestras comunidades.

**WWW.YESON7.ORG**

@yesonseven  
 facebook.com/yesonseven

Paid for by the Yes on 7 committee.




**VOTE 7  
SÍ A LA  
PREGUNTA**

**PARA CREAR VIVIENDAS. PARA CREAR EMPLEOS.  
PARA RHODE ISLAND.**

Providence En Español

POLITICAL ADVERTISEMENT



**VOTE 7  
YES ON**

**FOR HOMES. FOR JOBS.  
FOR RHODE ISLAND.**

**Build a stronger Rhode Island.**  
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**WWW.YESON7.ORG**

@yesonseven facebook.com/yesonseven


Paid for by the Yes on 7 Campaign.

Westerly Sun

# Online

## Banner Ads

turnto10.com



**VOTE 7  
YES ON**  
FOR HOMES. FOR JOBS.  
FOR RHODE ISLAND.

**You can  
help provide  
homes  
that people  
can afford.**

Paid for by the  
Yes on 7 Campaign

Political Advertisement



**VOTE 7  
YES ON**  
FOR HOMES. FOR JOBS. FOR RHODE ISLAND.

**You can help provide homes  
that people can afford.**

Paid for by the Yes on 7 Campaign

providencejournal.com



**VOTE YES ON 7**  
FOR HOMES. FOR JOBS. FOR RHODE ISLAND.

**You can help provide homes  
that people can afford.**

Paid for by the Yes on 7 Campaign

wpri.com

# Online

## PBN Weekly Nonprofit Update Email Ads



**VOTE 7**  
**YES ON**  
FOR HOMES. FOR JOBS. FOR RHODE ISLAND.

*"Everyone deserves access  
to a safe and affordable place  
to call home."*

-Governor Lincoln Chafee

[www.yeson7.org](http://www.yeson7.org)



**VOTE 7**  
**YES ON**  
FOR HOMES. FOR JOBS. FOR RHODE ISLAND.

*"This place saved my life.  
Everyone deserves a home like this."*

-Helena, resident in a past housing bond  
funded development

[www.yeson7.org](http://www.yeson7.org)



**VOTE 7**  
**YES ON**  
FOR HOMES. FOR JOBS. FOR RHODE ISLAND.

*"Question 7 is essential to the  
construction industry and our  
state's recovery."*

-Jeff Lipshires, Behan Bros. Inc

[www.yeson7.org](http://www.yeson7.org)

# Collateral

Lawn Sign & Lapel Sticker



Lawn Sign



Lapel Sticker



# Collateral

## Evite Invitations



## JOIN US

as we raise the roof to promote  
**Yes on 7** for affordable housing

**Bond Campaign Kick-Off**  
**Wednesday, September 19th**  
**10:00 AM**

Blackstone Valley Gateways  
185 Dexter Street, Pawtucket, RI

Please join us as we launch a statewide campaign to support November's ballot Question 7, which will issue bonds to develop long-term affordable homes in Rhode Island.

Come learn more about the bond and how you can help spread the word on the importance of voting Yes on 7!

**For questions and to RSVP please contact:**  
Charlie Hunt  
401-331-1300 Ext. 305  
charleshunt@mayforthgroup.com

Kick-Off Invite



**VOTE 7**  
**YES ON 7**  
**FOR HOMES. FOR JOBS.**  
**FOR RHODE ISLAND.**

Join us as we  
raise the roof  
to celebrate the  
**Yes on 7 Campaign!**

**Tuesday, November 6th**  
**7:30 PM**

United Way of Rhode Island  
50 Valley Street  
Providence, RI

Please RSVP to [Kerstin.klebbe@uwri.org](mailto:Kerstin.klebbe@uwri.org)  
or 444-0625

Celebration Party Invite

# Radio Spot

## :30 English & Spanish Radio Spots

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### :30 Radio Script English

Rhode Island families,  
our friends  
and neighbors  
are struggling to make ends meet.

Layoffs,  
foreclosures  
and sky high rents  
have too many  
living on the brink.

Vote Yes on 7  
to give new life to our communities  
with homes people can afford,  
create jobs now  
and build a stronger Rhode Island for all of us.

VOTE YES on 7.  
FOR HOMES. FOR JOBS. FOR RHODE ISLAND.  
Visit YESON7.ORG to learn more.  
Paid by for the Yes on 7 Campaign.

[Click here to listen to the Radio Spot](#)

### :30 Radio Script Spanish

Construyamos un Rhode Island más fuerte.

El 6 de noviembre,  
vote SÍ en la pregunta número 7.

La pregunta número 7  
invertirá \$25 millones en la construcción de viviendas  
asequibles para ayudar a familias sin recursos, crear  
empleos y brindar nueva vida a nuestras comunidades.

Vote SÍ a la pregunta 7

Para crear viviendas.  
Para crear empleos.  
Para Rhode Island.

[Click here to listen to the Radio Spot](#)

# TV Spot

:30 TV Story Board





# TV Spot

:30 TV Spot

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[Click here to watch the TV Spot](#)





**VOTE**  
**YES** ON **7**

**FOR HOMES. FOR JOBS. FOR RHODE ISLAND.**

**You can provide homes that  
people can afford.**



**VOTE**  
**YES** ON **7**

FOR HOMES. FOR JOBS.  
**FOR RHODE ISLAND.**

Join us as we  
raise the roof  
to celebrate the  
**Yes on 7 Campaign!**

**Tuesday, November 6th**  
**7:30 PM**

United Way of Rhode Island  
50 Valley Street  
Providence, RI

Please RSVP to [Kerstin.klebbe@uwri.org](mailto:Kerstin.klebbe@uwri.org)  
or 444-0625





# VOTE YES ON 7

FOR HOMES. FOR JOBS.  
FOR RHODE ISLAND.

## QUESTION 7:

### 7. AFFORDABLE HOUSING BONDS

\$25,000,000

(Chapter 241 - Public Laws 2012)

Approval of this question will allow the State of Rhode Island to issue general obligation bonds, refunding bonds, and temporary notes in an amount not to exceed twenty-five million dollars (\$25,000,000) for affordable housing.

APPROVE 

REJECT  



# VOTE 7 YES ON

**FOR HOMES. FOR JOBS.  
FOR RHODE ISLAND.**

Today you will have the opportunity to vote Yes on Question 7, a bond that will invest \$25 million in the construction of homes for:

- families struggling to make ends meet,
- seniors and veterans,
- unemployed or working Rhode Islanders who have had their hours cut.

“This place saved my life. My son and I feel safe and comfortable here. I really feel like I can call it home.”

*- Helena Godley, resident, Blackstone Valley Gateways*

# Build a stronger Rhode Island.

November 6th, vote  
**Yes on Question 7.**

Question 7 will invest **\$25 million** in the construction of affordable homes to help struggling families, create jobs, and bring new life to our communities.

**WWW.YESON7.ORG**

 @yesonseven

 facebook.com/yesonseven

Paid for by the Yes on 7 committee.



**VOTE 7**  
**YES ON**

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**FOR HOMES. FOR JOBS.**  
**FOR RHODE ISLAND.**



**VOTE**  
**YES** ON **7**  
FOR HOMES. FOR JOBS. FOR RHODE ISLAND.

*"Question 7 is essential to the  
construction industry and our  
state's recovery."*

-Jeff Lipshires, Behan Bros. Inc

[www.yeson7.org](http://www.yeson7.org)





**VOTE** 7  
**YES** ON

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**FOR HOMES. FOR JOBS.  
FOR RHODE ISLAND.**

# We're about to build a stronger Rhode Island.



Thank you to Governor Chafee, Senate President Paiva Weed, Speaker Fox, and the members of the General Assembly for your hard work in getting Question 7 on the ballot; and to the voters of Rhode Island for giving the housing bond their strong support. This bond will invest in the construction of affordable homes, create jobs for the state's workforce and build a stronger Rhode Island for all of us. These goals could not have been accomplished without your support, and the hard work of our supporting organizations listed below.

## THANK YOU

United Way of RI  
The Rhode Island Foundation  
Rhode Island Housing  
HousingWorks RI  
Housing Network of RI  
Rhode Island State Council of Churches  
Rhode Island Builders Association  
GrowSmart RI  
The Mayforth Group  
Washington County Regional Planning Council  
LISC  
RI Community Action Assoc.  
FJS Associates  
Newport County Chamber of Commerce  
Northern RI Chamber of Commerce  
Jewish Alliance of Greater RI  
Newport Homeless Coalition  
Community Provider Network of RI  
Operation Stand Down  
RI League of Cities and Towns  
AARP  
Youth In Action  
Women's Fund  
RI Coalition for the Homeless  
Senior Agenda Coalition  
RI Kids Count  
Stepup Center International  
RI Executive Directors Assoc. of Housing Authorities  
RI Interfaith Coalition to Reduce Poverty  
RI Conference United Church of Christ  
RI Ministers' Association of the United Church of Christ

New England Construction  
Barton Street Neighborhood Association  
Community Works RI  
Newport County Citizens to End Homelessness  
RI Coalition Against Domestic Violence  
RI Family Shelter  
Childhood Lead Action Project  
Opportunities Unlimited  
RI Mental Health Association  
Bridges Inc.  
Church Community Housing  
Ocean State Action  
Olneyville Housing Corporation  
OMNI Development Corporation  
Pawtucket CDC  
Providence Revolving Fund  
NeighborWorks Blackstone River Valley  
East Bay CDC  
House of Hope CDC  
Habitat for Humanity of South County  
Habitat for Humanity of Providence  
Blackstone Valley Community Action Program  
Smith Hill CDC  
Urban League of RI  
SWAP, Inc.  
West Bay Community Action, Inc.  
REACH  
Washington County CDC  
West Broadway Neighborhood Association  
West Elmwood Housing Development Corporation  
Roman Catholic Diocese of Providence

THE  
RHODE ISLAND  
FOUNDATION



RhodelslandHousing

LIVE UNITED



United Way of Rhode Island

# For Homes. For Jobs.



# For Rhode Island.



**VOTE YES ON 7**  
FOR HOMES. FOR JOBS. FOR RHODE ISLAND.

# Approving Question 7 is a smart fiscal investment in Rhode Island's future

Providing long-term affordable housing opportunities for our state's workforce will help to ensure that Rhode Island remains a competitive place to live and work. By voting Yes on 7 and making this smart investment, we can bring to our state:

- Construction of more than 600 affordable homes, which will generate an estimated \$150 million in economic activity.
- The creation of over 1,000 jobs in a construction industry that has seen unemployment rates of 20-30% in recent years.
- The rehabilitation of foreclosed or abandoned properties, greatly improving distressed neighborhoods.

**On November 6th,**  
**vote for a better future for Rhode Island**  
**Vote Yes on Question 7**  
**To learn more visit [www.YesOn7.org](http://www.YesOn7.org)**

*Paid for by the Yes on 7 Campaign*



*“This housing bond is a fiscally responsible and prudent investment that will move our state forward.”*

- Gina Raimondo, General Treasurer



Vote Yes on 7  
111 Wayland Avenue  
Providence, RI 02906



PRSRT STD.  
U.S. Postage  
PAID  
Providence, RI  
Permit No. 1899

**YOU**  
will join **US**  
to support  
affordable  
housing

**REACH Builders Association**  
Barton Street Neighborhood Association  
Rhode Island  
Olneyville Housing Corporation  
Pawtucket Citizens Development Corporation

**New England Construction**  
HousingNetwork of Rhode Island  
Rhode Island State Council of Churches  
Urban League of RI  
Washington County  
Community Development Corporation  
Blackstone Valley Community Action Program  
OMNI Development Corporation

**Grow Smart RI**  
AARP Rhode Island  
RI KidsCount

**United Way of Rhode Island**  
East Bay Community Development Corporation

**VOTE YES ON 7**  
FOR HOMES. FOR JOBS. FOR RHODE ISLAND.

**We hope**

**Women's Fund of Rhode Island**  
FJS Associates  
Local Initiative Support Corp.  
Women's Leadership Council of United Way  
Northern RI Chamber of Commerce  
West Elmwood  
Housing Development Corp.  
Ocean State Action  
Smith Hill Community Development Corporation  
Community Works RI  
Senior Agenda Coalition  
The Rhode Island Foundation  
West Broadway Neighborhood Association  
Opportunities Unlimited

**Greater Providence Chamber of Commerce**  
House of Hope CDC  
Rhode Island  
Operation Stand Down RI  
Jewish Alliance of Greater RI  
Public Housing Association of RI  
RI Family Shelter

**Housing**  
NeighborWorks Blackstone River Valley  
Rhode Island  
Operation Stand Down RI

**Habitat for Humanity Providence**  
Rhode Island Coalition for the Homeless  
Housing Network of Rhode Island  
RI Interfaith Coalition to Reduce Poverty  
Community Provider Network of Rhode Island  
Habitat for Humanity Providence  
Newport County Chamber of Commerce  
RI Coalition Against Domestic Violence  
RI Conference United Church of Christ

**Bridges Inc**  
South County Habitat for Humanity

**Church Community Housing Corporation**

# By approving Question 7, you can help build a stronger infrastructure and a brighter future for Rhode Island

Providing long-term affordable housing opportunities for our state's workforce will help to ensure that Rhode Island remains a competitive place to live and work. By voting Yes on 7 and making this smart investment, we can bring to our state:

- The construction of more than 600 affordable homes, which will generate an estimated \$150 million in economic activity.
- The creation of over 1,000 jobs in a construction industry that has seen unemployment rates of 20-30% in recent years.
- The rehabilitation of foreclosed or abandoned properties, greatly improving distressed neighborhoods.

**On November 6th,**  
vote for a better future for Rhode Island  
**Vote Yes on Question 7**  
To learn more visit [www.YesOn7.org](http://www.YesOn7.org)

## QUESTION 7:

### 7. AFFORDABLE HOUSING BONDS

\$25,000,000

(Chapter 241 - Public Laws 2012)

Approval of this question will allow the State of Rhode Island to issue general obligation bonds, refunding bonds, and temporary notes in an amount not to exceed twenty-five million dollars (\$25,000,000) for affordable housing.

APPROVE

REJECT



Vote Yes on 7  
111 Wayland Avenue  
Providence, RI 02906



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