

Military Families and Affordable Housing

**ABA Foundation Webinar
Wednesday, June 24, 2020
3:00 – 4:00 pm ET**

ABA Staff Point of Contact



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Housekeeping Items

- All lines are muted
- Please use chat feature to ask questions. Specify which speaker your question is directed
- We are recording the webinar
- The recording and slides will be posted in one week at aba.com/housing

Speakers

- **Jennifer Hurwitz**, Ph.D., Deputy Director of Research and Program Evaluation, Military Family Advisory Network (MFAN)
- **Ruth Christopherson**, Senior Vice President, Community Investment and Development, Citi
- **Melissa Murray**, Director, ABA Foundation

Agenda

- Housing and the Military Family
- *Bring Them HOMES* Program for Veteran Families
- ABA/ABA Foundation Resources
- Q&A

Military Family Advisory Network (MFAN)



**Jennifer Hurwitz, Ph.D., Deputy Director of
Research and Program Evaluation**



Our Role & Approach

MFAN provides trusted research for the purpose of improving services and outcomes for modern military families. Our approach leads to data-driven solutions and an expedited problem-to-solution delivery timeline.

CONVENE

Bring together leaders in the military community: nonprofit, military, government services



RESEARCH

Qualitative research studies tell the stories of military families



REPORT

Share research data to inform policy makers and service providers



RESPOND

Create data-informed solutions in the areas of greatest need



Coalitions

MFAN serves military families through convening



Programs

MFAN provides direct support
to military families



MilMapSM



MilCentsSM



MilYouSM



Research Shows

27.4%

of Active Duty families have less than \$500 in savings or no savings at all

49.2%

of Veteran families have less than \$500 in savings or no savings at all

23.5%

have no practical or viable plan of action for seeking assistance in a financial emergency

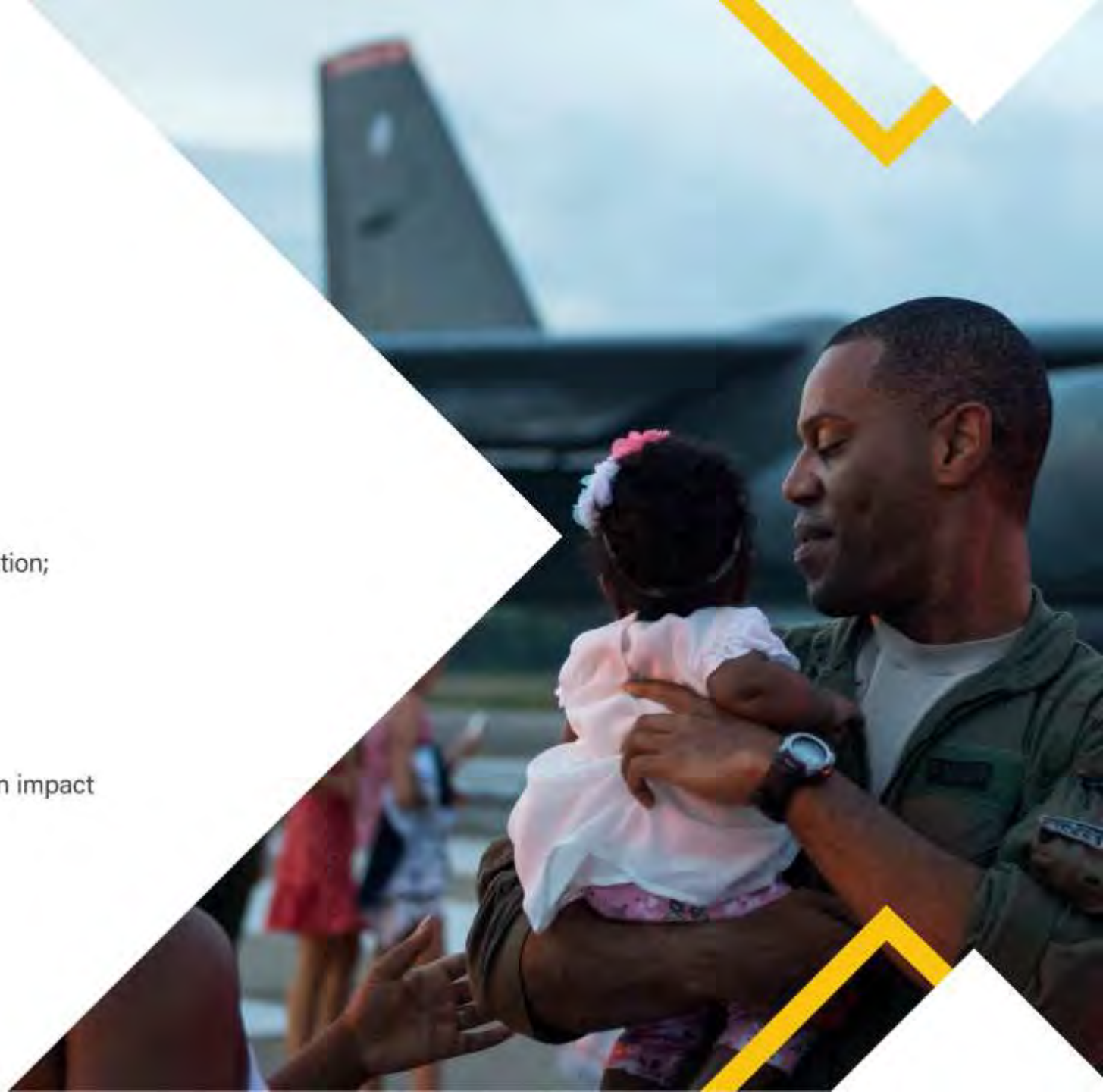
13%

of Active Duty families have experienced food insecurity

Research Shows

Families need help most with:

- + Accurately assessing their current financial situation;
- + Budgeting for expenses and incidentals;
- + Preparing for unanticipated expenses; and
- + Understanding how a location's cost of living can impact your family's bottom line.





MFAN'S Research

Privatized Military Housing

- + Survey fielded in early 2019
- + **16,779**
respondents
- + **498 million**
earned media impressions
- + Research findings contributed to
increasing military families' legal rights
as residents in privatized housing

Top 10 Reasons for Living Off-Installation

2019 Military Family Support Programming Survey

| | 2014 | 2017 | 2019 |
|----|--|--|--|
| 1 | Lack of base housing availability | Lack of base housing availability | Poor conditions in base housing |
| 2 | Affordability | Not right for family | Affordability |
| 3 | Poor conditions in base housing | Affordability | Lack of base housing availability |
| 4 | More privacy | Prefer home ownership | Not the kind of home desired |
| 5 | Convenience | Poor conditions in base housing | Privacy, distance from military |
| 6 | Quality of schools better away from base | Mix with civilian community | Mix with civilian community |
| 7 | Safer than base housing | Quality of schools better away from base | Restrictive rules |
| 8 | Number of pets allowed | Not worth BAH | Quality of schools better away from base |
| 9 | Mix with civilian community | Not the kind of home desired | Previous negative experiences |
| 10 | ADA accessible from base | Locations | Maintenance, housing staff |

Top Reasons for Living On-Installation

| | 2014 | 2017 | 2019 |
|---|------------------------------|-----------------------|-----------------------|
| 1 | Base amenities (convenience) | Affordability | Affordability |
| 2 | Affordability | Base amenities | Base amenities |
| 3 | Security | Location, commute | Location, commute |
| 4 | Camaraderie | Move convenience | Security |
| 5 | Mandated | Mandated | Mandated |
| 6 | Quality of housing | Camaraderie | Move convenience |
| 7 | Availability | Schools, family needs | Schools, family needs |
| 8 | Quality of schools | | Camaraderie |
| 9 | | | Difficult real estate |

2019 Military Family Support Programming Survey

Supporting

Military Families' Housing Needs

The data show us that to address military families' housing needs in a tangible and lasting way, a comprehensive system of support is key.

- + Financial literacy and education programming (like MilCentsSM) that prepares military families to assess their current finances and budget for their future needs.
- + "Deeper dive" research that connects the dots between what we've learned about where military families struggle financially and data-driven solutions to these challenges.
- + Programs and services that assist military families to mitigate the financial impact of repeated moves and changes to housing circumstances.

These efforts are only possible through engagement with partners in industries such as banking that are committed to changing the narrative for military families across the country.





MFAN

**Get in
touch**

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**+ To learn more about
MFAN's research:**

bit.ly/mfansurvey

Bring Them HOMES Program for Veteran Families



**Ruth Christopherson, Senior Vice President,
Community Investment and Development, Citi**

Bring Them HOMES

Affordable and Inclusive Housing for U.S. Veterans

Presented by Ruth Christopherson,
June 2020



Citi Salutes

Our firm-wide commitment to veterans, service members, and their families

Citi Salutes is a company-wide initiative that serves the greater veterans community through career opportunities, collaborating with peer institutions, and partnering with leading veteran service organizations in the areas of employment, financial education, and housing.

Key Initiatives

- [Veterans on Wall Street \(VOWS\)](#)
Dedicated to honoring transitioning service members by facilitating career and business opportunities in the financial services industry.
- [Citi Salutes Affinity Chapters \(formerly known as Military Veterans Network\)](#)
16 employee chapters in the United States and 1 in the United Kingdom.
- [Citi's Military Officer Leadership Program \(MOLP\)](#)
Dedicated 24-month development program within North America Consumer Operations and Technology to identify and support military veteran employees that have high potential for future leadership roles.
- [Money Management: Reconnect](#)
Online financial counseling program to assist military families facing money management difficulties. Since 2013, Reconnect has served over 25,000 service members.
- [Military.com Transition App](#)
A free mobile app by Military.com and Citi to help prepare military families during the military-to-civilian life transition.
- [Bring Them Homes](#)
Transitional, supportive, temporary and permanent housing for veterans and their families. To date, the program has supported the creation of over 5,000 units of affordable housing, including 3,200 specifically for veterans.
- [Columbia Center for Military Transition and Integration](#)
Educational programs and curriculum designed to support veterans that seek higher education, develop the skills to be successful in academia, and obtain meaningful careers.
- [e for education](#)
Campaign engaging foreign exchange clients to raise almost \$2 million for educational charities focused on the children of our nation's heroes.

To learn more, visit: Citi.com/citusalutes



Bring Them Homes

Challenges facing Veterans

- On any given night, **nearly 40,000 veterans** experiencing homelessness sleep on America's streets
- Many suffer from deteriorating health, combat-related disabilities, addictions and other medical problems
- Another **1.4 million veterans** are considered at risk of homelessness.

Meeting the needs of Veterans

- Homeless veterans don't just need a place to live; they need **permanent housing** and **access to support services** like case management and job counseling
- **Launched in 2012** to expand and accelerate creation of affordable, permanent, safe and sustainable homes with supportive services for veterans
- Led by the National Equity Fund
- Citi's investments have led to the creation of more than **75** housing developments, resulting in **over 5,500 units**



Photographs by Gus Powell / Courtesy Lee Marks Fine Art

A large, faded American flag is visible in the background of the slide, with its stars and stripes clearly discernible.

ABA and ABA Foundation Affordable Housing Resources



ABA Foundation

[ABOUT THE FOUNDATION](#)[THE SPIRIT OF BANKING](#)[FINANCIAL EDUCATION PROGRAMS](#)[Financial Education Webinars](#)[Financial Literacy Programs](#)[Housing](#)[COMMUNITY DEVELOPMENT TOURS](#)[COMMUNITY COMMITMENT AWARDS](#)

The ABA Foundation is committed to revitalizing neighborhoods and communities throughout the United States. We partner with banks from all different asset classes to cultivate growth and develop thriving economies. As part of our mission, the Foundation works to elevate and support issues around affordable housing and community development. This webpage is designed to equip bankers with the tools and resources to invest in affordable housing on a local level throughout the year.

Each June, the ABA and the ABA Foundation celebrate [American Housing Month](#). For information on consumer related tip sheets that banks may use, visit [COVID-19 Housing Relief Options](#).

Banker Tools

The following resources provide information to help banks support affordable housing efforts in their communities.

- [America's Housing Challenge Infographic](#) – an ABA Foundation document that illustrates the affordable housing challenges in America.
- [Become an FHA Approved Lender](#) – A U.S. Housing and Urban Development website that provides information on how banks can become approved to serve as Federal Housing Administration (FHA) lenders.
- [Connect with a NeighborWorks Housing Partner](#) – NeighborWorks comprises a network of nonprofit organizations deeply committed to affordable housing and community development.
- [FDIC Mortgage Lending Center](#) – a Federal Deposit Insurance Company (FDIC) resource to help community banks initiate affordable mortgage lending.
- [Local Housing Solutions Resource Center](#) – a collection of materials jointly created by the Abt Associates and the NYU Furman Center to help communities develop comprehensive and balanced local housing strategies to

American Housing Month

ABA and the ABA Foundation celebrate June as American Housing Month to highlight America's Banks' commitment to helping customers reach their housing goals. This month and all year round, that commitment goes beyond lending to include offering assistance for people struggling to pay for their home and educating consumers on their housing options.

Consumer Resources on Money Management

Find FAQs and more to help people of all ages manage their financial health, weather any crisis, protect against fraud, and access coronavirus housing relief.

[VIEW CONSUMER RESOURCES >](#)

Banker Resources from ABA Foundation

Tools, information, and helpful links to help banks educate consumers on their affordable housing options in June and all year long.

[VIEW TOOLS >](#)

Mortgage & Home Finance Latest

Information on issues and regulations affecting the housing market, including current unrelated news and helpful links from federal housing agencies and ABA.

ABA Endorsed Housing Solutions

Mortgage-related products and services endorsed by ABA designed to help banks serve their customers and reach new ones.

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