

Kansas Homeowner Assistance Fund
(KHAF): An Integrated Outreach and
Engagement Campaign in Collaboration
with Mortgage Servicers, Utility Providers,
and Social Service Non-Profit Organizations

Kansas Housing Resources Corporation
Communications: Integrated Campaign

HFA Staff Contact

Emily Sharp

esharp@kshousingcorp.org

Summary

An integrated multi-channel outreach and engagement campaign with mortgage servicers, utility providers, and social service nonprofits raised awareness of resources available to assist homeowners facing foreclosure. The [Kansas Homeowner Assistance Fund \(KHAF\)](#) program received more than 5,500 applications from 97 of 105 counties within 10 months. Ninety percent of homeowners assisted were below 100 percent of their area's median income. More than 275 mortgage servicers served as KHAF participating lenders, 51 percent of them physically located in Kansas.

Background

The [Kansas Homeowner Assistance Fund \(KHAF\)](#), supported through the federal American Rescue Plan Act (ARPA) and administered by [Kansas Housing Resources Corporation \(KHRC\)](#), launched on April 18, 2022 and received enough applications to exhaust program funds 10 months later on February 21, 2023. KHAF received more than 5,500 applications, helping more than 4,150 Kansas homeowners experiencing financial hardship during the COVID-19 pandemic to get current on their mortgages and property taxes and avoid foreclosure. Assistance was provided in collaboration with lenders, housing counselors, and legal services providers, ensuring a long-term, holistic approach to achieving housing stability.

A comprehensive, multi-channel outreach and engagement campaign across the state's 105 counties raised awareness of the program, informing Kansans that KHAF was a readily available, legitimate source of support. Special emphasis was placed on reaching socially disadvantaged individuals, those with limited English proficiency, and homeowners living in rural areas.

KHRC strived to communicate with *clarity, credibility, and consistency* throughout the campaign, using a non-judgmental, trauma-informed approach and a focus on equity between rural and urban areas. Cross-promotion with partners helped build brand awareness and loyalty.

Innovative

KHRC led marketing and outreach efforts with grassroots connections throughout Kansas and hired strategic partners to assist in reaching specific stakeholder groups. [Banktastic](#), a local, woman-owned firm with an extensive client list of financial institutions and an emphasis on the banking and lending industries, coordinated outreach to lenders. [Mammoth Creative Co.](#), a local agency and longtime KHRC partner, coordinated outreach to homeowners. All efforts were coordinated, with complementary messages and strategies to reach each group.

Replicable

As of May 1, 2023, the NCSHA HAF map reflects four states with closed HAF programs and five states including the Kansas program as suspended or accepting waitlist applications. This leaves 44 states with the opportunity to replicate KHAF's integrated campaign efforts. During regular NCSHA HAF calls, many states express they are looking for successful ways to promote their programs, including adding additional direct services within their HAF program in attempt to use all of their funding. KHAF's integrated campaign leveraged partnerships and relied upon effective tactics that could be replicated in other states to raise awareness of both temporary relief programs and permanent housing resources.

Engage Targeted Audiences

KHRC marketed KHAF to two key audiences:

1. *Homeowners*. An awareness campaign targeting low- and moderate-income Kansas homeowners launched in late April to drive traffic to the website and encourage applications. To qualify for assistance, applicants' household income had to be at or less than 150 percent of Area Median Income (AMI) or equal to or less than 100 percent of the median income for the United States, whichever was greater. Priority (60 percent of available assistance) was given to those at or below 100 percent of AMI and those defined as Socially Disadvantaged Individuals (SDI).
2. *Lenders*. Lenders served as an important voice and resource for distressed homeowners. Lenders have a vested interest in avoiding foreclosures or delinquencies and can assist homeowners gathering required loan documents, guiding them through the application process.

Homeowner outreach objectives:

Our paid marketing efforts, media strategy, organic and traditional outreach to our housing stakeholder audience via regular channels (social, email, web, SMS), grassroots outreach, and collaboration with community partners are detailed in the appendix. These efforts aimed to raise awareness of the resources available and encourage homeowners in distress to apply for support.

Lender outreach objectives:

- Engage lenders to prevent mortgage delinquencies, defaults, foreclosures, and the displacement of homeowners experiencing financial hardship associated with the COVID-19 pandemic.
- KHAF targeted mortgage lenders who work for banks and credit unions. This included large national lenders as well as regional and community banks and credit unions working in Kansas.

Outreach to financial institutions addressed lenders' vested interest in helping homeowners. KHAF didn't just assist borrowers in distress, it also helped lenders and their institutions:

- Avoid delinquent loans in their portfolio.
- Ensure a healthy quarterly report to avoid issues with bank examiners, shareholders, or boards. Loss prevention serves the lender as much as it does the homeowner.
- Fulfill the mission of building communities and being good corporate citizens. KHAF participation is an opportunity to demonstrate Community Reinvestment Act (CRA) activity. Lending practices that help low- and moderate-income homeowners provide an opportunity to tell a CRA story.

KHRC also recognized that some lenders may be uneasy about KHAF, anticipating a complicated and/or lengthy application process and long wait times for approval, denial, and receipt of funds. Campaign messaging addressed these concerns.

Finally, campaign messaging emphasized the role that lenders could play in providing hope and support to homeowners during a difficult time. We recognized that homeowners might be anxious, depressed, or defensive about their situation. They may not have the time, energy, or resources to seek help. They may fear their lender or the possibility of losing their home. Lenders could help assuage fears by connecting homeowners with housing counseling, helping them apply for KHAF, and developing a plan to stabilize their situation.

Key takeaways for our lender audience were stressed throughout the campaign:

- KHRC received \$56.6 Million to assist homeowners facing foreclosure.
- Applying early was encouraged.
- KHAF funds for mortgage assistance were paid directly to the lender, not to the borrower.
- Assistance funds were forgivable, non-interest-bearing grants.
- Everything lenders need to know was posted on the KHAF webpage, including:
 - Applicant income guidelines
 - Required documentation
 - Types of assistance available
 - Application portal

Lenders know which of their customers are at risk of falling behind on their mortgage or even losing their home. KHRC asked lenders to help their customers navigate the KHAF application process and help them stay in their homes while keeping their institution's assets performing. Bankers played a pivotal role assisting small businesses in the early days of the pandemic with PPP. This was their opportunity to do the same for homeowners through KHAF.

Throughout the campaign, KHRC established itself as professional, a community builder, connector, established, caring, Kansas (local, not "the feds"), a partner, reliable, stable, and trustworthy. The goal was for lenders to feel inspired, motivated, empowered, and driven to action.

Achieve measurable results

Measurable results for all paid marketing are included in the attached visual aids.

Provide benefits that outweigh costs.

KHAF spent less than 10 percent of the available HAF administrative dollars or less than 1.5 percent of the state's full HAF allocation on paid marketing efforts. Although these tactics are important, the collaboration and grassroots efforts with mortgage servicers, utility providers, and nonprofit organizations proved beneficial and outweighed all costs.

Demonstrate effective use of resources.

Extensive collaboration with grassroots and in-kind promotional partners allowed KHRC to leverage existing and newly established relationships to spread the word, conserving program funds and amplifying the message. See the appendix for a sampling of the organizations KHRC collaborated with and tactics used throughout the campaign.

Achieve strategic objectives

Comprehensive program metrics speak for themselves and demonstrate the campaign's effectiveness.

- KHAF received applications from 97 of the state's 105 counties.
- Ninety percent of homeowners assisted were below the targeted 100 percent Area Median Income.
- Average homeowner assistance was \$11,450.
- More than 275 mortgage servicers participated; 51 percent or 141 of those were physically located in Kansas.
- As of this writing, KHRC has received 5,489 KHAF applications and awarded more than \$47 Million in assistance, providing housing stability and preventing foreclosure for 4,157 Kansas households.

Appendix and Visual Aids

Quotes and Testimonials

"That really just made my day. Thank you. I have struggled and continue to struggle, just can't make enough money these days. I even go hungry last week of every month the cost of food has gotten too high I don't eat just to ensure my daughter has plenty of food. This is a scary time for all of us. I appreciate this program so much, God Bless you for all the hard work you and your office does for all of us out here working 60-70 hours a week and just not earning enough money pay our debts."

"You all saved my life. I don't know what I would've done without your help. Thanks so much!"

"Thanks so much for all your help, explanations, and suggestions. It was so helpful. And I'm very grateful to KHAF for helping me stay in my house after 20yrs of being here. Thanks so much!"

"I am happy to report that KHAF funding has found its way to my mortgage account. Thank you so much for your involvement in helping make it happen!! Because I am gainfully employed again and along with the help from KHAF, I am financially stable again."

"I cannot thank you enough for all of your help and support with this. I wish there was some way to give acknowledgement and accolades to the KHAF. This has saved me in more ways than one. I will be eternally grateful for this and I thank you all for the assistance."

"I want to thank you for all that you did to help me with the process of KHAF and to survive. I thank God for you and appreciate everything you did to assist me. As my last payment was made, it let me reflect that there are still good caring people on this earth. Again, thanks a million times."

"Thank you SO SO SO MUCH I have tears of joy this means the world to me AND my family. My house has been in my family my entire life it was my grandparents home so for me its more than a place I lay my head its home its my peace and its my comfort."

"You have been such a light in this dark time. I am a registered nurse and know how much it means to hear how much you have helped someone. You and your colleagues are doing a great job. Easing worried minds, communicating, quickly getting things done and so much more. Thank you for all you do and all your help. A prayer answered; may you receive many blessings! Again Thank you!"

"That is one of the most amazing things I've heard all year. You are truly a blessing! Thank you so much! I hope you have a wonderful holidays, you've just made ours! :)"

"Just wanted to update you that the HAF payment posted to my account yesterday! I cannot even put into words the gratitude and relief I felt when seeing that the account is current. I've never had any help with anything until this phase of my life and I am still just amazed and so grateful for the help. I didn't plan on my life taking this turn for the worse, but you and HAF have given me hope and with the future payments I can breathe a little easier. God Bless you for the work that you do!"

“Thank you so much! Not only for the update but for the assistance granted. You all are simply amazing!”

“I just received word today that my application was approved and I am so very, very grateful! I feel like I can sleep tonight. This saved my life and I am not kidding. I just want you to know how much this means to me.....it gives me hope. Thank you a million times.”

“You have no idea the weight you just took off my shoulders. I have been so sick thinking my kids were going to lose their house. There are no words to say THANK YOU! I am literally tearing up as I write this, you have just made such a HUGE impact on our lives. What an AMAZING person you are and what an AMAZING team you have. With all my heart, THANK YOU!”

“I cannot even begin to thank you for your help. You have literally saved my home and my ability to get back on my feet. I will forever be grateful for what you do and will pay it forward whenever I can.”

Mr. Jones was over \$29,000 behind on a second mortgage and needed KHAF assistance. The case had already resulted in default when he applied to KHAF for assistance and was referred for legal services, and the mortgagee was already publishing for the foreclosure sale. Legal services filed an ex parte motion to stay the sale three (3) days before the sale occurred. The primary argument in the motion was that KHAF could pay the loan off entirely since the entire loan had already matured and that the only hurdle to payment was that the mortgagee had failed to respond to multiple outreach attempts by the KHAF program to verify the amount owed. Upon confirming this with the mortgagee, the opposing counsel sent legal services a joint order to cancel the foreclosure sale and confirmed that his client submitted the debt verification to the KHAF. Legal services confirmed that KHAF paid the total amount of the loan, and any liens no longer encumber Mr. Baker’s home.

Mr. Smith requested the KHAF for assistance with his property taxes. KHAF approved the application and had already tendered payment to the County, but it had scheduled the tax foreclosure sale and would not cancel the sale without the payment. Legal services set a hearing to cancel the tax sale. Legal services called the director of the KHAF program to testify that the check was in the mail from the KHAF program and that selling the home when the payment would arrive, if not before the sale immediately after, would unnecessarily increase the costs to reclaim the property. The court agreed to cancel the tax sale approximately one (1) hour before the sale, and the County received payment a few days later.

Selected partnerships and grassroots outreach efforts:

KHRC spread the word through community presentations and informational meetings/webinars, distributing program information to partners who made the resources available to their networks, and leveraging our contact lists to spread the word via social, web, email, and SMS.

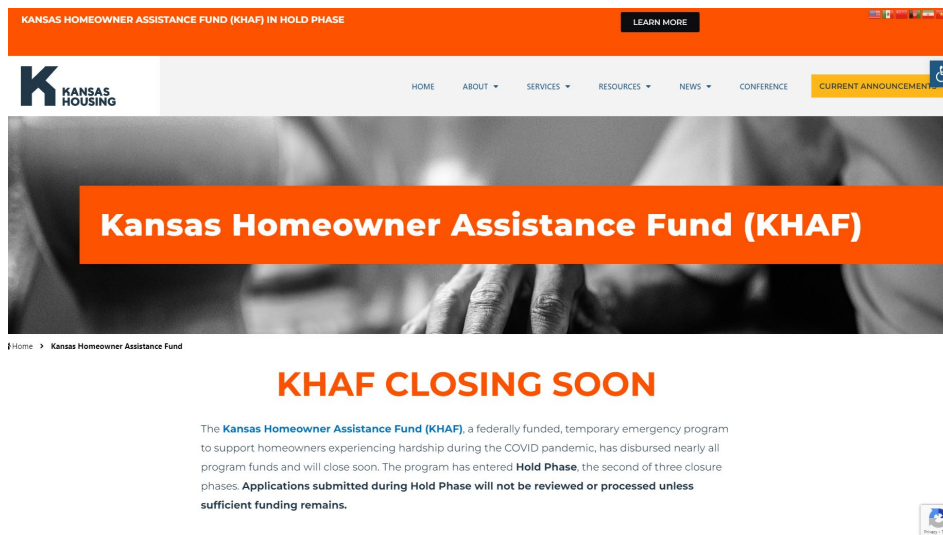
- Area Agency on Aging Across the State
- City / County Non-Profit Social Service Networks – Topeka, Lawrence, Manhattan, Emporia, Wichita
- Community Action Agencies & Their Partners
- Constant Contact Email Campaigns to 35,750 contacts.
- County Tax Offices
- Department for Children and Families Programs
- Flyer – Mailed to over 150 rural grocery or gasoline stores requesting to post on bulletin boards.
- Habitat for Humanities Across the State
- HUD Housing Counseling Agencies in Kansas – CHWC, CCCS, and HCCI
- Johnson County Social Service Providers
- Kansas Bankers Association
- Kansas Bankruptcy Attorney Group
- Kansas Credit Union Association
- Kansas Legal Services & Their Attorney Groups
- Kansas Realtor Association
- Local Government Newsletters from the Recovery Office and to Legislators
- NCSHA Website Map – Linking to KHAF Webpage
- Public Libraries Across Kansas
- Rural Newspaper Ads – See Map
- Text Campaign Prior to Opening Program
- United Ways Across the State with their Non-Profits
- Utility Companies – Atomos, Evergy, Kansas/One Gas, and BPU
- Word of Mouth – Friends & Family
- Wyandotte County – Volunteer Group – Door to Door Tax Sale List

General Attachments

1. KHAF Lender Social Grid and Outreach via Banktastic
2. KHAF Digital Report April through December 2022
3. Atmos Insert Example
4. Evergy Insert Example
5. Kansas Press Association Newspapers (Rural Areas) Example

Webpages

Homeowner Webpage



Lender Webpage

FOR LENDERS




The Kansas Homeowner Assistance Fund (KHAF) program provides financial assistance for past-due mortgages, property taxes, homeowner association fees, utility costs, and internet / broadband payments to homeowners financially impacted by the COVID pandemic. Homeowners apply through an online process. If the application is approved, KHAF funds are sent directly to lenders, helping homeowners receive aid as quickly as possible. Participation by the loan servicer is required.

Here's how to participate:



Videos

[Video - Breathe a Little Easier: Kansas Homeowner Assistance Fund – Keep Your Home](#)



Breathe a Little Easier: Kansas Homeowner Assistance Fund

Kansas Housing Resources Corporation
173 subscribers

4 likes

Share

Download

Save

1.3K views 1 year ago

If you're behind on your mortgage, broadband, utilities, homeowner association fees or property taxes due to the pandemic, learn more and apply today at kshousingcorp.org. Show more

[Video - Lender Participation Is Vital – What you can do...](#)



KHAF Lender Participation Is Vital

Kansas Housing Resources Corporation
173 subscribers

0 likes

Share

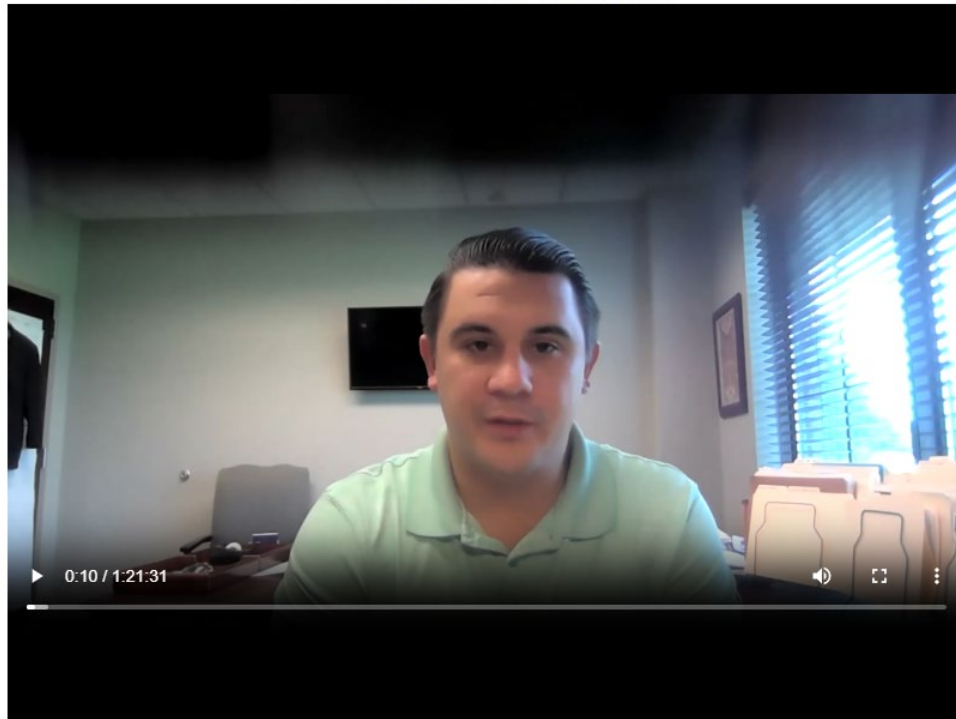
Download

Save

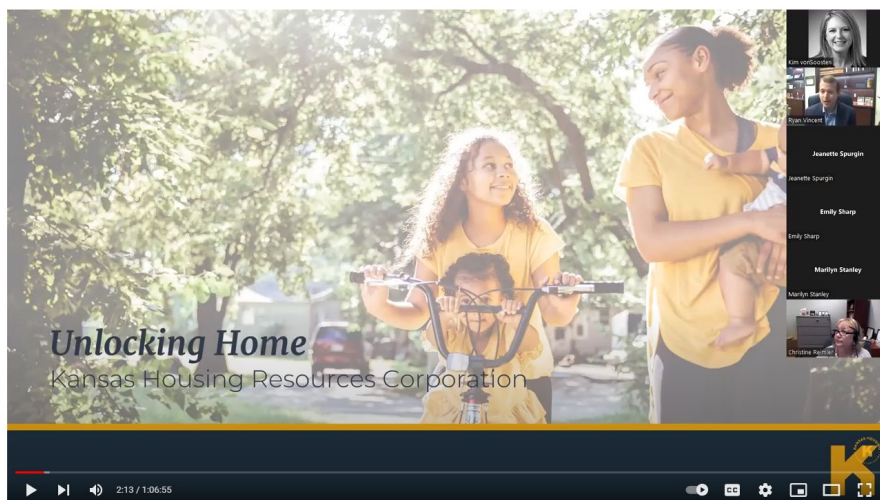
Live & Recorded Webinars

[KHAF Kansas Bankers Association Webinar](#) to Members

2022 HOUSING WEBINAR




[KHAF Webinar](#) Recording & [PowerPoint](#)



Kansas Homeowner Assistance Fund Presentation

 Kansas Housing Resources Corporation
173 subscribers [Subscribe](#)

 5  [Share](#)  [Download](#)  [Clip](#)  [Save](#) 

Kansas Homeowner Assistance Fund (KHAF): An Integrated Outreach and Engagement Campaign in collaboration with Mortgage Servicers, Utility Providers, and Social Service Non-Profit Organizations

[KHAF Webinar](#) in partnership with LoanCare, Rocket Mortgage,
[Homeowner Representative](#) Webinar Registration
[Loan Servicer](#) Webinar Registration

Social Media

Constant Contact Email Campaigns to 35,750 contacts.

[KHRC Twitter](#)

Pinned Tweet
Kansas Housing @Kansas_Housing · Feb 21

The Kansas Homeowner Assistance Fund (KHAF) is closing soon, and is in HOLD PHASE.

The program has received enough applications to fully expend KHAF funds. Applications submitted during Hold Phase will be placed on hold and will not be processed unless sufficient funds remain.

The KHAF closure process will follow three phases. Here's what this means for Kansas homeowners in need of assistance:

- 1 Final Funding Phase**
Applicants seeking KHAF support should **apply as soon as possible** to be considered for Final funding.
- 2 Hold Phase**
Once the program receives enough applications to fully expend all KHAF funds, approval of new applications will be subject to availability of remaining funds.
- 3 Closure Phase**
When all program funds are exhausted the program will close and will stop accepting new applications.

ALT KANSAS HOUSING

1 254

[KHRC Facebook](#)

Kansas Housing Resources Corporation
December 19, 2022

Are you a homeowner at least 30 days behind on your mortgage or property taxes due to a COVID-related financial hardship? Apply for Kansas Homeowner Assistance Fund (KHAF) assistance today while funds are still available.

KSHOUSINGCORP.ORG

Only 25% of Homeowner Assistance Funds Remain
Homeowners in need of assistance encouraged to APPLY NOW!

Kansas Homeowner Assistance Fund

Don't let missing payments lead to missing your home.

The Kansas Homeowner Assistance Fund (KHAF) program may be able to help.

The KHAF program, funded through the American Rescue Plan Act and administered by Kansas Housing Resources Corporation (KHRC), provides financial relief to homeowners financially impacted by the COVID pandemic.

What does assistance cover?

- + Mortgage Payments
- + Property Taxes and Charges
- + Utilities/Internet/Broadband Fees
- + And More

Keep Your Home

You may qualify for this program

IF YOU MEET THE FOLLOWING CRITERIA:

- + You own your home in Kansas.
- + The property (a single-family home, one-to-four unit dwelling, or manufactured home) is your primary residence.
- + You can provide valid proof of identification.
- + You are at risk of losing your home without assistance.
- + Your recent income did not exceed 150 percent of your area's median income.
- + Your household has experienced financial hardship during the COVID pandemic.
- + Your household is past due on mortgage or home property tax payments.

How to apply:

- 1 Homeowner submits an online application.
- 2 Application is processed to ensure all eligibility criteria are met.
- 3 If approved, funds are paid directly to the service provider(s), who apply them to the homeowner's account(s).

Learn More and Apply Online

kshousingcorp.org/kansas-homeowner-assistance-fund



K

This project is being supported, in whole or in part, by federal award number HAFP-0140 awarded to Kansas Housing Resources Corporation by the U.S. Department of the Treasury.

KHAF Collateral

[One Page Flyer](#) – Mailed to over 150 rural grocery or gasoline stores requesting to post on bulletin boards.

[Lender Fact Sheet](#)

[Lender FAQs](#)

[Lender Outreach](#)

[Fact Sheet](#)

[Borrower or Applicant Checklist](#)

[FAQs](#)

[HUD Housing Counseling Agencies](#)

[Closure FAQs](#)

[Closure Resources](#)

News Releases

KHRC issued regular news releases throughout the campaign to share major program announcements, including launch and closure phases and funding milestones. These releases were posted on the KHRC News page and shared with media partners and our network via email, social media, and SMS outreach.

[Kansas Homeowner Assistance Fund in hold phase, Feb. 21, 2023](#)



Kansas Homeowner Assistance Fund in hold phase

New applications to be reviewed, processed subject to availability of funds

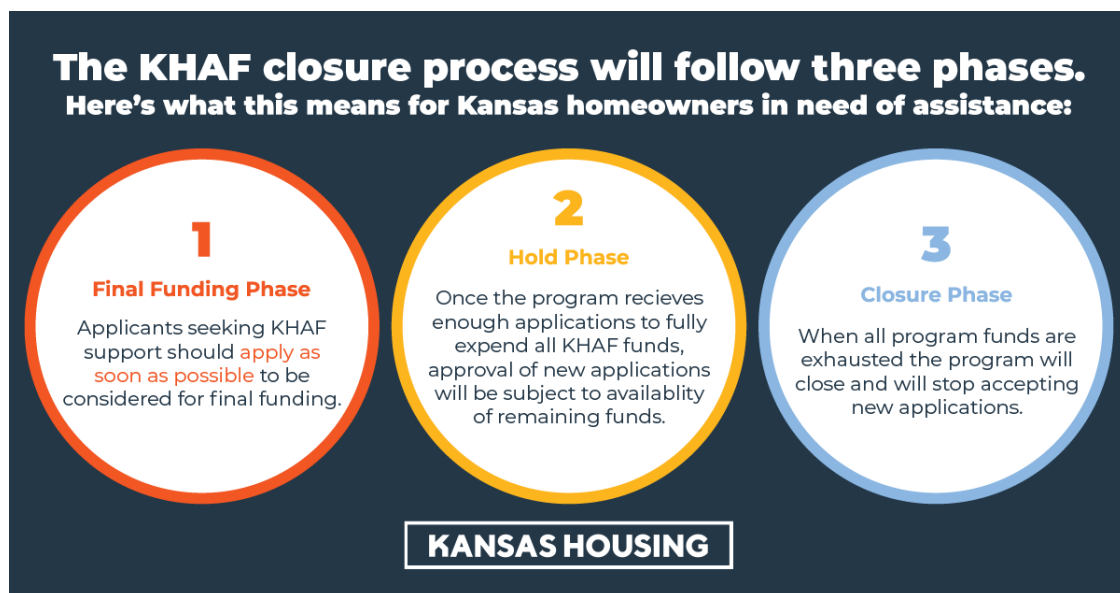
The [Kansas Homeowner Assistance Fund \(KHAF\)](#), a federally funded, temporary emergency program to support homeowners experiencing hardship during the COVID pandemic, has dispersed nearly all program funds and will close soon. KHAF was established with American Rescue Plan Act (ARPA) funds to help qualifying Kansas homeowners get current on their mortgage payments and avoid foreclosure. Since the program launched in April 2022, KHAF has provided **\$42,599,772** to **3,797** households.

The KHAF program is now in the Hold Phase, the second of three closure phases. On January 30, 2023, **households were encouraged to apply for assistance as soon as**

possible. The program has now received enough applications to exhaust all current funds, ending Final Funding phase. **Applications submitted during Final Funding Phase will still be reviewed and processed, subject to available funding.**

The closure process will follow three phases. Here's what this means for Kansas homeowners in need of assistance:

1. **Final Funding Phase:** On Jan. 30, 2023, homeowners seeking KHAF support were encouraged to apply to be considered for final funding.
2. **Hold Phase:** The program has received enough applications to fully expend all KHAF funds. **Applications submitted during Hold Phase will be placed on hold and will not be reviewed or processed unless sufficient program funds are available.**
3. **Closure Phase:** When all program funds are exhausted the program will close and will stop accepting new applications.



The KHAF program is now in Hold Phase. The length and dates of each phase will be subject to a variety of factors, including application volume and amount of assistance requested. Each program closure phase will be announced on the [KHAF webpage](#).

For more questions, applicants can reach KHAF customer service at 855-307-KHAF (5423), or review the [KHAF closure FAQs](#). KHRC's [ongoing housing programs](#) will continue to serve Kansans beyond the closure of the KHAF program.

###

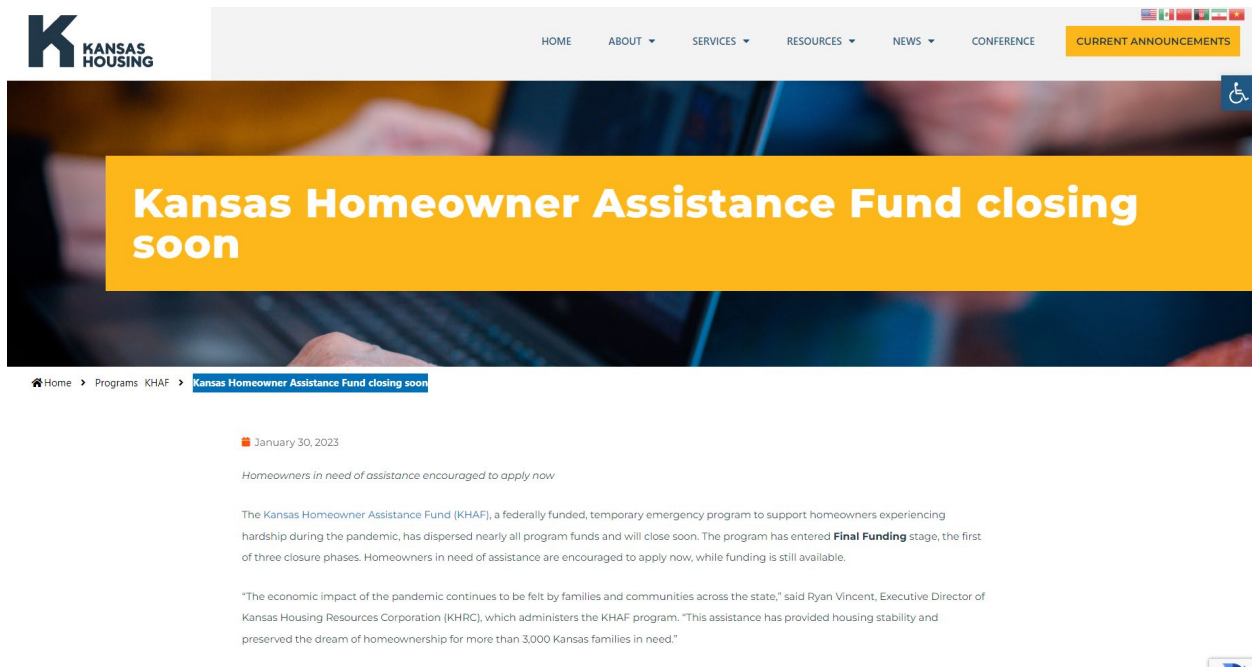
The KHAF program is administered by [Kansas Housing Resources Corporation \(KHRC\)](#), a self-supporting, nonprofit, public corporation committed to helping Kansans access the safe,

affordable housing they need and the dignity they deserve. KHRC serves as the state's housing finance agency, administering essential housing and community programs to serve Kansans.

[Kansas Housing Resources Corporation](#)
[611 S Kansas Ave., Suite 300 | Topeka, KS 66603](#)
info@kshousingcorp.org



[Kansas Homeowner Assistance Fund closing soon, Jan. 30, 2023](#)

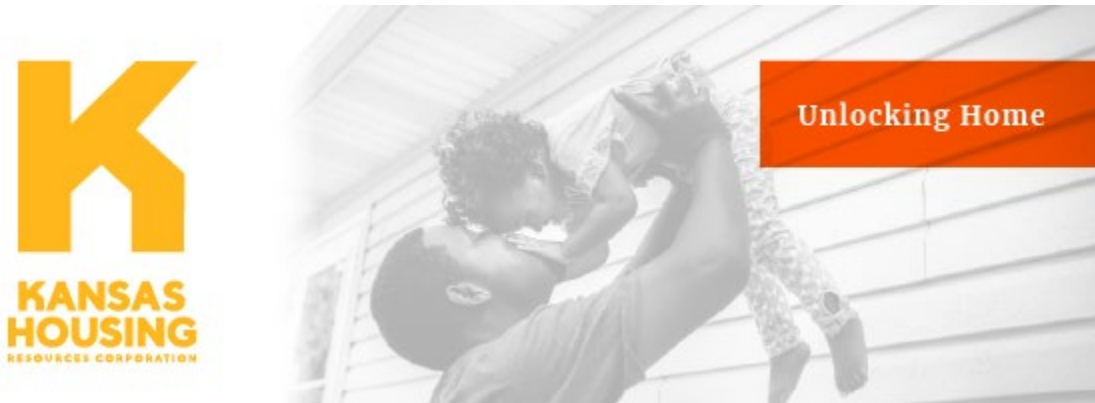


[Only 25 percent of Kansas Homeowner Assistance Funds remain, Dec. 19, 2022](#)

[Governor Laura Kelly Announces Nearly \\$25M Has Supported More than 2,300 Kansas Homeowners, Oct. 25, 2022](#)

[KHAF Helps Homeowners and Your Bottom Line: \\$36 million in mortgage assistance remains, Sept. 22, 2022](#)

[Lender Says Kansas Homeowner Assistance Fund “A Blessing” for Low-Income Homeowners, May 23, 2022](#)



Kansas Housing Launches Mortgage Relief Program

Assistance supports homeowners facing financial hardship due to the COVID-19 pandemic

Today, Kansas Housing Resources Corporation (KHRC) launched the [Kansas Homeowner Assistance Fund \(KHAF\)](#), providing mortgage and utility assistance to Kansas households impacted by the COVID-19 pandemic.

“Since the beginning of the pandemic, we’ve provided more than **\$190 million** in assistance to keep Kansans stably housed and connected to vital services,” said Ryan Vincent, Executive Director of Kansas Housing. “We’re so pleased to extend that support to homeowners with KHAF. We know that the economic impact of the pandemic is far from over, and these dollars will be vital in ensuring Kansans can remain in their homes.”

The KHAF program, supported through funding from the federal American Rescue Plan Act (ARPA) and administered by KHRC, will help qualifying Kansans get current on their mortgages and property taxes and avoid foreclosure.

The KHAF program provides:

- Mortgage payments
- Property taxes and charges
- Utility, internet, and broadband fees
- And more

To qualify for assistance, applicants must:

- Own their primary residence in Kansas;
- Provide valid proof of identification;
- Meet income guidelines;
- Be at risk of losing their home; and
- Experience a documented financial hardship during the COVID pandemic.

Households earning up to 150 percent of their area’s median income are eligible to apply. For example, a family of four living in Lyon County could earn up to \$97,650 to qualify for

assistance. Eligible hardship must include a reduction in income or increase in living expenses associated with the pandemic.

Applications are accepted online, and assistance is paid directly to the lender or service provider. Eligible homeowners may receive up to \$35,000 in mortgage assistance and up to \$10,000 in property charge and utility assistance.

The KHAF program was developed in consultation with housing stakeholders and community members through a [public feedback process](#). The program will operate until the state's \$56.6 million KHAF allocation is fully expended. Homeowners are encouraged to apply as soon as possible to ensure that they receive assistance in a timely manner. Applicants may check the status of their application at any time by logging in to the KHAF portal.

To learn more and apply, visit kshousingcorp.org.

###

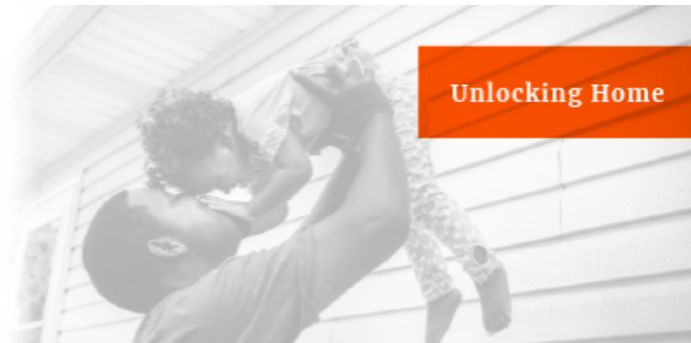
[Kansas Housing Resources Corporation \(KHRC\)](#) is a self-supporting, nonprofit, public corporation committed to helping Kansans access the safe, affordable housing they need and the dignity they deserve. KHRC serves as the state's housing finance agency (HFA), administering essential housing and community programs to serve Kansans.

[LEARN MORE AND APPLY](#)

[Kansas Housing Resources Corporation](#)
[611 S Kansas Ave., Suite 300 | Topeka, KS 66603](#)
khaf@kshousingcorp.org



Kansas Homeowner Assistance Fund (KHAF): An Integrated Outreach and Engagement Campaign in collaboration with Mortgage Servicers, Utility Providers, and Social Service Non-Profit Organizations



Opening Soon: Kansas Homeowner Assistance Fund

Thank you for signing up to receive email notifications about the [Kansas Homeowner Assistance Fund \(KHAF\)](#) program. KHAF will help Kansas homeowners financially impacted by the pandemic to get current on their mortgages and avoid foreclosure. Funds will provide assistance with:

- Mortgages
- Property taxes
- Homeowners' insurance
- Energy Costs

We're just weeks away from launch! Here's how to prepare so you'll be ready when the application opens:

1. Sign up for [KHAF text alerts](#) if you haven't already. We'll notify you when the program opens and will keep you posted on important updates.
2. Determine what [kind of mortgage you have](#).
3. Contact your mortgage servicer for [options that might be available to you](#).
4. For assistance with those options, contact a [HUD Housing Counseling Agency](#).
5. Begin gathering application documentation in a digital format:
 - Most recent tax return or two most recent pay stubs
 - Valid photo identification
 - Current mortgage or property tax statement
 - Current utility statements

Additional Housing Resources

Not sure if you'll qualify for KHAF, or need other immediate housing assistance? Access this list for [additional housing resources](#).

SIGN UP FOR TEXT ALERTS

LEARN MORE ABOUT KHAF

Questions? Contact us at khaf@kshousingcorp.org.

Kansas Housing Resources Corporation
611 S Kansas Ave., Suite 300 | Topeka, KS 66603
khaf@kshousingcorp.org



KHAF in the News – Earned Media

1. [COVID-era program to aid Kansas homeowners to soon close – KCTV – Feb. 21, 2023](#)
2. [COVID-era program to aid Kansas homeowners to soon close – WIBW – Feb. 21, 2023](#)
3. [KANSAS HOMEOWNER ASSISTANCE FUND IN HOLD PHASE – Fort Scott Biz – Feb. 21, 2023](#)
4. [Kansas Homeowner Assistance Fund in ‘hold phase’ as available funds nearly exhausted – The Emporia Gazette – Feb. 21, 2023](#)
5. [Kansas Homeowner Assistance Fund in hold phase, closing soon – KSNW – Feb. 21, 2023](#)
6. [Statewide program responsible for providing Douglas County homeowners with more than \\$1.5 million in aid is nearing an end – Lawrence Journal-World – Feb. 21, 2023](#)
7. [The Kansas Homeowner Assistance Fund Program \(2/1/23\) – KOAM – Feb. 2, 2023](#)
8. [Program helping homeowners with emergency payments for mortgage, utility, property taxes ending soon – KVOE – Jan. 31, 2023](#)
9. [Kansas Homeowner Assistance Fund to close soon – Fox 4 KC – Jan. 31, 2023](#)
10. [Kansas Homeowner Assistance Fund to close soon – MSN – Jan. 30, 2023](#)
11. [HOMEOWNERS IN NEED OF ASSISTANCE: HELP IS AVAILABLE – Fort Scott Biz – Jan. 30, 2023](#)
12. [Kansas Homeowner Assistance Fund to close soon – KSNT – Jan. 30, 2023](#)
13. [Program meant to help Kansas homeowners during pandemic to close soon – WIBW – Jan. 30, 2023](#)

The screenshot shows a news article from WIBW. The headline is "Program meant to help Kansas homeowners during pandemic to close soon". Below the headline is a photograph of a red and white "FOR SALE" sign in front of a house. To the right of the article is a pop-up advertisement for "Comprehensive Family Dentistry" with a blue "Open" button. The article text includes the author "Sarah Motter" and the publication date "Jan. 30, 2023 at 1:49 PM CST". The main text of the article states: "TOPEKA, Kan. (WIBW) - A homeowners assistance program meant to help Kansans get caught up on their mortgage during the COVID-19 pandemic will soon close as funds are exhausted. The Kansas Housing Resources Corporation announced on Monday, Jan. 30, that the Kansas Homeowner Assistance Fund - a federally funded and temporary emergency program that supports homeowners experiencing hardships due to COVID-19 - has sent out nearly all its funds and will soon close. The program has now entered the final funding stage - the first of three closure stages."

14. [KANSAS HOMEOWNER ASSISTANCE FUND CLOSING SOON – KRSL – Jan. 30, 2023](#)

Kansas Homeowner Assistance Fund (KHAF): An Integrated Outreach and Engagement Campaign in collaboration with Mortgage Servicers, Utility Providers, and Social Service Non-Profit Organizations

15. [Stimulus money is still available for renters and homeowners in Kansas – Newsbreak – Dec. 27, 2022](#)
16. [Only 25 percent of Kansas Homeowner Assistance Funds remain – Great Bend Tribune – Dec. 20, 2022,](#)
17. [Headlines for Tuesday, December 20, 2022 – Kansas Public Radio – Dec. 20, 2022,](#)
18. [Homeowners in need of assistance encouraged to apply now – Fort Scott Biz – Dec. 19, 2022](#)
19. [About 75% of Kansas Homeowner Assistance funds dispersed, only 25% remain – WIBW – Dec. 19, 2022](#)
20. [Only 25% of Kansas Homeowner Assistance Funds remain – Emporia Gazette – Dec. 19, 2022](#)
21. [Agency encourages homeowners to apply for pandemic mortgage relief funds – Lawrence Journal-World – Dec. 19, 2022](#)

The screenshot shows a news article on the LJWorld.com website. The article title is "Agency encourages homeowners to apply for pandemic mortgage relief funds". The author is Austin Hornbostel. The article text states: "The Kansas Housing Resources Corporation is encouraging homeowners who have experienced hardship during the coronavirus pandemic to apply while there are still funds left in the agency's Kansas Homeowner Assistance Fund." It details the program's purpose, eligibility criteria (including income limits and financial hardship), and the amount of funds distributed. A sidebar on the right contains a "Schedule Your Next Visit" section for Heath Family Dentistry and a "SEE THE SPORTING OF TOMORROW" advertisement for Rock Chalk Park.

22. [Homeowner assistance fund helps support over 2,300 Kansans – Derby Informer – Nov. 5, 2022](#)
23. [KHAF Support Still Available, Thousands of Homeowners Have Already Received Assistance – Kansas Office of Recovery – Nov. 4, 2022,](#)
24. [Public Assistance Fund Program Still Accepting Mortgage and Tax Assistance Applications – Ottawa Herald & More News – Cable Free TV – Oct. 30, 2022](#)
25. [KANSAS ACCEPTING APPLICATIONS FOR MORTGAGE, PROPERTY TAX, AND UTILITY ASSISTANCE – Fort Scott Biz – Oct. 27, 2022](#)
26. [GOVERNOR LAURA KELLY ANNOUNCES NEARLY \\$25 MILLION HAS SUPPORTED OVER 2,300 KANSAS HOMEOWNERS – KRSL – Oct. 26, 2022](#)

27. [Kansas distributed nearly \\$25 million in mortgage and property tax aid to Kansans – KZRG – Oct. 25, 2022](#)
28. [The Johnson County Government Magazine – Fall 2022 Edition – JoCo Magazine – Sept. 21, 2022](#)

Kansas Homeowner's Assistance Fund

BY BRANDY HODGE

The COVID-19 pandemic has created a housing crisis that threatens homeowners' ability to keep up with mortgage and utility payments. As a result, thousands of homeowners are at risk of losing their homes and having utilities disconnected. Financial assistance is now available for Kansas homeowners who have experienced financial hardships after January 21, 2020.

The Kansas Housing Resources Corporation launched the Kansas Homeowner Assistance Fund on April 18, 2022. The goal of KHAF is to aid homeowners in avoiding foreclosure by assisting with homeownership-related expenses. The KHAF program is funded through the federal American Rescue Plan Act and the state of Kansas received \$56 million.

The KHAF program provides assistance for mortgage payments; property taxes and charges; and utility, internet and broadband fees. Past due property tax assistance can include balances prior to January 2020 as long as it does not exceed \$10,000. The maximum mortgage assistance is \$50,000.

KHAF program qualifications:

- Residents must own the home in Kansas.
- Residents must be at least 30 days past due on mortgage or property taxes.
- Property must be the resident's primary residence.
- Resident's recent income cannot exceed 150 percent of the area median income.
- Household must have experienced a financial hardship during the COVID-19 pandemic.

KHAF has received 270 applications for assistance in Johnson County. To date, Johnson County homeowners have received more than \$1.9 million. The KHAF call center is available to assist with application questions or challenges: **855-307-5423**. To learn more or apply, please visit: kshousingcorp.org/kansas-homeowner-assistance-fund/ 🏠



29. [The Kansas Mortgage Relief Program Is Helping Homeowners – EIN News – June 23, 2022,](#)
30. [State has \\$56 million for homeowners struggling to pay mortgages – Derby Informer – June 22, 2022](#)
31. [Kansas has \\$56 million to help homeowners struggling to pay their mortgage following pandemic – The Kansas City Beacon – June 18, 2022](#)



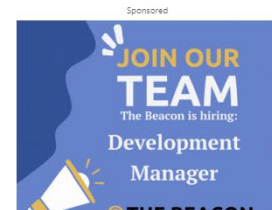
● STATE GOVERNMENT

Kansas has \$56 million to help homeowners struggling to pay their mortgage following pandemic

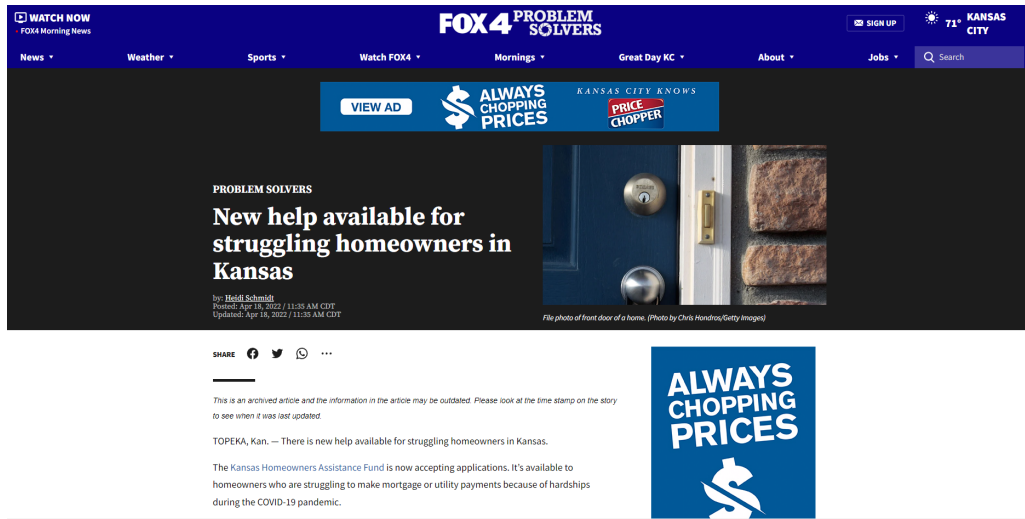
The Kansas Homeowner Assistance Fund can help with mortgage, property tax and other housing-related payments.



by Celia Hack June 18, 2022



32. [Funds Available to Kansas Homeowners Through KHAF Program – Kansas Office of Recovery – June 17, 2022](#)
33. [Kansas has \\$56 million to help homeowners struggling to pay their mortgage following pandemic – Wichita Beacon – June 15, 2022,](#)
34. [Karey Brown with Marilyn Stanley, Program Director of Kansas Housing Assistance Fund – RealEstate101 with Karey Brown – May 2, 2022](#)
35. [Mortgage Money Available – WIBW News Now – Apr. 20, 2022](#)
36. [New help available for struggling homeowners in Kansas – KSN – Apr. 18, 2022](#)
37. [New help available for struggling homeowners in Kansas – Fox 4 KC – Apr. 18, 2022](#)



- 38. [Kansas Housing Launches Mortgage Relief Program – EIN Newswire – Apr. 18, 2022](#)
- 39. [Help available for homeowners behind on mortgage – Fox 4 KC – Mar. 1, 2022](#)
- 40. [Weather program available for low-income residents – Leavenworth Times – Feb. 5, 2022](#)

KHAF Social Media to Lenders

	Twitter	Facebook	LinkedIn
KHRC			
4/18	KHAF launch	KHAF launch	
5/6	Yellow Hope	Yellow Hope	
5/12	Lender video	Lender video	
5/18	\$56.6M	\$56.6M	
5/23	Blue Hope	Blue Hope	
5/26	KHAF metrics	KHAF metrics	
6/1	Lender success story	Lender success story	
6/2	Updated KHAF metrics	Updated KHAF metrics	
6/8	Help customers with KHAF	Help customers with KHAF	
6/9	KHAF metrics	KHAF metrics	
6/14	\$56.6M	\$56.6M	
6/16	KHAF metrics	KHAF metrics	
6/20	Office of Recovery and Wichita Beacon article share	The Wichita Beacon article share	
6/21	KHAF lender quote		
6/21	The Kansas City Beacon article share		
6/23	Now increased graphic	Now increased graphic	
6/23	KHAF metrics	KHAF metrics	

KHRC launch – 4/18



KHRC yellow Hope – 5/6



HCUA website article – 5/6



KHRC lender video – 5/12



KHRC \$56.6M – 5/18



	Twitter	Facebook	LinkedIn
6/24	The Derby Informer article share		
6/27	EIN News article share		
6/29	On demand webinar*	On demand webinar*	
6/29	Shawnee Mission Post article share		
6/30	KHAF metrics	KHAF metrics	
7/3	City of Lenexa KHAF share		
7/7	KAKE news share	KHAF metrics	
7/14		KHAF metrics	
7/21	KHAF metrics	KHAF metrics	
7/22	Hays Post article share		
8/5	KHAF metrics	KHAF metrics	
8/15		KHAF metrics	
8/19	KHAF metrics	KHAF metrics	
9/7	KHAF metrics	KHAF metrics	
9/9	KHAF metrics	KHAF metrics	
9/19	KHAF metrics	KHAF metrics	
9/20	Orange KHAF graphic	Orange KHAF graphic	
9/22	KHAF metrics	KHAF metrics	
9/22	Bottom line article	Bottom line article	
9/26	More than 180	More than 180	
9/30	KHAF metrics	KHAF metrics	
9/30	Envista testimonial	Envista testimonial	

KS Man. Housina tweet 5/20



KHRC blue hope – 5/23



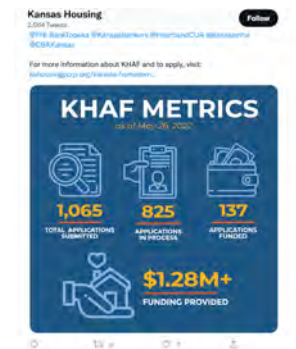
KS Bankers flier – 5/23



KBA webinar – 5/23



KHRC blue metrics - 5/26



	Twitter	Facebook	LinkedIn
Kansas Manufactured Housing Association			
4/18	Share KHAF launch		
5/20	Helping KS residents tweet	Share 4/18 KHAF launch	
FHLBTopeka			
5/6	Share yellow Hope		
5/18	Share \$56.6M		
Kansas Bankers Association			
5/6	Share yellow Hope	Share yellow Hope	
5/12	Share lender video	Share lender video	
5/23	Share blue Hope	KBA webinar promo	KBA webinar promo
5/23	Tweet PDF of info flier		
5/26	KHAF metrics retweet		
6/9	KHAF metrics retweet	Share yellow lender success	Share yellow lender success
6/13		KHAF metrics	
6/14	\$56.6M		
6/23	KHAF now increased graphic share		
6/30	KHAF metrics retweet	KHAF now increased graphic share	KHAF now increased graphic share
7/21	KHAF metrics retweet		
9/7	KHAF metrics retweet		
9/30	KHAF metrics		

KHRC yellow lender success - 6/1



KHRC Help customers with KHAF - 6/9



KHRC Lender quote - 6/21



KHRC Now increased graphic - 6/23



	Twitter	Facebook	LinkedIn
Heartland Credit Union Association			
4/15		Link to HCUA newsletter/web article about KHAF launch	
5/6-12	Link to article about lender reg on HCUA website	Link to article about lender reg on HCUA website	Link to article about lender reg on HCUA website
5/6	Share yellow hope		
5/18	Share lender video and yellow hope	Post lender video	
5/23	Share blue hope		
5/26	KHAF metrics retweet		
6/9	KHAF metrics share	KHAF metrics share	KHAF metrics share
6/16	KHAF metrics share		
7/21	KHAF Metrics retweet		
8/4	KHAF Metrics retweet		
9/9	KHAF metrics retweet		
9/19	KHAF metrics retweet		
9/22	KHAF metrics retweet		
Banktastic			
4/27-29	AR share KHAF launch	Yellow hope to lender page	Yellow hope to lender page
5/6	AR share yellow hope	Share yellow hope	Share yellow hope
5/9	MB share yellow hope		

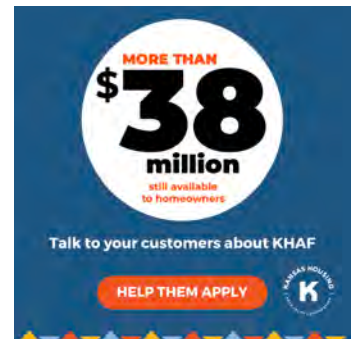
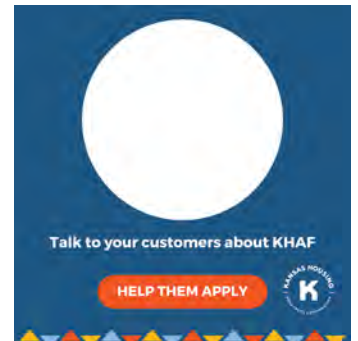
On demand webinar - 6/29



Orange KHAF graphic - 9/20



	Twitter	Facebook	LinkedIn
5/17	AR + MB shared lender video		
5/19	AR shared \$56.6M	Share \$56.6M	
5/20	AR shared \$56.6M		\$56.6M
5/23	MB shared KBA flier post		
5/23	AR shared blue hope		
5/26	KHAF metrics share	KHAF metrics share	KHAF metrics share
5/31		KHAF lender video share	KHAF lender video share
6/6	KHAF yellow lender success share	KHAF yellow lender success share	KHAF yellow lender success share
6/8	AR shared help customers with KHAF		
6/13	KHAF metrics share	KHAF metrics share	
6/15	KHAF bank shoutouts		
6/16	MB share KHAF bank shoutouts	Share \$56.6M	
6/20	RT Wichita Beacon article	KHAF metrics share	Help customers with KHAF
6/23	RT KHAF now increased		
6/24	RT KS State Treasurer		
6/28	Now increased share		
6/29	Webinar share		
7/5	Lender quote share	Lender quote share	Lender quote share



	Twitter	Facebook	LinkedIn
7/21		KHAF metrics share	KHAF metrics share
8/4	KHAF metrics	KHAF metrics	KHAF metrics
8/15	KHAF metrics	KHAF metrics	KHAF metrics
8/21	You may be eligible		
8/22	KHAF metrics		
Kansas State Treasurer			
6/24	Help customers with KHAF share	Help customers with KHAF share	
7/7	Now increased share	Now increased share	
7/12	Webinar share	Webinar share	
7/20	KHAF metrics share	KHAF metrics share	
7/29	Yellow lender success share	Yellow lender success share	





OBJECTIVES—Engage and activate lenders in banks and credit unions to prevent mortgage delinquencies, defaults, foreclosures, and displacement of homeowners experiencing financial hardship associated with the COVID-19 pandemic.

ELEVATE THE PROFILE OF KHRC AND EDUCATE LENDERS ABOUT KHAF THROUGH:

- 1) Direct outreach to banks and credit unions
- 2) Leverage influencer channels to build recognition and credibility.

Value proposition: Help homeowners and your community while you help your institution's call report and CRA story.

KHAF PARTNER + LENDER OUTREACH 2022		Collaborating Lenders
as of 09.30.22		
March		
3/2	KBA: ag conference of 250 "Coming Soon" handout and announcement	
April		
4/5	KBA membership mailing (electronic) "Coming Soon" reformatted with theme (800)	
4/8	KBA board (21) received printed "Coming Soon"	
4/11	HCUA: pre-launch article in The Spotlight (broader newsletter that goes to CEOs, management staff, marketing directors and mortgage leaders). Also shared on their LinkedIn. https://heartlandcua.org/news/2022/mortgage-assistance-funds-for-ks-homeowners	
4/18	HCUA: KHAF launch article in Credit Union Advocates newsletter, shared on FB and LI	
May		
5/3	HCUA: KHAF article in The Spotlight. Also shared on their LI and FB. https://heartlandcua.org/news/2022/lender-resources-available-for-kdaf	
5/5	KBA: Article in e-newsletter to members (800)	
5/6	Social media sharing KBA (FB, TW), FHLBT (TW - TW feed is on their website), HCUA, CBA of KS and KMHA	
5/17	Social media sent to all	
5/19	Success story article sent to KBA, FHLBT, HCUA, CBA of KS and KMHA	
5/19	Social media sent to HCUA, FHLBT, KMHA, CBA of KS	
5/19	KBA starting weekly promos to members re: webinar	
5/26	FHLBT: article in member email. Sent to 400. 30% open rate. 10 clicks on KHAF article.	
June		
month long	Made calls and sent support materials/encouragement to onboarded lenders	
6/7	CBA of KS – sent social media content	
6/9	CBA of KS – sent success article and social media content	
6/13	KMHA - Resent success story article for newsletter (ran in June newsletter)	

KHAF PARTN		Collaborating Lenders
week of 6/13	Calls to "no response" list	
6/16	Peoples testimonial submitted for social scheduling	
6/17 @ 10am	KBA webinar	
week of 6/20	Calls to "no response" list	
week of 6/27	Calls to "no response" list	130
6/29	Sent EIN article and social content for on-demand webinar and \$50k increase to KBA and CBA of KS	
July		
	Updated Info sheet, promo flier and FAQ with new \$50k info. Created credit union versions.	
7/1	Sent EIN article and social content for on-demand webinar and \$50k increase to KCUA	
week of 7/4	Calls to "no response" list	140
week of 7/4	Sent support materials/encouragement to all onboarded lenders	
7/5-7	All onboarded lenders got "Great news" of increase to \$50k and support materials (if they hadn't already received them)	
week of 7/11	Calls to "no response" list	
week of 7/18	Calls to "no response" list	
7/19-20	HCUA: CEO Summit in KC. Provide info sheet, updates (if any)	
week of 7/25	Calls to "no response" list	157
August		
week of 8/1	Calls to "no response" list	157
week of 8/1	Sent support materials/encouragement to all newly onboarded lenders	
week of 8/8	Calls to "no response" list	
week of 8/15	Calls to "no response" list	180
8/16	Updated stats graphic for PPT	
week of 8/22	Calls to "no response" list	182
week of 8/29	Calls to "no response" list	
September		
month long	Sent support materials/encouragement to all newly onboarded lenders	
week of 9/5	Calls to "no response" list	193
week of 9/12	Calls to "no response" list	
9/14-16	HCUA conference: September flier developed; Marilyn shipped.	
9/15-30	Sent September lender flier and social media graphics to onboarded lenders	
9/19	September flier and article sent to KBA, HCUA, FHLBT, CBA of KS and KMHA	

KHAF PARTN		Collaborating Lenders
week of 9/19	Calls to "no response" list	
9/21-22	KMHA conference: September flier developed; Marilyn delivered.	
9/23	Sent KBA Event Planner flier for Lender Conference	
week of 9/26	Calls to "no response" list; drafted announcement for KBA Lender Conference	202
October		
10/6-7	KBA Lender Conference in Wichita (announcement opportunity and fliers)	



KHRC

Media Spend: \$36,406.78

Report Dates: April 1 - April 30, 2022

FACEBOOK + INSTAGRAM CAMPAIGN OVERVIEW

- The "KHAF" campaign launched mid April targeting Kansans through Facebook and Instagram.
- The "KHAF (Spanish)" campaign launched mid April targeting Kansans through Facebook and Instagram.
- The "KHAF" and "KHAF (Spanish)" regionally targeted campaigns launched mid April targeting Kansans in vulnerable counties through Facebook and Instagram.

REPORT HIGHLIGHTS AND INSIGHTS

Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook	Photo Ad	KHAF	Help for Homeowners	24,008	14,324	627	2.61%	\$0.29	279	100
Facebook	Photo Ad	KHAF	Covid Homeowner Support	69,989	36,800	2,071	2.98%	\$0.30	854	329
Total Facebook:				93,997	51,124	2,698	2.87%	\$0.28	1,133	429
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Instagram	Photo Ad	KHAF	Help for Homeowners	10,764	10,764	57	0.20%	\$3.03	27	23
Instagram	Photo Ad	KHAF	Covid Homeowner Support	24,696	14,280	98	0.40%	\$2.61	118	28
Total Instagram:				44,460	25,044	155	0.38%	\$1.90	175	48
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF (Spanish)	Help for Homeowners	10,731	7,074	221	205.95%	\$0.34	92	35
Facebook + Instagram	Photo Ad	KHAF (Spanish)	Covid Homeowner Support	42,579	21,949	749	175.91%	\$0.35	335	81
Total Facebook + Instagram:				53,310	29,023	970	1.82%	\$0.44	427	116
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF - Northwest	Help for Homeowners	3,811	1,377	25	0.66%	\$1.17	17	6
Facebook + Instagram	Photo Ad	KHAF - Northwest	Covid Homeowner Support	8,475	2,276	94	1.11%	\$0.79	54	17
Facebook + Instagram	Photo Ad	KHAF - Northcentral	Help for Homeowners	2,603	1,229	26	1.00%	\$0.73	21	5
Facebook + Instagram	Photo Ad	KHAF - Northcentral	Covid Homeowner Support	9,857	3,238	173	1.76%	\$0.49	84	35
Facebook + Instagram	Photo Ad	KHAF - Northeast	Help for Homeowners	2,628	1,716	75	2.85%	\$0.25	41	21
Facebook + Instagram	Photo Ad	KHAF - Northeast	Covid Homeowner Support	15,817	8,272	555	3.51%	\$0.25	232	106
Facebook + Instagram	Photo Ad	KHAF - Southwest	Help for Homeowners	8,204	4,272	85	1.03%	\$0.72	60	12
Facebook + Instagram	Photo Ad	KHAF - Southwest	Covid Homeowner Support	22,104	8,199	303	1.37%	\$0.62	184	49
Facebook + Instagram	Photo Ad	KHAF - Southcentral	Help for Homeowners	1,114	787	17	1.53%	\$0.59	15	4
Facebook + Instagram	Photo Ad	KHAF - Southcentral	Covid Homeowner Support	5,194	2,884	105	2.02%	\$0.44	56	9
Facebook + Instagram	Photo Ad	KHAF - Southeast	Help for Homeowners	1,387	914	24	1.72%	\$0.46	19	6
Facebook + Instagram	Photo Ad	KHAF - Southeast	Covid Homeowner Support	4,931	2,609	148	3.00%	\$0.30	74	28
Total Facebook + Instagram:				86,146	37,739	1,629	1.89%	\$0.44	867	298
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northwest	Help for Homeowners	2,251	504	13	0.50%	\$1.23	11	1
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northwest	Covid Homeowner Support	3,422	659	23	0.67%	\$1.11	20	4
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northcentral	Help for Homeowners	2,297	627	13	0.57%	\$1.34	12	3
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northcentral	Covid Homeowner Support	3,004	746	21	0.70%	\$1.14	12	2
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northeast	Help for Homeowners	2,757	1,686	34	1.23%	\$0.57	23	5
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northeast	Covid Homeowner Support	4,753	2,538	71	1.49%	\$0.53	40	16
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southwest	Help for Homeowners	4,680	2,422	31	0.68%	\$0.96	26	6
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southwest	Covid Homeowner Support	12,261	4,825	114	0.93%	\$0.67	67	25
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southcentral	Help for Homeowners	3,431	1,210	22	0.64%	\$1.07	16	4
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southcentral	Covid Homeowner Support	4,756	1,516	38	0.80%	\$0.85	23	5
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southeast	Help for Homeowners	2,651	800	22	0.83%	\$0.92	16	2
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southeast	Covid Homeowner Support	5,367	1,215	31	0.58%	\$1.15	20	5
Total Facebook + Instagram:				51,600	18,748	433	0.84%	\$0.82	286	77

The "Covid Homeowner Support" ad performed well on both Facebook and Instagram generating high reach and solid click-through rates.

The "Covid Homeowner Support (Spanish)" ad also performed well across Facebook and Instagram.

The "Covid Homeowner Support" "Covid Homeowner Support" regional ads targeted at vulnerable counties also performed well on both Facebook and Instagram generating high reach and solid click-through rates.

Overall on Facebook and Instagram, over 138,500 impressions were generated through the "KHAF (Spanish)" campaign and the ads received over 1,300 engagements and generated 477 landing page views.

Overall on Facebook and Instagram, over 53,000 impressions were generated through the "KHAF" campaign and the ads received over 420 engagements and generated 116 landing page views.

Overall on Facebook and Instagram, over 137,700 impressions were generated through the "KHAF" and "KHAF (Spanish)" regionally targeted campaigns and the ads received over 1,100 engagements and generated 373 landing page views.

CREATIVE



SNAPCHAT CAMPAIGN OVERVIEW

- The "KHAF" campaign launched new mid April targeting Kansans through Snapchat.
- The "KHAF (Spanish)" campaign launched mid April targeting Kansans through Snapchat.

REPORT HIGHLIGHTS AND INSIGHTS

Medium	Placement	Campaign	Creative	Impressions	Swipe Ups	Swipe Up Rate	Page Views
Snapchat	Snapchat Ad	KHAF	Help for Homeowners is Here	49,670	632	1.27%	1,127
Total Snapchat:				49,670	632	1.27%	1,127
Medium	Placement	Campaign	Creative	Impressions	Swipe Ups	Swipe Up Rate	Page Views
Snapchat	Snapchat Ad	KHAF (Spanish)	Help for Homeowners is Here (Spanish)	28,130	302	1.07%	208
Total Snapchat:				28,130	302	1.07%	208



KHRC - KHAF

Media Spend: \$41,801.47

Report Dates: May 1 - May 31, 2022

FACEBOOK + INSTAGRAM CAMPAIGN OVERVIEW

- The "KHAF" campaign continued into May targeting Kansans through Facebook and Instagram.
- The "KHAF (Spanish)" campaign continued into May targeting Kansans through Facebook and Instagram.
- The "KHAF" and "KHAF (Spanish)" regionally targeted campaigns continued into May targeting Kansans in vulnerable counties through Facebook and Instagram.

REPORT HIGHLIGHTS AND INSIGHTS

Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook	Photo Ad	KHAF	Help for Homeowners	84,966	36,963	1,327	1.56%	\$0.37	701	235
Facebook	Photo Ad	KHAF	Covid Homeowner Support	261,297	97,264	5,333	2.04%	\$0.34	2,313	788
Total Facebook:				346,263	133,847	6,660	1.82%	\$0.28	3,014	1,023
Instagram	Photo Ad	KHAF	Help for Homeowners	40,353	19,104	113	0.29%	\$2.25	130	43
Instagram	Photo Ad	KHAF	Covid Homeowner Support	142,307	51,904	475	0.33%	\$2.10	510	204
Total Instagram:				183,130	71,008	588	0.32%	\$1.90	640	248
Facebook + Instagram	Photo Ad	KHAF (Spanish)	Help for Homeowners	54,259	16,858	508	1.71%	\$0.37	263	73
Facebook + Instagram	Photo Ad	KHAF (Spanish)	Covid Homeowner Support	148,181	47,232	2,266	1.53%	\$0.34	892	210
Total Facebook + Instagram:				182,440	64,088	2,852	1.56%	\$0.44	1,155	285
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF - Northwest	Help for Homeowners	12,592	2,522	84	0.67%	\$0.99	53	19
Facebook + Instagram	Photo Ad	KHAF - Northwest	Covid Homeowner Support	23,102	4,117	218	0.94%	\$0.78	117	42
Facebook + Instagram	Photo Ad	KHAF - Northcentral	Help for Homeowners	11,029	2,826	80	0.73%	\$0.82	61	13
Facebook + Instagram	Photo Ad	KHAF - Northcentral	Covid Homeowner Support	27,774	6,024	332	1.20%	\$0.57	164	53
Facebook + Instagram	Photo Ad	KHAF - Northeast	Help for Homeowners	8,264	3,546	93	1.49%	\$0.44	46	15
Facebook + Instagram	Photo Ad	KHAF - Northeast	Covid Homeowner Support	50,700	21,336	1,099	2.17%	\$0.31	450	155
Facebook + Instagram	Photo Ad	KHAF - Southwest	Help for Homeowners	31,966	10,020	291	0.91%	\$0.69	194	48
Facebook + Instagram	Photo Ad	KHAF - Southwest	Covid Homeowner Support	57,864	15,228	695	1.19%	\$0.63	358	90
Facebook + Instagram	Photo Ad	KHAF - Southcentral	Help for Homeowners	3,512	1,775	37	1.06%	\$0.68	25	3
Facebook + Instagram	Photo Ad	KHAF - Southcentral	Covid Homeowner Support	14,389	5,570	222	1.54%	\$0.50	137	45
Facebook + Instagram	Photo Ad	KHAF - Southeast	Help for Homeowners	4,050	1,968	54	1.33%	\$0.53	37	11
Facebook + Instagram	Photo Ad	KHAF - Southeast	Covid Homeowner Support	13,800	5,480	251	1.82%	\$0.43	140	39
Total Facebook + Instagram:				297,922	86,415	3,416	1.33%	\$0.44	1,780	631
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northwest	Help for Homeowners	5,076	103	43	0.85%	\$0.33	20	8
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northwest	Covid Homeowner Support	8,854	1,517	54	0.61%	\$1.16	28	8
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northcentral	Help for Homeowners	5,032	1,003	43	0.85%	\$0.68	26	9
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northcentral	Covid Homeowner Support	9,014	1,939	66	0.73%	\$0.66	37	7
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northeast	Help for Homeowners	7,223	4,234	127	1.76%	\$0.37	59	16
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northeast	Covid Homeowner Support	16,348	8,384	254	1.54%	\$0.37	117	40
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southwest	Help for Homeowners	11,481	5,188	158	1.38%	\$0.43	82	20
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southwest	Covid Homeowner Support	37,091	11,224	387	1.04%	\$0.50	209	46
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southcentral	Help for Homeowners	8,115	1,778	56	0.69%	\$0.73	35	11
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southcentral	Covid Homeowner Support	16,887	3,425	141	0.83%	\$0.68	71	16
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southeast	Help for Homeowners	7,496	1,473	66	0.88%	\$0.78	42	9
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southeast	Covid Homeowner Support	13,778	2,260	128	0.93%	\$0.67	70	18
Total Facebook + Instagram:				144,373	43,248	1,623	1.08%	\$0.82	806	206

The "Covid Homeowner Support" ad performed well on both Facebook and Instagram generating high reach and solid click-through rates.

The "Covid Homeowner Support (Spanish)" ad also performed well across Facebook and Instagram.

The "Covid Homeowner Support" "Covid Homeowner Support" regional ads targeted at vulnerable counties also performed well on both Facebook and Instagram generating high reach and solid click-through rates.

Overall on Facebook and Instagram, over 529,300 impressions were generated through the "KHAF" campaign and the ads received over 3,000 engagements and generated 1,271 landing page views.

Overall on Facebook and Instagram, over 182,000 impressions were generated through the "KHAF (Spanish)" campaign and the ads received over 1,155 engagements and generated 285 landing page views.

Overall on Facebook and Instagram, over 401,300 impressions were generated through the "KHAF" and "KHAF (Spanish)" regionally targeted campaigns and the ads received over 2,500 engagements and generated 737 landing page views.

CREATIVE



SNAPCHAT CAMPAIGN OVERVIEW

- The "KHAF" campaign continued into May targeting Kansans through Snapchat.
- The "KHAF (Spanish)" campaign continued into May targeting Kansans through Snapchat.

REPORT HIGHLIGHTS AND INSIGHTS

Medium	Placement Format	Campaign	Creative	Impressions	Swipe Ups	Swipe Up Rate	Page Views
Snapchat	Snapchat Ad	KHAF	Help for Homeowners is Here	155,050	1,971	1.27%	3,039
Total Snapchat:				155,050	1,971	1.27%	3,039
Medium	Placement Format	Campaign	Creative	Impressions	Swipe Ups	Swipe Up Rate	Page Views
Snapchat	Snapchat Ad	KHAF (Spanish)	Help for Homeowners is Here (Spanish)	64,235	1,019	1.59%	781
Total Snapchat:				64,235	1,019	1.69%	781



KHRC - KHAF

Media Spend: \$48,062.92

Report Dates: June 1 - June 30, 2022

FACEBOOK + INSTAGRAM CAMPAIGN OVERVIEW

- The "KHAF" campaign continued into June targeting Kansans through Facebook and Instagram.
- The "KHAF (Spanish)" campaign continued into June targeting Kansans through Facebook and Instagram.
- The "KHAF" and "KHAF (Spanish)" regionally targeted campaigns continued into June targeting Kansans in vulnerable counties through Facebook and Instagram.

REPORT HIGHLIGHTS AND INSIGHTS

Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook	Photo Ad	KHAF	Keep Your Home, Get Help Today	271,205	80,160	3,571	1.32%	\$0.60	1,980	541
Facebook	Photo Ad	KHAF	Yes, Your Can Keep Your Home	222,546	78,097	2,445	1.10%	\$0.53	1,154	395
Total Facebook:				493,751	158,257	6,017	1.22%	\$0.58	3,134	936
Instagram	Photo Ad	KHAF	Keep Your Home, Get Help Today	118,001	47,033	349	0.30%	\$3.57	300	100
Instagram	Photo Ad	KHAF	Yes, Your Can Keep Your Home	72,464	36,313	184	0.25%	\$3.48	203	55
Total Instagram:				190,465	83,346	533	0.28%	\$1.90	503	155
Facebook + Instagram	Photo Ad	KHAF (Spanish)	Keep Your Home, Get Help Today	243,701	11,392	3,620	1.49%	\$0.17	1,409	354
Facebook + Instagram	Photo Ad	KHAF (Spanish)	Yes, Your Can Keep Your Home	25,335	10,360	234	0.92%	\$0.72	132	30
Total Facebook + Instagram:				269,036	61,752	3,854	1.43%	\$0.44	1,541	390

Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF - Northwest	Keep Your Home, Get Help Today	29,610	4,705	177	0.60%	\$1.44	114	38
Facebook + Instagram	Photo Ad	KHAF - Northwest	Yes, Your Can Keep Your Home	18,816	3,026	154	0.82%	\$1.05	90	29
Facebook + Instagram	Photo Ad	KHAF - Northcentral	Keep Your Home, Get Help Today	34,828	6,484	287	0.77%	\$0.96	182	46
Facebook + Instagram	Photo Ad	KHAF - Northcentral	Yes, Your Can Keep Your Home	17,391	3,786	141	0.81%	\$0.89	71	9
Facebook + Instagram	Photo Ad	KHAF - Northeast	Keep Your Home, Get Help Today	43,002	16,272	524	1.27%	\$0.60	305	92
Facebook + Instagram	Photo Ad	KHAF - Northeast	Yes, Your Can Keep Your Home	38,940	14,284	382	1.03%	\$0.61	252	62
Facebook + Instagram	Photo Ad	KHAF - Southwest	Keep Your Home, Get Help Today	50,627	16,244	699	1.07%	\$0.79	446	106
Facebook + Instagram	Photo Ad	KHAF - Southwest	Yes, Your Can Keep Your Home	50,623	13,544	483	0.95%	\$0.75	270	65
Facebook + Instagram	Photo Ad	KHAF - Southcentral	Keep Your Home, Get Help Today	48,789	10,788	489	1.06%	\$0.76	291	68
Facebook + Instagram	Photo Ad	KHAF - Southcentral	Yes, Your Can Keep Your Home	38,667	10,840	381	1.06%	\$0.65	224	67
Facebook + Instagram	Photo Ad	KHAF - Southeast	Keep Your Home, Get Help Today	48,758	11,012	521	1.07%	\$0.73	324	85
Facebook + Instagram	Photo Ad	KHAF - Southeast	Yes, Your Can Keep Your Home	37,513	9,698	376	1.00%	\$0.64	202	53
Total Facebook + Instagram:				466,497	121,162	4,624	0.99%	\$0.64	2,821	740

Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northwest	Keep Your Home, Get Help Today	10,507	1,476	76	71.62%	\$1.35	51	10
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northwest	Yes, Your Can Keep Your Home	4,952	710	32	64.62%	\$1.49	25	7
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northcentral	Keep Your Home, Get Help Today	11,808	2,045	94	79.61%	\$1.18	53	13
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northcentral	Yes, Your Can Keep Your Home	4,546	841	22	48.39%	\$1.85	14	6
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northeast	Keep Your Home, Get Help Today	27,789	10,438	363	130.63%	\$0.59	195	42
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northeast	Yes, Your Can Keep Your Home	3,323	1,342	44	132.41%	\$0.67	25	7
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southwest	Keep Your Home, Get Help Today	33,783	10,286	401	118.70%	\$0.55	233	57
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southwest	Yes, Your Can Keep Your Home	3,945	2,099	42	106.46%	\$0.67	31	6
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southcentral	Keep Your Home, Get Help Today	24,816	3,779	220	88.65%	\$0.86	138	40
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southcentral	Yes, Your Can Keep Your Home	5,947	1,384	62	104.25%	\$0.86	42	3
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southeast	Keep Your Home, Get Help Today	22,577	2,502	194	85.93%	\$0.95	103	21
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southeast	Yes, Your Can Keep Your Home	7,144	1,293	36	91.39%	\$1.69	23	4
Total Facebook + Instagram:				161,197	38,755	1,866	0.98%	\$0.82	933	216

Both ad creative performed well, with the "Keep Your Home, Get Help Today" ad performing slightly better than the other ad creative on both Facebook and Instagram, generating high reach and solid click-through rates.

The "Keep Your Home, Get Help Today" ad also performed well across Facebook and Instagram.

The "Keep Your Home, Get Help Today" "Keep Your Home, Get Help Today (Spanish)" regional ads targeted at vulnerable counties also performed well on both Facebook and Instagram generating high reach and solid click-through rates.

Overall on Facebook and Instagram, over 484,200 impressions were generated through the "KHAF" campaign and the ads received over 3,600 engagements and generated 1,096 landing page views.

Overall on Facebook and Instagram, over 249,000 impressions were generated through the "KHAF (Spanish)" campaign and the ads received 1,541 engagements and generated 390 landing page views.

Overall on Facebook and Instagram, over 627,600 impressions were generated through the "KHAF" and "KHAF (Spanish)" regionally targeted campaigns and the ads received over 3,700 engagements and generated 954 landing page views.

CREATIVE



SNAPCHAT CAMPAIGN OVERVIEW

- The "KHAF" campaign continued into June targeting Kansans through Snapchat.
- The "KHAF (Spanish)" campaign continued into June targeting Kansans through Snapchat.

REPORT HIGHLIGHTS AND INSIGHTS

Medium	Placement Format	Campaign	Creative	Impressions	Swipe Ups	Swipe Up Rate	Page Views
Snapchat	Snapchat Ad	KHAF	Financial Assistance So You Can Keep Your Home	196,019	2,543	1.30%	3,923
Total Snapchat:				196,019	2,543	1.35%	3,923
Medium	Placement Format	Campaign	Creative	Impressions	Swipe Ups	Swipe Up Rate	Page Views
Snapchat	Snapchat Ad	KHAF (Spanish)	Financial Assistance So You Can Keep Your Home (Spanish)	134,624	2,049	1.52%	1,516
Total Snapchat:				134,624	2,049	1.52%	1,516



KHRC - KHAF

Media Spend: \$26,371.07

Report Dates: July 1 - July 31, 2022

PERFORMANCE BY PLATFORM AND COUNTRY

- The "KHAF" campaign continued into July targeting Kansans through Facebook and Instagram.
- The "KHAF (Spanish)" campaign continued into July targeting Kansans through Facebook and Instagram.
- The "KHAF" and "KHAF (Spanish)" regionally targeted campaigns continued into July targeting Kansans in vulnerable counties through Facebook and Instagram.

PERFORMANCE BY COUNTRY AND REGION

Medium	Placement	Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook	Photo Ad		KHAF	Behind on Your Mortgage Payment	250,814	66,005	3,449	1.34%	\$0.75	1,983	493
Facebook	Photo Ad		KHAF	Mortgage Payment Relief A	214,367	66,945	2,895	1.35%	\$0.39	1,076	405
Facebook	Photo Ad		KHAF	Mortgage Payment Relief B	81,195	37,424	1,135	1.40%	\$0.45	554	185
			Total Facebook:		546,376	170,449	7,489	1.35%	\$0.52	3,613	1,083
Medium	Placement	Format	Campaign	Creative <th>Impressions</th> <th>Reach</th> <th>Clicks</th> <th>CTR</th> <th>Avg. CPC</th> <th>Post Engagements</th> <th>Landing Page Views</th>	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Instagram	Photo Ad		KHAF	Behind on Your Mortgage Payment	134,260	53,024	497	0.37%	\$2.94	509	150
Instagram	Photo Ad		KHAF	Mortgage Payment Relief A	49,021	22,340	117	0.24%	\$2.63	126	34
Instagram	Photo Ad		KHAF	Mortgage Payment Relief B	37,914	22,156	152	0.40%	\$2.66	166	45
			Total Instagram:		221,195	97,520	766	0.36%	\$2.82	801	230
Medium	Placement	Format	Campaign	Creative <th>Impressions</th> <th>Reach</th> <th>Clicks</th> <th>CTR</th> <th>Avg. CPC</th> <th>Post Engagements</th> <th>Landing Page Views</th>	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad		KHAF (Spanish)	Behind on Your Mortgage Payment	202,823	37,912	2,009	0.99%	\$0.63	1,042	178
Facebook + Instagram	Photo Ad		KHAF (Spanish)	Mortgage Payment Relief	53,255	20,728	542	1.02%	\$0.63	322	76
			Total Facebook + Instagram:		256,078	58,640	2,547	0.99%	\$0.68	1,364	254
Medium	Placement	Format	Campaign	Creative <th>Impressions</th> <th>Reach</th> <th>Clicks</th> <th>CTR</th> <th>Avg. CPC</th> <th>Post Engagements</th> <th>Landing Page Views</th>	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad		KHAF - Northwest	Behind on Your Mortgage Payment	39,553	4,549	323	0.81%	\$1.08	152	54
Facebook + Instagram	Photo Ad		KHAF - Northwest	Mortgage Payment Relief	27,503	3,923	133	0.48%	\$1.34	91	29
Facebook + Instagram	Photo Ad		KHAF - Northcentral	Behind on Your Mortgage Payment	40,549	6,006	404	1.00%	\$0.80	248	64
Facebook + Instagram	Photo Ad		KHAF - Northcentral	Mortgage Payment Relief	23,329	4,290	181	0.78%	\$0.80	106	32
Facebook + Instagram	Photo Ad		KHAF - Northeast	Behind on Your Mortgage Payment	69,294	21,176	873	0.13%	\$0.89	492	102
Facebook + Instagram	Photo Ad		KHAF - Northeast	Mortgage Payment Relief	31,848	9,960	395	0.12%	\$0.43	198	62
Facebook + Instagram	Photo Ad		KHAF - Southwest	Behind on Your Mortgage Payment	98,753	16,868	918	0.93%	\$0.85	565	129
Facebook + Instagram	Photo Ad		KHAF - Southwest	Mortgage Payment Relief	59,399	15,768	485	0.82%	\$0.87	273	97
Facebook + Instagram	Photo Ad		KHAF - Southcentral	Behind on Your Mortgage Payment	68,163	11,800	744	0.11%	\$0.84	458	112
Facebook + Instagram	Photo Ad		KHAF - Southcentral	Mortgage Payment Relief	30,440	7,324	258	0.85%	\$0.74	157	51
Facebook + Instagram	Photo Ad		KHAF - Southeast	Behind on Your Mortgage Payment	65,741	11,572	758	0.12%	\$0.76	449	87
Facebook + Instagram	Photo Ad		KHAF - Southeast	Mortgage Payment Relief	41,099	8,870	385	0.94%	\$0.62	197	65
			Total Facebook + Instagram:		895,171	122,006	5,887	0.66%	\$0.77	3,426	884
Medium	Placement	Format	Campaign	Creative <th>Impressions</th> <th>Reach</th> <th>Clicks</th> <th>CTR</th> <th>Avg. CPC</th> <th>Post Engagements</th> <th>Landing Page Views</th>	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad		KHAF (Spanish) - Northwest	Behind on Your Mortgage Payment	10,522	1,374	54	0.51%	\$1.68	27	2
Facebook + Instagram	Photo Ad		KHAF (Spanish) - Northwest	Mortgage Payment Relief	4,431	687	17	0.38%	\$2.25	10	2
Facebook + Instagram	Photo Ad		KHAF (Spanish) - Northcentral	Behind on Your Mortgage Payment	10,479	1,787	63	0.62%	\$1.42	35	10
Facebook + Instagram	Photo Ad		KHAF (Spanish) - Northcentral	Mortgage Payment Relief	4,009	695	31	0.77%	\$1.26	16	3
Facebook + Instagram	Photo Ad		KHAF (Spanish) - Northeast	Behind on Your Mortgage Payment	24,152	8,580	224	0.93%	\$0.73	152	27
Facebook + Instagram	Photo Ad		KHAF (Spanish) - Northeast	Mortgage Payment Relief	7,714	3,990	69	0.70%	\$0.82	30	6
Facebook + Instagram	Photo Ad		KHAF (Spanish) - Southwest	Behind on Your Mortgage Payment	42,525	10,278	289	0.68%	\$0.98	180	31
Facebook + Instagram	Photo Ad		KHAF (Spanish) - Southwest	Mortgage Payment Relief	9,299	3,934	109	0.12%	\$0.50	59	14
Facebook + Instagram	Photo Ad		KHAF (Spanish) - Southcentral	Behind on Your Mortgage Payment	21,177	2,760	188	0.88%	\$0.84	129	29
Facebook + Instagram	Photo Ad		KHAF (Spanish) - Southcentral	Mortgage Payment Relief	6,017	1,370	60	1.00%	\$0.81	37	12
Facebook + Instagram	Photo Ad		KHAF (Spanish) - Southeast	Behind on Your Mortgage Payment	19,369	2,107	132	0.60%	\$1.10	97	15
Facebook + Instagram	Photo Ad		KHAF (Spanish) - Southeast	Mortgage Payment Relief	8,878	1,425	61	0.70%	\$1.00	39	8
			Total Facebook + Instagram:		168,947	38,177	1,287	0.76%	\$0.95	811	160

Metric	Definition
Impressions	The number of times an ad was served across a user's screen, which includes duplication.
Reach	The number of unique people who saw your ad at least once.
Clicks	The action of someone interacting with your ad by clicking on it.
CTR (click-through rate)	The percentage of people who saw your ad and clicked on it.
CPC (cost-per-click)	How much you pay on average for each ad click.
Post engagement	The number of people who interacted with your ad by reacting to, commenting on or sharing the ad, clicking on a link, viewing a photo or video or clicking on a link.



All ad creative performed well, with the "Behind on Your Mortgage Payment" ad performing the best on both Facebook and Instagram generating high reach and solid click-through rates.

For the A/B test for the Mortgage Payment Relief, the A performed better on Facebook. For the performance on Instagram, both ads performed about the same.

The "Mortgage Payment Relief (Spanish)" ads also performed well across Facebook and Instagram.

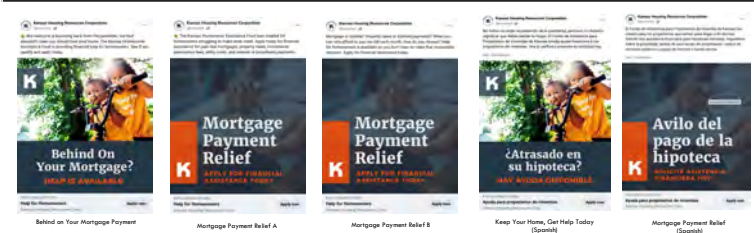
The "Behind on Your Mortgage Payment" regional ads targeted at vulnerable counties also performed well on both Facebook and Instagram generating high reach and solid click-through rates for both English and Spanish.

Overall on Facebook and Instagram, over 763,000 impressions were generated through the "KHAF" campaign and the ads received over 4,400 engagements and generated 1,269 landing page views.

Overall on Facebook and Instagram, over 254,000 impressions were generated through the "KHAF (Spanish)" campaign and the ads received 1,364 engagements and generated 244 landing page views.

Overall on Facebook and Instagram, over 764,100 impressions were generated through the "KHAF" and "KHAF (Spanish)" regionally targeted campaigns and the ads received over 4,200 engagements and generated 1,044 landing page views.

CREATIVE



SNAPCHAT CAMPAIGN OVERVIEW

- The "KHAF" campaign continued into July targeting Kansans through Snapchat.
- The "KHAF (Spanish)" campaign continued into July targeting Kansans through Snapchat.

PERFORMANCE BY COUNTRY AND REGION

Medium	Placement	Format	Campaign	Creative	Impressions	Swipe Ups	Swipe Up Rate	Page Views
Snapchat	Snapchat Ad		KHAF	Behind on Your Mortgage Payment	155,896	2,550	1.64%	3,299
			Total Snapchat:		155,896	2,550	1.64%	3,299
Medium	Placement	Format	Campaign	Creative <th>Impressions</th> <th>Swipe Ups</th> <th>Swipe Up Rate</th> <th>Page Views</th>	Impressions	Swipe Ups	Swipe Up Rate	Page Views
Snapchat	Snapchat Ad		KHAF (Spanish)	Behind on Your Mortgage Payment (Spanish)	68,388	1,275	1.86%	946
			Total Snapchat:		224,284	3,825	1.70%	4,245



KHRC - KHAF

Media Spend: \$19,058.26

Report Dates: August 1 - August 31, 2022

FACEBOOK + INSTAGRAM CAMPAIGN OVERVIEW

• The "KHAF" campaign continued into August targeting Kansans through Facebook and Instagram.

• The "KHAF (Spanish)" campaign continued into August targeting Kansans through Facebook and Instagram.

• The "KHAF" and "KHAF (Spanish)" regionally targeted campaigns continued into August targeting Kansans in vulnerable counties through Facebook and Instagram.

REPORT HIGHLIGHTS AND INSIGHTS

Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook	Photo Ad	KHAF	If You Are Behind On Your Mortgage, Help is Available	384,736	90,160	3,345	0.92%	\$0.55	1,910	612
Facebook	Photo Ad	KHAF	Real Help For Homeowners	220,024	84,367	1,826	0.83%	\$0.61	1,150	316
Total Facebook:				604,760	174,527	5,171	0.88%	\$0.57	3,060	928
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Instagram	Photo Ad	KHAF	If You Are Behind On Your Mortgage, Help is Available	67,644	39,972	191	0.27%	\$2.54	73	14
Instagram	Photo Ad	KHAF	Real Help For Homeowners	153,813	41,992	449	0.29%	\$2.65	461	211
Total Instagram:				221,457	72,864	630	0.28%	\$2.65	674	295
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF (Spanish)	If You Are Behind On Your Mortgage, Help is Available	65,914	25,000	609	1.01%	\$0.58	302	112
Facebook + Instagram	Photo Ad	KHAF (Spanish)	Real Help For Homeowners	158,197	39,968	1,978	1.25%	\$0.51	885	219
Total Facebook + Instagram:				224,101	64,968	2,647	1.18%	\$0.63	1,247	331
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF - Southwest	If You Are Behind On Your Mortgage, Help is Available	48,716	10,252	389	0.80%	\$0.74	241	65
Facebook + Instagram	Photo Ad	KHAF - Southwest	Real Help For Homeowners	40,842	10,444	329	0.80%	\$0.75	247	62
Facebook + Instagram	Photo Ad	KHAF - Southeast	If You Are Behind On Your Mortgage, Help is Available	40,345	7,842	358	0.89%	\$0.84	225	58
Facebook + Instagram	Photo Ad	KHAF - Southeast	Real Help For Homeowners	22,007	4,922	202	0.92%	\$0.79	133	27
Facebook + Instagram	Photo Ad	KHAF - Southcentral	If You Are Behind On Your Mortgage, Help is Available	27,708	6,588	241	0.87%	\$0.72	150	30
Facebook + Instagram	Photo Ad	KHAF - Southcentral	Real Help For Homeowners	34,143	9,240	284	0.83%	\$0.75	206	55
Facebook + Instagram	Photo Ad	KHAF - Northwest	If You Are Behind On Your Mortgage, Help is Available	24,844	3,436	191	0.77%	\$0.81	129	40
Facebook + Instagram	Photo Ad	KHAF - Northwest	Real Help For Homeowners	10,345	1,742	99	0.97%	\$1.21	44	15
Facebook + Instagram	Photo Ad	KHAF - Northeast	If You Are Behind On Your Mortgage, Help is Available	44,211	14,956	498	1.13%	\$0.46	250	74
Facebook + Instagram	Photo Ad	KHAF - Northeast	Real Help For Homeowners	20,130	8,498	183	0.91%	\$0.65	136	29
Facebook + Instagram	Photo Ad	KHAF - Northcentral	If You Are Behind On Your Mortgage, Help is Available	25,201	4,227	153	0.61%	\$0.90	96	18
Facebook + Instagram	Photo Ad	KHAF - Northcentral	Real Help For Homeowners	15,975	2,757	120	0.75%	\$0.88	93	14
Total Facebook + Instagram:				344,487	106,914	3,097	0.89%	\$0.71	1,946	487
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southwest	If You Are Behind On Your Mortgage, Help is Available	11,909	4,915	113	0.95%	\$1.02	62	17
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southwest	Real Help For Homeowners	48,908	10,780	571	1.17%	\$0.53	295	49
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southeast	If You Are Behind On Your Mortgage, Help is Available	7,310	1,223	38	0.52%	\$1.26	23	3
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southeast	Real Help For Homeowners	16,318	2,179	120	0.74%	\$0.93	73	13
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southcentral	If You Are Behind On Your Mortgage, Help is Available	7,138	1,590	50	0.70%	\$0.94	31	5
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southcentral	Real Help For Homeowners	16,705	2,370	143	0.86%	\$0.78	86	20
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northwest	If You Are Behind On Your Mortgage, Help is Available	2,922	642	12	0.41%	\$1.84	11	0
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northwest	Real Help For Homeowners	10,224	1,245	75	0.73%	\$1.09	52	9
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northeast	If You Are Behind On Your Mortgage, Help is Available	7,713	3,910	67	0.87%	\$0.68	38	9
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northeast	Real Help For Homeowners	15,726	6,682	191	1.21%	\$0.59	97	16
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northcentral	If You Are Behind On Your Mortgage, Help is Available	3,705	734	24	0.65%	\$1.15	12	2
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northcentral	Real Help For Homeowners	9,603	1,424	81	0.84%	\$1.25	39	6
Total Facebook + Instagram:				188,190	37,894	1,465	0.93%	\$0.72	819	149

All ad creative performed well, with the "If You Are Behind On Your Mortgage, Help is Available" ad performing the best on Facebook and the "Real Help For Homeowners" ad performing best on Instagram.

All Facebook & Instagram Ads generated high reach and solid click-through rates.

The "Real Help For Homeowners (Spanish)" ads performed the best across Facebook and Instagram.

The "If You Are Behind On Your Mortgage" & "Real Help For Homeowners" regional ads targeted at vulnerable counties also performed well on both Facebook and Instagram generating high reach and solid click-through rates for both English and Spanish.

Overall on Facebook and Instagram, over 806,200 impressions were generated through the "KHAF" campaign and the ads received over 3,700 engagements and generated 1,233 landing page views.

Overall on Facebook and Instagram, 224,101 impressions were generated through the "KHAF (Spanish)" campaign and the ads received 1,247 engagements and generated 331 landing page views.

Overall on Facebook and Instagram, over 312,850 impressions were generated through the "KHAF" and "KHAF (Spanish)" regionally targeted campaigns and the ads received 2,765 engagements and generated 636 landing page views.

CREATIVE



SNAPCHAT CAMPAIGN OVERVIEW

• The "KHAF" campaign continued into August targeting Kansans through Snapchat.

• The "KHAF (Spanish)" campaign continued into August targeting Kansans through Snapchat.

REPORT HIGHLIGHTS AND INSIGHTS

Medium	Placement	Campaign	Creative	Impressions	Swipe Ups	Swipe Up Rate	Page Views
Snapchat	Snapchat Ad	KHAF	Behind On Your Mortgage? Get Help Now	71,367	903	1.27%	665
Total Snapchat:				71,367	903	1.27%	665
Medium	Placement	Campaign	Creative	Impressions	Swipe Ups	Swipe Up Rate	Page Views
Snapchat	Snapchat Ad	KHAF (Spanish)	Behind On Your Mortgage? Get Help Now (Spanish)	26,663	872	2.15%	41
Total Snapchat:				26,663	872	2.15%	41



KHRC - KHAF

Media Spend: \$17,177.49

Report Dates: September 1 - September 30, 2022

FACEBOOK + INSTAGRAM CAMPAIGN OVERVIEW

- The "KHAF" campaign continued into September targeting Kansans through Facebook and Instagram.
- The "KHAF (Spanish)" campaign continued into September targeting Kansans through Facebook and Instagram.
- The "KHAF" and "KHAF (Spanish)" regionally targeted campaigns continued into September targeting Kansans in vulnerable counties through Facebook and Instagram.

REPORT HIGHLIGHTS AND INSIGHTS

Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook	Photo Ad	KHAF	Apply For Mortgage Relief	190,168	54,608	1,191	0.63%	\$0.77	823	223
Facebook	Photo Ad	KHAF	Financial Help For Past Due Mortgages	214,991	99,375	1,773	0.82%	\$0.65	1,121	364
Total Facebook:				405,159	113,983	2,964	0.73%	\$0.70	1,944	587
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Instagram	Photo Ad	KHAF	Apply For Mortgage Relief	53,314	23,104	346	0.44%	\$2.05	243	151
Instagram	Photo Ad	KHAF	Financial Help For Past Due Mortgages	51,094	20,675	180	0.35%	\$2.61	180	100
Total Instagram:				106,428	43,779	426	0.40%	\$2.75	428	251
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF (Spanish)	If You Are Behind On Your Mortgage, Help is Available	4,398	2,896	34	0.77%	\$0.93	23	8
Facebook + Instagram	Photo Ad	KHAF (Spanish)	Real Help for Homeowners	25,806	13,305	318	1.23%	\$0.59	183	55
Total Facebook + Instagram:				30,204	16,201	352	1.17%	\$0.60	208	63
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF - Southwest	Apply For Mortgage Relief	47,008	12,656	271	0.58%	\$0.92	230	67
Facebook + Instagram	Photo Ad	KHAF - Southwest	Financial Help For Past Due Mortgages	27,620	7,960	190	0.69%	\$0.79	151	37
Facebook + Instagram	Photo Ad	KHAF - Southeast	Apply For Mortgage Relief	25,439	5,846	158	0.62%	\$0.78	107	29
Facebook + Instagram	Photo Ad	KHAF - Southeast	Financial Help For Past Due Mortgages	26,458	6,012	260	0.93%	\$0.62	167	46
Facebook + Instagram	Photo Ad	KHAF - Southcentral	Apply For Mortgage Relief	22,264	5,696	130	0.58%	\$0.87	91	19
Facebook + Instagram	Photo Ad	KHAF - Southcentral	Financial Help For Past Due Mortgages	27,561	6,446	250	0.91%	\$0.69	173	44
Facebook + Instagram	Photo Ad	KHAF - Northwest	Apply For Mortgage Relief	13,962	2,860	67	0.48%	\$1.11	51	11
Facebook + Instagram	Photo Ad	KHAF - Northwest	Financial Help For Past Due Mortgages	11,736	1,951	85	0.72%	\$0.91	53	19
Facebook + Instagram	Photo Ad	KHAF - Northeast	Apply For Mortgage Relief	22,586	7,862	120	0.53%	\$0.77	80	20
Facebook + Instagram	Photo Ad	KHAF - Northeast	Financial Help For Past Due Mortgages	32,183	10,868	299	0.93%	\$0.59	175	51
Facebook + Instagram	Photo Ad	KHAF - Northcentral	Apply For Mortgage Relief	15,657	3,022	96	0.61%	\$0.84	64	16
Facebook + Instagram	Photo Ad	KHAF - Northcentral	Financial Help For Past Due Mortgages	16,025	2,912	123	0.77%	\$0.80	73	24
Total Facebook + Instagram:				298,639	73,441	2,964	0.71%	\$0.76	1,415	383
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southwest	If You Are Behind On Your Mortgage, Help is Available	4,093	3,053	39	0.64%	\$0.72	29	9
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southwest	Real Help for Homeowners	24,613	8,736	233	0.95%	\$0.72	146	38
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southeast	If You Are Behind On Your Mortgage, Help is Available	2,249	665	18	0.80%	\$0.67	14	5
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southeast	Real Help for Homeowners	9,809	1,662	73	0.74%	\$0.97	50	5
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southcentral	If You Are Behind On Your Mortgage, Help is Available	3,404	1,038	29	0.85%	\$0.76	22	2
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southcentral	Real Help for Homeowners	9,950	2,080	91	0.91%	\$0.70	53	8
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northwest	If You Are Behind On Your Mortgage, Help is Available	1,295	377	8	0.62%	\$1.37	6	0
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northwest	Real Help for Homeowners	5,180	791	46	0.89%	\$0.98	20	8
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northeast	If You Are Behind On Your Mortgage, Help is Available	4,074	2,065	26	0.64%	\$0.94	21	7
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northeast	Real Help for Homeowners	7,468	3,837	91	0.12%	\$0.66	50	13
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northcentral	If You Are Behind On Your Mortgage, Help is Available	1,518	376	9	0.59%	\$1.48	6	1
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northcentral	Real Help for Homeowners	4,460	696	25	0.53%	\$1.70	17	1
Total Facebook + Instagram:				80,522	25,642	688	0.86%	\$0.83	433	92

The KHAF "Financial Help For Past Mortgages" ad performed the best on Facebook and the "Apply For Mortgage Relief" ad performing best on Instagram.

The "KHAF" regional campaign targeted at vulnerable counties generated a total of 2,902,639 impressions, 1,415 post engagements and 383 landing page views.

The "Real Help for Homeowners (Spanish)" ad performed the best across Facebook and Instagram.

Overall on Facebook and Instagram, the "KHAF" campaign received 2,372 engagements and generated 838 landing page views.

Overall on Facebook and Instagram, over 371,160 impressions were generated through the "KHAF (Spanish)" regional campaigns, receiving 433 engagements and generated 475 landing page views.

CREATIVE



SNAPCHAT CAMPAIGN OVERVIEW

- The "KHAF" campaign continued into September targeting Kansans through Snapchat.
- The "KHAF (Spanish)" campaign continued into September targeting Kansans through Snapchat.

REPORT HIGHLIGHTS AND INSIGHTS

Medium	Placement Format	Campaign	Creative	Impressions	Swipe Ups	Swipe Up Rate	Page Views
Snapshot	Snapshot Ad	KHAF	Mortgage Relief For Kansas Homeowners	21,182	201	0.95%	414
Total Snapshot:				21,182	201	0.95%	414
Medium	Placement Format	Campaign	Creative	Impressions	Swipe Ups	Swipe Up Rate	Page Views
Snapshot	Snapshot Ad	KHAF (Spanish)	Behind On Your Mortgage? Get Help Now (Spanish)	6,816	244	3.58%	132
Total Snapshot:				6,816	244	3.58%	132



KHRC - KHAF

Media Spend: \$21,451.15

Report Dates: October 1 - October 31, 2022

FACEBOOK + INSTAGRAM CAMPAIGN OVERVIEW

• The "KHAF" campaign continued into October targeting Kansans through Facebook and Instagram.

• The "KHAF (Spanish)" campaign continued into October targeting Kansans through Facebook and Instagram.

• The "KHAF" and "KHAF (Spanish)" regionally targeted campaigns continued into October targeting Kansans in vulnerable counties through Facebook and Instagram.

REPORT HIGHLIGHTS AND INSIGHTS

Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook	Photo Ad	KHAF	Mortgage Assistance is Here	383,846	89,312	2,585	0.67%	\$0.58	1,523	574
Facebook	Photo Ad	KHAF	We Can Help	275,192	71,568	2,613	0.95%	\$0.60	1,605	440
Total Facebook:				659,038	160,880	5,198	0.79%	\$0.59	3,128	1,014
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Instagram	Photo Ad	KHAF	Mortgage Assistance is Here	53,524	17,534	107	0.32%	\$2.75	114	76
Instagram	Photo Ad	KHAF	We Can Help	189,447	55,554	627	0.33%	\$2.32	638	467
Total Instagram:				242,971	73,088	734	0.33%	\$2.39	752	543
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF (Spanish)	Mortgage Assistance is Here	152,816	35,415	459	0.63%	\$0.88	562	156
Facebook + Instagram	Photo Ad	KHAF (Spanish)	We Can Help	140,307	36,241	1,033	0.74%	\$0.83	762	176
Total Facebook + Instagram:				293,123	71,656	1,492	0.69%	\$0.84	1,324	332
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF - Southwest	Mortgage Assistance is Here	53,431	13,136	300	0.56%	\$0.78	222	85
Facebook + Instagram	Photo Ad	KHAF - Southwest	We Can Help	58,952	13,200	495	0.84%	\$0.74	345	94
Facebook + Instagram	Photo Ad	KHAF - Southeast	Mortgage Assistance is Here	43,082	8,682	231	0.54%	\$0.75	172	44
Facebook + Instagram	Photo Ad	KHAF - Southeast	We Can Help	40,271	7,676	344	0.85%	\$0.69	225	70
Facebook + Instagram	Photo Ad	KHAF - Southcentral	Mortgage Assistance is Here	39,664	8,600	223	0.56%	\$0.75	176	53
Facebook + Instagram	Photo Ad	KHAF - Southcentral	We Can Help	39,967	8,420	322	0.81%	\$0.75	218	56
Facebook + Instagram	Photo Ad	KHAF - Northwest	Mortgage Assistance is Here	17,766	2,653	68	0.50%	\$1.04	78	29
Facebook + Instagram	Photo Ad	KHAF - Northwest	We Can Help	19,629	3,014	142	0.72%	\$0.97	102	18
Facebook + Instagram	Photo Ad	KHAF - Northeast	Mortgage Assistance is Here	30,256	11,348	247	0.82%	\$0.59	168	74
Facebook + Instagram	Photo Ad	KHAF - Northeast	We Can Help	35,785	13,624	315	0.88%	\$0.70	205	75
Facebook + Instagram	Photo Ad	KHAF - Northcentral	Mortgage Assistance is Here	21,090	3,590	103	0.49%	\$0.87	84	18
Facebook + Instagram	Photo Ad	KHAF - Northcentral	We Can Help	25,420	4,202	183	0.72%	\$0.84	124	34
Total Facebook + Instagram:				428,893	98,445	2,993	0.70%	\$0.75	2,119	660
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southwest	Mortgage Assistance is Here	92,272	8,133	168	0.21%	\$0.73	152	30
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southwest	We Can Help	36,694	9,234	256	0.70%	\$0.82	190	52
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southeast	Mortgage Assistance is Here	11,164	1,910	70	0.63%	\$1.12	53	12
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southeast	We Can Help	13,982	1,684	79	0.69%	\$1.08	57	9
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southcentral	Mortgage Assistance is Here	12,886	2,620	65	0.51%	\$1.19	53	10
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southcentral	We Can Help	12,568	2,400	89	0.71%	\$0.86	73	25
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northwest	Mortgage Assistance is Here	6,316	938	29	0.46%	\$1.81	21	7
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northwest	We Can Help	6,309	833	31	0.58%	\$1.74	22	6
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northeast	Mortgage Assistance is Here	15,565	8,626	103	0.66%	\$0.79	82	19
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northeast	We Can Help	14,074	6,289	84	0.67%	\$0.85	68	14
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northcentral	Mortgage Assistance is Here	6,391	1,119	38	0.59%	\$1.47	28	10
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northcentral	We Can Help	5,276	825	41	0.78%	\$1.23	26	4
Total Facebook + Instagram:				166,787	42,664	1,063	0.64%	\$1.00	798	198

The KHAF "We Can Help" ad performed best on both Facebook and Instagram.

Overall on Facebook and Instagram, the "KHAF" campaign received 3,881 engagements and generated 1,557 landing page views.

The "We Can Help (Spanish)" ad also performed the best across Facebook + Instagram and both ads generated 1,344 engagements and 332 landing page views.

The "KHAF" regional campaigns targeted at vulnerable counties generated a total of 425,503 impressions and 2,993 clicks.

The "KHAF (Spanish)" regional campaigns targeted at vulnerable counties generated a total of 166,797 impressions and 1,063 clicks.

Overall, 1,747,400 impressions were generated across all campaigns and they received over 8,100 post engagements.

CREATIVE



SNAPCHAT CAMPAIGN OVERVIEW

• The "KHAF" campaign continued into October targeting Kansans through Snapchat.

• The "KHAF (Spanish)" campaign continued into October targeting Kansans through Snapchat.

REPORT HIGHLIGHTS AND INSIGHTS

Medium	Placement Format	Campaign	Creative	Impressions	Swipe Ups	Swipe Up Rate	Page Views
Snapshot	Snapshot Ad	KHAF	Past - We Can Help	20,047	410	2.05%	648
Total Snapchat:				20,047	410	2.05%	648
Medium	Placement Format	Campaign	Creative	Impressions	Swipe Ups	Swipe Up Rate	Page Views
Snapshot	Snapshot Ad	KHAF (Spanish)	Past - We Can Help (Spanish)	15,024	454	3.02%	359
Total Snapchat:				15,024	454	3.02%	359



KHRC - KHAF

Media Spend: \$23,995.23

Report Dates: November 1 - November 30, 2022

FACEBOOK + INSTAGRAM CAMPAIGN OVERVIEW

- The "KHAF" campaign continued into November targeting Kansans through Facebook and Instagram.
- The "KHAF (Spanish)" campaign continued into November targeting Kansans through Facebook and Instagram.
- The "KHAF" and "KHAF (Spanish)" regionally targeted campaigns continued into November targeting Kansans in vulnerable counties through Facebook and Instagram.

REPORT HIGHLIGHTS AND INSIGHTS

Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook	Photo Ad	KHAF	Financial Relief For Homeowners	201,029	43,797	2,435	1.21%	\$0.53	1,206	456
Facebook	Photo Ad	KHAF	Get Caught Up on Your Mortgage	290,470	65,129	3,252	1.12%	\$0.64	1,661	613
Total Facebook:				491,499	108,926	5,687	1.16%	\$0.59	2,867	1,069
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Instagram	Photo Ad	KHAF	Financial Relief For Homeowners	38,329	18,555	197	0.45%	\$2.17	151	127
Instagram	Photo Ad	KHAF	Get Caught Up on Your Mortgage	189,433	48,729	788	0.42%	\$2.05	794	630
Total Instagram:				228,362	66,787	975	0.43%	\$2.07	945	757
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF (Spanish)	Financial Relief For Homeowners	221,095	41,837	2,154	0.97%	\$0.74	1,204	371
Facebook + Instagram	Photo Ad	KHAF (Spanish)	Get Caught Up on Your Mortgage	62,865	22,618	506	0.80%	\$0.78	355	94
Total Facebook + Instagram:				283,960	64,155	2,660	0.94%	\$0.74	1,639	465
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF - Southwest	Financial Relief For Homeowners	30,065	8,401	254	0.84%	\$0.82	172	40
Facebook + Instagram	Photo Ad	KHAF - Southwest	Get Caught Up on Your Mortgage	64,016	10,922	596	0.95%	\$0.85	398	147
Facebook + Instagram	Photo Ad	KHAF - Southeast	Financial Relief For Homeowners	23,132	4,561	221	0.96%	\$0.75	139	65
Facebook + Instagram	Photo Ad	KHAF - Southeast	Get Caught Up on Your Mortgage	40,182	6,666	349	0.86%	\$0.85	223	82
Facebook + Instagram	Photo Ad	KHAF - Southeast	Financial Relief For Homeowners	19,917	4,042	144	0.73%	\$0.90	102	34
Facebook + Instagram	Photo Ad	KHAF - Southeast	Get Caught Up on Your Mortgage	42,462	7,235	406	0.96%	\$0.82	281	94
Facebook + Instagram	Photo Ad	KHAF - Northwest	Financial Relief For Homeowners	16,748	2,185	86	0.51%	\$1.33	65	29
Facebook + Instagram	Photo Ad	KHAF - Northwest	Get Caught Up on Your Mortgage	35,486	3,243	196	0.61%	\$1.23	111	44
Facebook + Instagram	Photo Ad	KHAF - Northeast	Financial Relief For Homeowners	19,746	6,338	230	1.16%	\$0.53	125	52
Facebook + Instagram	Photo Ad	KHAF - Northeast	Get Caught Up on Your Mortgage	39,914	11,565	430	1.08%	\$0.65	249	94
Facebook + Instagram	Photo Ad	KHAF - Northcentral	Financial Relief For Homeowners	17,231	2,561	112	0.65%	\$0.93	71	17
Facebook + Instagram	Photo Ad	KHAF - Northcentral	Get Caught Up on Your Mortgage	27,791	3,938	216	0.77%	\$0.93	157	37
Total Facebook + Instagram:				368,448	68,847	3,166	0.86%	\$0.83	2,090	714
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southwest	Financial Relief For Homeowners	58,331	9,772	528	0.90%	\$0.73	313	90
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southwest	Get Caught Up on Your Mortgage	13,263	4,783	115	0.87%	\$0.75	86	12
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southeast	Financial Relief For Homeowners	21,207	2,299	182	0.86%	\$0.80	125	24
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southeast	Get Caught Up on Your Mortgage	8,890	1,274	54	0.79%	\$0.95	36	7
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southcentral	Financial Relief For Homeowners	22,229	3,051	181	0.81%	\$0.89	139	41
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southcentral	Get Caught Up on Your Mortgage	8,348	1,865	97	0.68%	\$1.03	38	8
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northwest	Financial Relief For Homeowners	12,822	1,391	72	0.56%	\$1.52	47	14
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northwest	Get Caught Up on Your Mortgage	4,861	761	30	0.62%	\$1.50	21	7
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northeast	Financial Relief For Homeowners	28,615	8,362	237	0.89%	\$0.75	138	45
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northeast	Get Caught Up on Your Mortgage	6,963	3,465	43	0.62%	\$1.00	33	7
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northcentral	Financial Relief For Homeowners	11,288	1,647	72	0.64%	\$1.38	43	16
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northcentral	Get Caught Up on Your Mortgage	5,461	893	35	0.69%	\$1.57	22	6
Total Facebook + Instagram:				198,666	39,363	1,606	0.81%	\$0.89	1,059	283

The KHAF "Get Caught Up on Your Mortgage" ad performed best on Facebook and Instagram.

Overall on Facebook and Instagram, the "KHAF" campaign received over 3,850 engagements and generated 1,826 landing page views.

The "Financial Relief For Homeowners (Spanish)" ad also performed the best across Facebook + Instagram and generated 1,639 engagements and 465 landing page views.

The "KHAF" regional campaigns targeted at vulnerable counties generated a total of 366,448 impressions and 3,166 clicks.

The "KHAF (Spanish)" regional campaigns targeted at vulnerable counties generated a total of 198,666 impressions and 1,606 clicks.

Overall, 1,568,935 impressions were generated across all campaigns and they received 8,640 post engagements.

CREATIVE



SNAPCHAT CAMPAIGN OVERVIEW

- The "KHAF" campaign continued into November targeting Kansans through Snapchat.
- The "KHAF (Spanish)" campaign continued into November targeting Kansans through Snapchat.

REPORT HIGHLIGHTS AND INSIGHTS

Medium	Placement Format	Campaign	Creative	Impressions	Swipe Ups	Swipe Up Rate	Page Views
Snapchat	Snapshot Ad	KHAF	Steps to Apply	642,216	1,458	0.23%	1,911
Total Snapchat:				642,216	1,458	0.23%	1,911
Medium	Placement Format	Campaign	Creative	Impressions	Swipe Ups	Swipe Up Rate	Page Views
Snapchat	Snapshot Ad	KHAF (Spanish)	Steps to Apply (Spanish)	7,558	217	2.87%	204
Total Snapchat:				7,658	217	2.87%	204



KHRC - KHAF

Media Spend: \$26,499.78

Report Dates: December 1 - December 31, 2022

FACEBOOK + INSTAGRAM CAMPAIGN OVERVIEW

- The "KHAF" campaign continued into December targeting Kansans through Facebook and Instagram.
- The "KHAF (Spanish)" campaign continued into December targeting Kansans through Facebook and Instagram.
- The "KHAF" and "KHAF (Spanish)" regionally targeted campaigns continued into December targeting Kansans in vulnerable counties through Facebook and Instagram.

REPORT HIGHLIGHTS AND INSIGHTS

Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook	Photo Ad	KHAF	Apply for Financial Relief	107,800	20,659	1,089	1.01%	\$0.76	762	281
Facebook	Photo Ad	KHAF	Avoid Foreclosure	247,375	38,588	3,342	1.35%	\$0.75	2,213	706
Total Facebook:				355,175	59,247	4,431	1.28%	\$0.75	2,975	987
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Instagram	Photo Ad	KHAF	Apply for Financial Relief	55,331	22,550	406	0.73%	\$2.23	404	204
Instagram	Photo Ad	KHAF	Avoid Foreclosure	60,791	28,242	380	0.59%	\$2.55	380	260
Total Instagram:				116,122	50,792	786	0.66%	\$2.41	784	464
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF (Spanish)	Apply for Financial Relief	67,362	22,365	901	0.15%	\$0.79	500	143
Facebook + Instagram	Photo Ad	KHAF (Spanish)	Avoid Foreclosure	137,011	26,158	1,782	1.30%	\$0.66	1,077	285
Total Facebook + Instagram:				204,373	48,523	2,683	1.14%	\$0.71	1,677	433
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF - Southwest	Apply for Financial Relief	8,862	1,829	104	1.20%	\$0.78	75	31
Facebook + Instagram	Photo Ad	KHAF - Southwest	Avoid Foreclosure	29,629	5,518	206	0.72%	\$0.83	361	124
Facebook + Instagram	Photo Ad	KHAF - Southeast	Apply for Financial Relief	17,333	3,938	208	1.20%	\$0.85	144	35
Facebook + Instagram	Photo Ad	KHAF - Southeast	Avoid Foreclosure	30,346	5,372	361	1.19%	\$0.92	226	72
Facebook + Instagram	Photo Ad	KHAF - Southcentral	Apply for Financial Relief	16,711	3,445	171	1.02%	\$0.71	128	37
Facebook + Instagram	Photo Ad	KHAF - Southcentral	Avoid Foreclosure	33,140	5,975	377	1.14%	\$0.73	259	72
Facebook + Instagram	Photo Ad	KHAF - Northwest	Apply for Financial Relief	12,417	1,791	92	0.74%	\$0.63	90	27
Facebook + Instagram	Photo Ad	KHAF - Northwest	Avoid Foreclosure	18,758	2,645	141	0.75%	\$1.04	90	33
Facebook + Instagram	Photo Ad	KHAF - Northeast	Apply for Financial Relief	12,690	3,554	103	0.81%	\$0.83	69	25
Facebook + Instagram	Photo Ad	KHAF - Northeast	Avoid Foreclosure	28,337	6,867	350	1.24%	\$0.72	236	88
Facebook + Instagram	Photo Ad	KHAF - Northcentral	Apply for Financial Relief	11,276	1,932	111	0.98%	\$0.71	77	31
Facebook + Instagram	Photo Ad	KHAF - Northcentral	Avoid Foreclosure	21,033	3,235	193	0.92%	\$0.85	126	41
Total Facebook + Instagram:				260,832	48,891	2,717	1.08%	\$0.77	1,890	616
Medium	Placement Format	Campaign	Creative	Impressions	Reach	Clicks	CTR	Avg. CPC	Post Engagements	Landing Page Views
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southwest	Apply for Financial Relief	23,552	5,050	105	0.43%	\$0.73	152	31
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southwest	Avoid Foreclosure	37,123	6,150	476	1.28%	\$0.61	323	93
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southeast	Apply for Financial Relief	9,720	1,470	80	0.82%	\$0.61	63	25
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southeast	Avoid Foreclosure	11,639	1,508	129	1.11%	\$0.76	89	18
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southcentral	Apply for Financial Relief	11,395	1,676	96	0.84%	\$0.86	70	20
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Southcentral	Avoid Foreclosure	30,089	1,537	101	0.34%	\$0.82	73	19
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northwest	Apply for Financial Relief	3,731	598	22	0.59%	\$1.58	15	1
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northwest	Avoid Foreclosure	6,109	724	39	0.64%	\$1.68	28	7
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northeast	Apply for Financial Relief	11,065	3,213	85	0.77%	\$0.85	57	12
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northeast	Avoid Foreclosure	11,285	3,816	157	1.39%	\$0.57	88	32
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northcentral	Apply for Financial Relief	4,042	786	26	0.64%	\$1.52	17	2
Facebook + Instagram	Photo Ad	KHAF (Spanish) - Northcentral	Avoid Foreclosure	5,231	907	29	0.55%	\$1.69	17	8
Total Facebook + Instagram:				144,841	27,885	1,435	0.99%	\$0.80	976	278

The KHAF "Avoid Foreclosure" ad performed best on Facebook and Instagram.

Overall on Facebook and Instagram, the "KHAF" campaign received 471,457 impressions and 109,539 clicks.

The "Avoid Foreclosure (Spanish)" ad also performed the best across Facebook + Instagram and generated 234,363 impressions and 5,197 clicks.

The "KHAF" regional campaigns targeted or vulnerable counties generated a total of 250,532 impressions and 2,717 clicks.

The "KHAF (Spanish)" regional campaigns targeted or vulnerable counties generated a total of 144,841 impressions and 1,435 clicks.

Overall, 1.1+ million impressions were generated across all Facebook + Instagram campaigns and they received 12,032 clicks.

CREATIVE



SNAPCHAT CAMPAIGN OVERVIEW

- The "KHAF" campaign continued into December targeting Kansans through Snapchat.
- The "KHAF (Spanish)" campaign continued into December targeting Kansans through Snapchat.

REPORT HIGHLIGHTS AND INSIGHTS

Medium	Placement Format	Campaign	Creative	Impressions	Swipe Ups	Swipe Up Rate	Page Views
Snapshot	Snapshot Ad	KHAF	Behind on Your Mortgage or Property Tax	149,741	3,969	2.65%	4,581
Total Snapchat:				149,741	3,969	2.65%	4,581
Medium	Placement Format	Campaign	Creative	Impressions	Swipe Ups	Swipe Up Rate	Page Views
Snapshot	Snapshot Ad	KHAF (Spanish)	Behind on Your Mortgage or Property Tax (Spanish)	84,964	2,026	2.38%	1,773
Total Snapchat:				84,964	2,026	2.38%	1,773

Utility, Mortgage, and Rental Assistance Is Available for Kansas Customers

If you are struggling to pay your natural gas bill, Atmos Energy is here to provide help and solutions. Even if you have not qualified in the past, financial assistance from federal, state, and local programs is available through energy assistance agencies and state housing authorities such as the Kansas Housing Corporation.

- Atmos Energy's Sharing the Warmth program provides funding to local assistance agencies.*
- Federal LIHEAP (Low Income Home Energy Assistance Program) funding is available to all states and territories to pay utility bills.*

Visit atmosenergy.com to locate an energy assistance agency near you or call **211**.

Homeowners and tenants can apply for utility bill assistance, in addition to mortgage and rental assistance, and help with home weatherization services through the Kansas Housing Resources Corporation.

Visit kshousingcorp.org for qualifications and to apply.



*State low-income qualifications apply for LIHEAP funds. Eligibility for Sharing the Warmth funds are determined by your local agency.

Financial Help

New assistance plans are available.

Need help paying your bills? There are plenty of new funds from programs and organizations that partner with Evergy to help you pay bills. If you are already behind on your bill, we now offer payment plans. For more information, visit [evergy.com/financialassistance](https://www.evergy.com/financialassistance) or call **800-383-1183**.



Renters Only

The Emergency Rental Assistance Program

Consists of funds available (due to COVID-19) for **renters only** to pay rent and utilities. You're able to apply once every 3 months, up to 6 times.

To apply, visit [kshousingcorp.org/emergency-rental-assistance](https://www.kshousingcorp.org/emergency-rental-assistance). Wichita residents visit [wichita.gov/WERAPApplication](https://www.wichita.gov/WERAPApplication).

You can also apply for LIEAP in addition to this program.



Eligibility Requirements

- You must be a resident of KS and renting your primary residence
- Household estimated income must be **at or below 80% of the Area Median Income (AMI)** for your county
- Someone in the household must have experienced a reduction in income or an increase in expenses during the pandemic



Amount of Benefit

Funds cover utility arrears for the period beginning April 2020 **up to 18 months (past due to current)** and forward assistance may be available for rent for up to 3 months.



Homeowners Only

The Kansas Homeowners Assistance Program

The Kansas Homeowner Assistance Fund consists of funds available (due to COVID-19) for **homeowners only** to pay mortgages, property taxes, homeowner's insurance, and utilities.

To apply, visit [kshousingcorp.org/kansas-homeowner-assistance-fund](https://www.kshousingcorp.org/kansas-homeowner-assistance-fund).



Eligibility Requirements

- You own your home in Kansas.
- The property (a single-family home, one-to-four unit dwelling, or mobile home) is your primary residence.
- You are at least 30-days past due on mortgage and property taxes and/or charges.
- You can provide valid proof of identification.
- You are at risk of losing your home without assistance.
- Your income **does not exceed 150% of your area's median income**.
- Your household is experiencing documented financial hardship as a result of the COVID pandemic.



Amount of Benefit

Funds cover past due mortgage payments, up to 6 months of monthly mortgage payments to eligible homeowners unable to sustain their current monthly mortgage payments, a variety of property charges and delinquent utility payments (electricity, gas, home energy, water, wastewater, and internet and broadband services).



Low to Moderate Income

Earned Income Tax Credit (EITC)

EITC helps low to moderate income workers and families receive a tax break.

For more information, visit [irs.gov](https://www.irs.gov).



Eligibility Requirements

- Show proof of earned income
- Have investment income below \$3,650 in the tax year you claim the credit
- Have a valid Social Security number
- Claim a certain filing status
- Be a U.S. citizen or a resident alien all year
- EITC has special qualifying rules for military members, clergy members and taxpayers and their relatives with disabilities



Amount of Benefit

The average amount of EITC received nationwide was about \$2,461.

Project DESERVE

Provides emergency assistance on energy costs to people with a severe disability (children or adults meeting social security disability criteria), older adults (65 years+) and income-eligible households.

For more information visit [evergy.com/projectdeserve](https://www.evergy.com/projectdeserve).



Eligibility Requirements

- 65 Years or older or receives permanent disability income from SSI or SSD
- OR**
- Must meet the household income eligibility guidelines



Amount of Benefit

May receive a one-time payment of up to **\$100-\$300**, depending on eligibility, to be applied toward an energy bill over a rolling 12-month period.

United Way

Find additional support and resources through United Way by calling **2-1-1** or online at [211kansas.com](https://www.211kansas.com).

Prevent fluctuating bills

If you notice bills are much higher some months than others, check out our **Average Payment Plan** to help keep bills level and consistent year-round.

For further information visit [evergy.com/financialassistance](https://www.evergy.com/financialassistance) or scan the QR code.



Kansas Display Advertising Network

Place your ad into more than 140 Kansas Newspapers and be welcomed into half a million homes.

Six regions to choose from:

STATEWIDE Cover the entire state for an economical rate! (Pricing- 2x2: \$900 2x4: \$1,800)	WEST Cover the west side of the state for an economical rate! (Call for rates)	EAST Cover the east side of the state for an economical rate! (Call for rates)	CENTRAL Cover the central corridor of the state for an economical rate! (Call for rates)	NORTH Cover the north side of the state for an economical rate! (Call for rates)	SOUTH Cover the south side of the state for an economical rate! (Call for rates)
---	---	---	---	---	---

DEADLINE , PAYMENT & RUN DATE INFORMATION

Ad copy AND payment must be received by 5 p.m. Tuesday PRIOR to the week you want the ad to run in the newspapers. Late submissions will be accepted case by case and will incur late fees. Accepted payment methods: checks, money orders, cashier's checks, Visa, Mastercard, Discover, and American Express.

Ads will run in participating nondaily newspapers on the day they publish. Ads will run in participating daily newspapers one day during the week. (This day is selected by the newspaper.)

TEARSHEETS & AFFIDAVITS

Tearsheets are not provided for all participating newspapers. An affidavit ensuring distribution of the ad to each participating newspaper is available upon request. A single, random tearsheet is also available upon request.

RESTRICTIONS APPLY:

Ad copy MUST be the same for all newspapers in the run. Ads must adhere to standard advertising regulations (disclaimers, copyrights, etc.). KPA and the participating newspapers reserve the right to reject and/or edit any ad. KPA does not accept ads that contain 1-900 numbers, 1-800 numbers that refer callers to a 1-900 number, or ads that request money for product information or samples. Legal publications are never allowed. No Political Advertisements, unless run in conjunction with direct placements through KPA. Adoption ads must be accompanied by a letter from the attorney representing the party.

TO ORDER contact your local participating newspaper.

If they do not participate contact us directly!



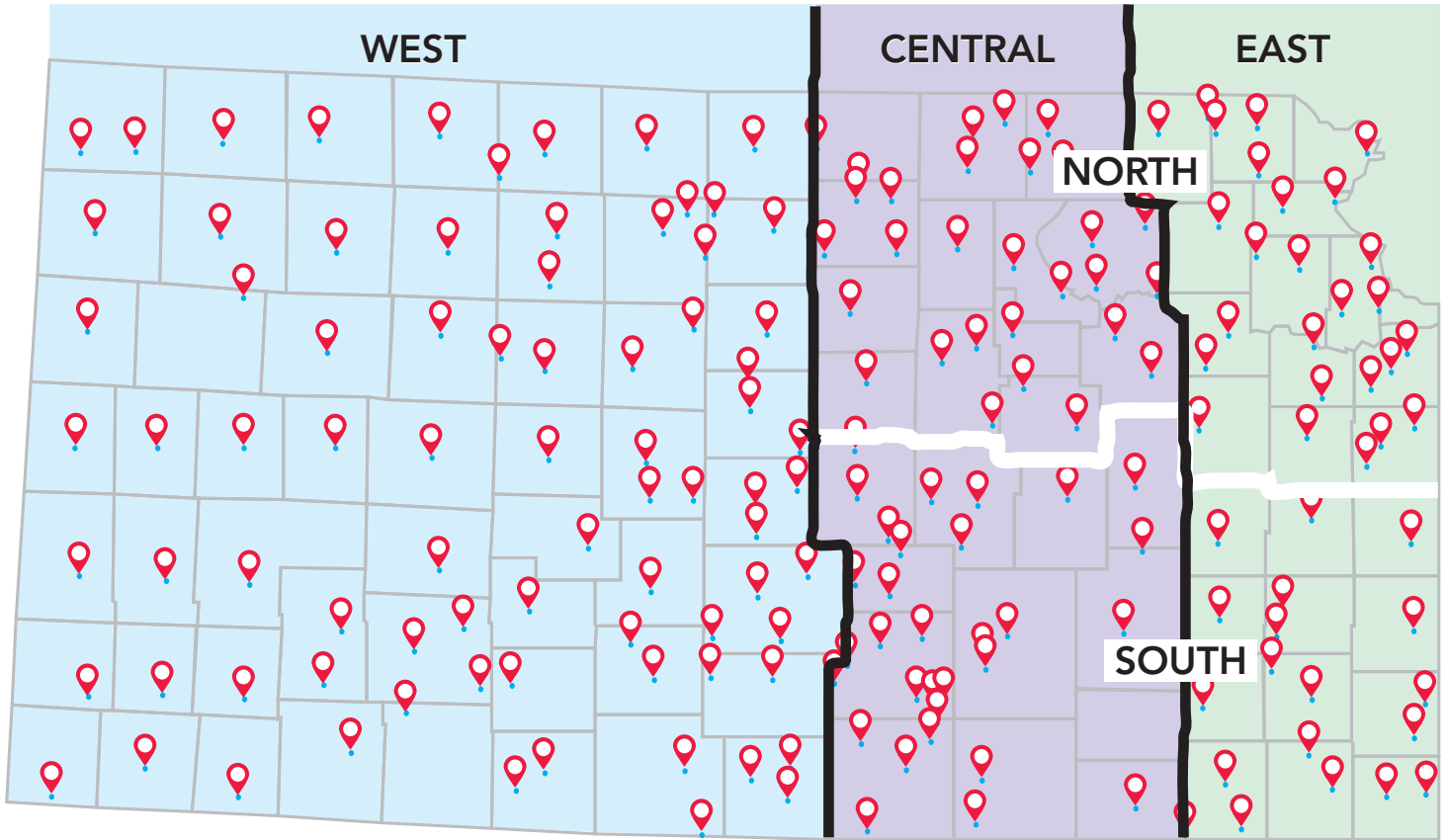
KANSAS PRESS ASSOCIATION ADVERTISING SERVICES

5423 SW 7th St. | Topeka, Kansas 66606 | p: 785-271-5304 | f: 785-271-7341 | kspress.com

Amber Jackson, Ad Director | Lori Jackson, Ad Assistant | KSAds@kspress.com

Like the Kansas Press Association on Facebook | Follow us on Twitter @ks_press

Kansas Press Association



Total Circulation: 427,730 Readership: 1,069,325*
 *Derived from Circulation *2.5 (National Average)

Choose from two ad sizes!

Offer a **GREAT** impression with a
 2 column x 2 inch advertisement!

Mechanics: 2x2 advertisement dimensions:
 3.79" x 2"

DOUBLE your impact with a
 2 column x 4 inch advertisement!

Mechanics: 2x4 advertisement dimensions:
 3.79" x 4"

Kansas Display Advertising Network Newspapers

*Getting you connected
 THROUGHOUT the state!*

Contact the KPA for region pricing.
 Out-of-state advertising networks are
 available in most of the 50 states.
Contact us for more information!

KANSAS PRESS ASSOCIATION ADVERTISING SERVICES

5423 SW 7th St. | Topeka, Kansas 66606 | p: 785-271-5304 | f: 785-271-7341 | kspress.com

Amber Jackson, Ad Director | Lori Jackson, Ad Assistant | KSAds@kspress.com
 Like the Kansas Press Association on Facebook | Follow us on Twitter @ks_press



Kansas Press Association

Kansas Homeowner Assistance Fund

*Don't let missing payments lead to
missing your home.*

HELP IS AVAILABLE

Get financial assistance for past-due
mortgage payments and more

Apply Today: kshousingcorp.org

KANSAS HOUSING

This project is supported, in whole or in part, by federal award number
HAFP-0140 awarded to Kansas Housing Resources Corporation
by the U.S. Department of the Treasury.