



***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...



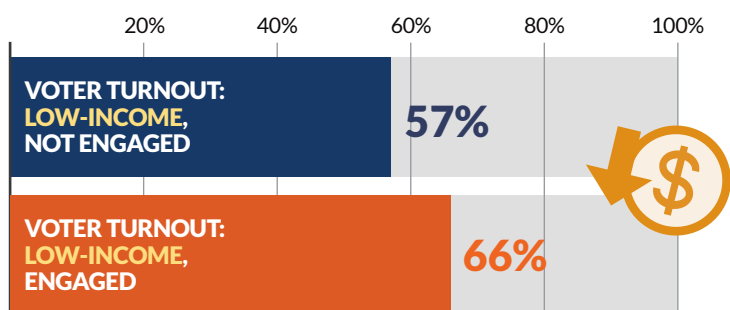
**Housing Alliance  
of Pennsylvania**

# Results of Our Work

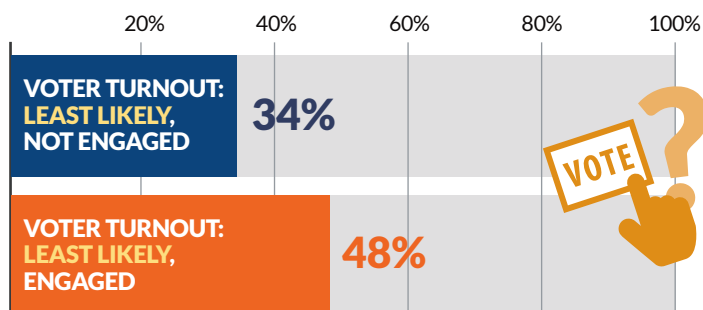
## People engaged are voting at higher rates.

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

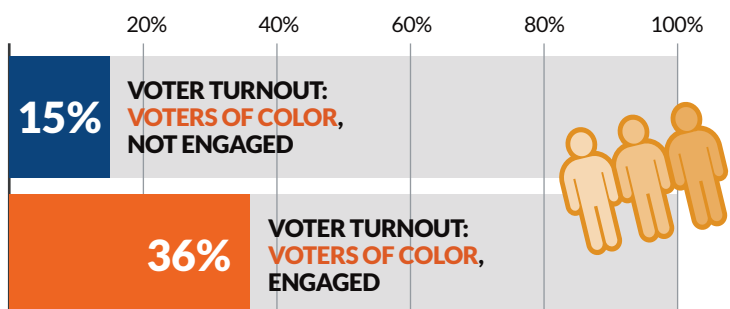
**Low-income voters** engaged by nonprofits saw a **9 percentage point boost** in turnout over comparable low-income voters.



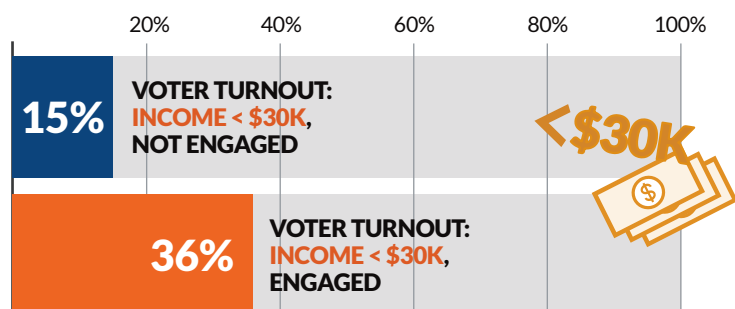
**Among voters least likely to vote**, those engaged saw a **15 percentage point boost** in turnout over comparable unlikely voters.



**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

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**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

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## 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

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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

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**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 State 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>