Sharing Housing, Inc.

Promoting shared housing through advocacy and education

Annual Report Fiscal Year 2020

October 2019-September 2020

Executive Summary

Halfway through the fiscal year, in March 2020, the Coronavirus pandemic forced all activity online and virtual, cancelling planned presentations and workshops. Already underway and continuing was planning for and conducting a crowdfunding campaign to raise funds to develop an online course. This campaign raised $10,203 and concluded in July. The work of developing the course started right away.

Sharing Housing, Inc. is a three-year old nonprofit organization that exists to:

- Support organizations promoting shared housing by providing for expertise, tools, and techniques that help their clients pursue and live in shared housing and
- Increase awareness that shared housing reduces the medical risk of social isolation.

The Board supports the founder, Annamarie Pluhar, in advocacy and education for shared housing as a solution to the twin crises of unaffordable housing costs and the epidemic of social isolation. Through our presentations for professionals in the field of aging, workshops for individuals, and our digital presence we normalize the idea of shared housing so that it is seen as a win/win solution and not a “less than” solution.

Given the circumstances this was a successful year.

Activities: Advocacy and Outreach

Presentations

- On-line The Transition Network
- Bi-Town Housing Committee of Dover & Wilmington, Vermont
- Choices for Care, St. Johnsbury, VT

- Innovations in Naturally Affordable Housing, recorded session for online Solutions Summit.

Conference presentations

- Massachusetts Council on Aging
- American Society on Aging with Sara Zeff Geber postponed to October 2020.

Media Appearances

- Interview with Joann Erenhouse, Brattleboro Community Television

Website

The website sharinghousing.com is a major aspect of our advocacy campaign. A communications and marketing intern worked on improving our Search Engine Optimization. He donated 100 hours to this effort.

Activities: Education

Workshops

All scheduled workshops were cancelled due to the pandemic.

Classes

Discovering Shared Housing is our four-session, 75 minutes per session, on-line Zoom class. We offered it three times, in October, February and April. A total of 45 people attended, a mix of professionals and future home sharers.

Fundraising

We conducted a second annual fundraising appeal in November of 2019 and raised $4,698.30 in direct public support.

We completed a successful crowdfunding campaign through a local group, the Monadnock Local Crowd. Our goal was $10,000 and we raised $10,203 from 90 supporters. A four-person team of two volunteers and two board members met weekly to develop and monitor this campaign. Titled, “Teaching Successful Home Sharing” the campaign is visible on line here: https://monadnocklocal.org/tlc.

Board Membership

The Board is comprised of seven members: Annamarie Pluhar, President, Janet Cramer, Vice President, Lisa Sieverts, Secretary, Cheryl Wilfong, Treasurer, Lori Palmer, Joshua Roberts and Ellen Dudley Members.

Financial

Our expenses were minimal as we had no paid employees. In September at the end of the year, we began the course development that continued in fiscal year 2021.

Our financial picture significantly improved over the previous year. We grew at a steady and slow pace with our revenue staying ahead of our expenses.

See financial reports on next page.

Income/Expense by Category--quarterly

10/1/2019 through 9/30/2020

Category	10/1/2019-12/31/2019	1/1/2020-3/31/2020	4/1/2020-6/30/2020	7/1/2020-9/30/2020	OVERALL TOTAL
INCOME					
Amazon Smile	0.00	0.00	5.00	0.00	5.00
Crowdfunding	0.00	0.00	7,164.00	3,164.10	10,328.10
Donations	3,308.30	790.00	600.00	0.00	4,698.30
Workshop Income	0.00	910.00	0.00	0.00	910.00
TOTAL INCOME	**3,308.30**	**1,700.00**	**7,769.00**	**3,164.10**	**15,941.40**
EXPENSES					
Business Expenses	87.00	426.40	87.00	194.77	795.17
Contract Services	750.00	750.00	750.00	750.00	3,000.00
Education	0.00	0.00	35.00	0.00	35.00
Fees & Charges	7.55	5.43	155.19	87.46	255.63
Fundraising	18.00	99.00	242.73	131.70	491.43
Marketing	0.00	195.00	0.00	0.00	195.00
Operations	75.27	0.00	0.00	6.13	81.40
Program Costs	0.00	0.00	0.00	2,145.02	2,145.02
TOTAL EXPENSES	**937.82**	**1,475.83**	**1,269.92**	**3,315.08**	**6,998.65**
OVERALL TOTAL	**2,370.48**	**224.17**	**6,499.08**	**-150.98**	**8,942.75**