

## Silicon Valley's Housing Industry Foundation Expands Outreach to Help Needy Families

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Milpitas, CA (PRWEB) June 12, 2009 -- Silicon Valley's "helping hand to prevent homelessness" is urgently expanding its community outreach program. Since 1989, the not-for-profit Housing Industry Foundation (HIF) has helped over 10,000 needy households with emergency assistance in San Mateo and Santa Clara counties. In collaboration with a network of community agencies, HIF pays housing expenses of up to \$1,000 for low-income individuals and families threatened with homelessness or uninhabitable conditions. Facing a recession-driven increase in requests for help, HIF has been seeking new ways to raise funds. HIF is launching a new outreach program to expand its donor participation to the general public, who have joined the organization through social media. Social networks, such as Facebook and LinkedIn, are reshaping charitable activities across the country.

Founded by the local apartment industry, HIF has traditionally been mostly funded by corporate donors such as apartment owners, builders, realtors, mortgage bankers, accountants, attorneys, insurance companies and other related businesses.

HIF's assistance to families-in-need may be used for a variety of housing expenses, including rent, mortgage, utilities and security deposits. The situation must be due to a recent unforeseen emergency, and the recipient must demonstrate their ability to meet future expenses once the grant is received.

To demonstrate how HIF works, Meta Ware, Development Director of HIF cited a recent case study of a single mother with two children. The client lost her job, then tragically learned that she had cancer. Unable to work, she has been living with friends and relatives. Both of her daughters are in high school and getting excellent grades, despite these difficulties. With assistance from HIF and other coordinating agencies, this family found a stable living situation. The client's cancer is now in remission and she is working with the One Stop Center to find employment. She received a Section 8 voucher and has found an apartment.

"In addition to our generous corporate donors, we now have a lot of requests from individuals who wish to get involved in HIF," says Ware. "We see the need of families faced with eviction or similar situations, often due to circumstances beyond their control. We are introducing micro-giving through our own website ([www.hifinfo.org](http://www.hifinfo.org)) and through Facebook to help families in need. Donors can give even small gifts, starting at \$20, to help."

HIF is also introducing a new suite of fundraising ideas to its multifamily apartment partners. Apartment properties will be given tools to host fundraising events or notify their residents how they can join HIF's charitable efforts. And, HIF is continuing its VIP program that allows donors to underwrite a \$1,000 grant to help a specific family.

"We are so appreciative of the community's support," says Ware. "We are trying to provide a range of solutions both for the families we assist, and for the donors who make our efforts possible."

HIF is a tax exempt charity under section 501(c)(3) of the Internal Revenue code, Tax ID #94-3100671. HIF's mission is to help individuals and families either remain in or return to stable housing and to assist with special housing projects or renovations in San Mateo and Santa Clara Counties. In addition, HIF supports efforts to identify long term solutions to the lack of affordable housing in our community.

For more information about HIF, please contact 408-935-9202, [www.hifinfo.org](http://www.hifinfo.org) or the Facebook group, "Housing Industry Foundation (Silicon Valley)".