



I have said this before, and I will say it again – the vote is precious. It is almost sacred. It is the most powerful nonviolent tool we have in a democracy.

John Lewis, 2019

The Housing Alliance of Pennsylvania has and is supporting voter registration and engagement leading up to the 2020, 2022, and 2024 elections.

We support, train, and provide tools for organizations to engage the people they serve (tenants, residents, clients, and consumers) in encouraging them to vote and helping them understand why it matters.

It has led to big results...



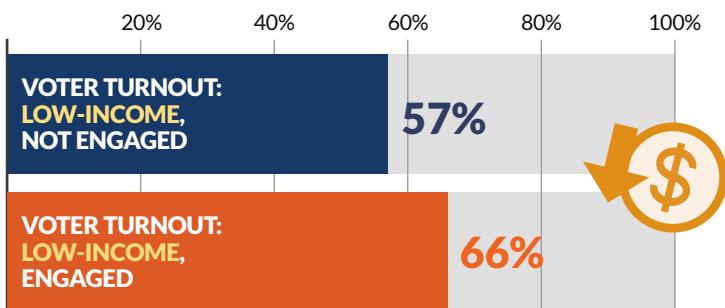
**Housing Alliance
of Pennsylvania**

Results of Our Work

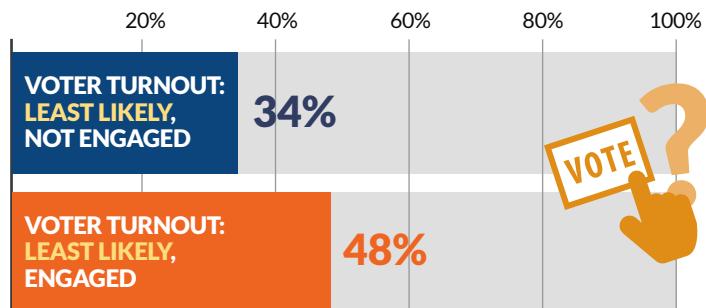
People engaged are voting at higher rates.

27 organizations joined us in 2020 and 2022 to engage 6,800 voters across both election years. 2020 results were...

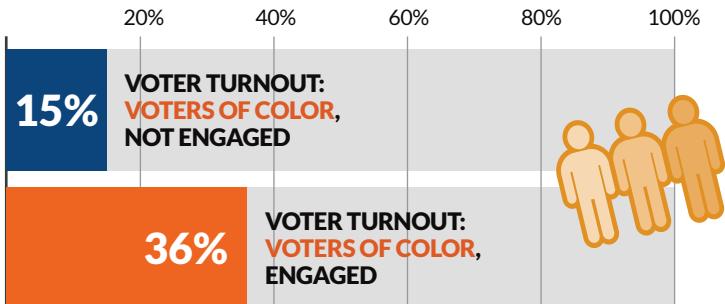
Low-income voters engaged by nonprofits saw a 9 percentage point boost in turnout over comparable low-income voters.



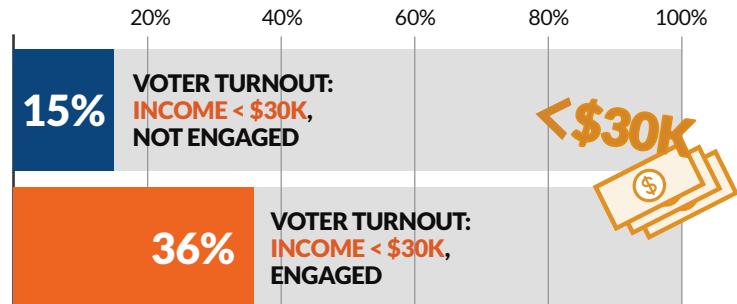
Among voters least likely to vote, those engaged saw a 15 percentage point boost in turnout over comparable unlikely voters.



Voters engaged by nonprofits were 2.4 times more likely to be voters of color.



Voters engaged by nonprofits were also 2.4 times more likely have an annual income of less than \$30,000.



SOURCE: PA Data, Nonprofit VOTE Nonprofit Power Report 2020; demographics provided by state or modeled by Catalyst National Voter Database



Partners

The Housing Alliance provided the framework, materials, and technical assistance. These are the organizational partners that increased voter participation by an estimated 9 percentage points!

Abilities in Motion

READING

Alleghenies United Cerebral Palsy

Allentown Housing Authority

Anthracite Region Center for
Independent Living

HAZELTON

Arab American Development Corporation
PHILADELPHIA

Bradbury-Sullivan LGBT Community
Center
ALLENTOWN

Catherine McAuley Center
SCRANTON

Center for Independent Living
SOUTH CENTRAL PA

Franklin County Coalition for Progress
FRANKLIN

HACE CDC
PHILADELPHIA

HDC MidAtlantic
LANCASTER

Hill District Consensus Group
PITTSBURGH

Hunger Free PA

League of Women Voters of Erie

League of Women Voters of Philadelphia

Johnstown Housing Authority

Mental Health Association of
Northwestern PA

Parkview Towers
PITTSBURGH

Pennsylvania Health Access Network

Philadelphia Interfaith
Hospitality Network

Rankin/Mon Valley/Pittsburgh Section of
the National Council of Negro Women

Self-Advocates United as 1
GREENVILLE

SELF! LV
ALLENTOWN

Third Street Alliance
EASTON

Uptown Partners
PITTSBURGH

Voices for Independence
ERIE

Westmoreland County Housing Authority

Timeline of Our Work



2020

The Housing Alliance joined Nonprofit VOTE's "Engaging New Voters 2020" initiative as the Pennsylvania state anchor. The PA Votes Initiative brought together 19 partners and increased voter participation by 9 percentage points.

2022

Leading up to the 2022 mid-term elections, the Housing Alliance once again joined Nonprofit VOTE's initiative. This time, we partnered with 15 partners and increased voter participation by 10 percentage points.

2024

Leading up to the 2024 election, the Housing Alliance was invited to participate in a national pilot project and evaluation as a partner of the National Low Income Housing Coalition's "Our Homes, Our Votes" campaign. Our work will be analyzed and evaluated along with partners in four other states to better understand where to focus resources to achieve maximum results in motivating those that are often underrepresented among voters to vote.

Our Work Leading Up to the 2024 Presidential Election

Every election cycle, it is said that this is the most important election of our lifetimes. And it's said every year because it's true every year.

Our democracy is under threat. Pennsylvania's citizens represent a wide range of incomes, cultures, political affiliations, and demographics. Given the importance of Pennsylvania to our national political landscape, we must explore new ways to engage people who have often been left out from voting.

In 2024, we are a partner of the National Low Income Housing Coalition in a national evaluation of voter activities.



Why and How This Work Matters

The PA Votes Initiative, created by the Housing Alliance of Pennsylvania and in partnership with Nonprofit VOTE, demonstrated to low-income individuals and disenfranchised communities that *their voices matter* in elections.

Together we broke down barriers to voting and educated both new voters and our community partners on meaningful civic engagement.

Voting is the ultimate power held by the United States populous. Unfortunately, our democracy has wide gaps in voter participation tied to race, income, age, and disability. When large portions of a community do not vote, their needs, including the basic need of shelter, are often disregarded.

Community organizations can play a significant role in narrowing these participation gaps.

People are more likely to participate when contacted by someone they know.

Voters respond best to other people, especially friends, neighbors, and community-based agencies that are familiar and trusted.

Effective community organizations work hard to develop trusting relationships with the citizens in their communities. It is through these relationships that community organizations can encourage greater civic participation in policy decisions that impact the lives of those in their communities.

SOURCE: <https://www.nonprofitvote.org/wp-content/uploads/2021/10/List-Seven-Tips-on-Getting-Out-the-Vote-2020.pdf>