



HOME BASE

Coming together to keep people in their homes

Home Base

BACKGROUND

Did you know that eviction is the leading cause of homelessness?

For many low-income renters, the combination of scarce resources and high rent means no flexibility when facing an emergency. What's more, Washington allows landlords to file evictions in *as little as 3 days* after rent is due. To make matters worse, people of color and women face eviction disproportionately in Seattle.

But there is good news on the horizon. Building on United Way's ending homelessness work (check out our [Streets to Home](#) and [Jobs Connects](#) programs), we are launching a new program called Home Base in partnership with the King County Bar Association and the Seattle Mariners.

Home Base is a program that keeps people facing eviction in their homes by:

- Providing legal services through the King County Bar Association's volunteer attorney program, Housing Justice Project.
- Making flexible funds available to clients to pay the back rent causing the eviction.
- Offering the guidance of a caseworker to prevent the person or family from facing eviction again.

When people have access to emergency funds and representation, we all win—tenants stay in their homes, landlords receive their due and there are fewer people living on the streets.

OPPORTUNITY

We know that stopping the pipeline into homelessness is critical to fighting our community's current crisis. The Seattle Mariners have made a catalyst gift (\$3 million) that combines emergency funds to bring tenants up to date with the volunteer power of the King County Bar Association to represent them. With your support, we can help families avert crisis and stay in their homes by scaling this program to serve over 4,000 people.

SPONSORSHIP BENEFIT	TITLE \$100,000	PREMIER \$50,000	ALL-HANDS \$25,000	CONTRIBUTING \$10,000
Company acknowledgement in United Way blog post highlighting the program	✓			
Company name featured in Community Resource Exchange press release	✓	✓		
Social media shoutouts	✓	✓	✓	
Company name featured on www.uwkc.org (18,000 unique website visitors monthly)	✓	✓	✓	✓

For more information on this or any investment opportunity, please contact your Corporate Relations Officer or Andrea Anderson at 206.461.3201 or aanderson@uwkc.org.

HOME BASE prevents low-income renters facing eviction from falling into homelessness. This program offers companies a wide range of partnership opportunities:

INVESTMENT IMPACT

- Expand the reach of Home Base by helping us scale the program to \$12 million.
- Use your company's influence to encourage other employers to invest in this program.
- Help us reach our goal of reducing the number of unsheltered people by 50%.

EMPLOYEE ENGAGEMENT

- Commit to a volunteer experience or a series of volunteer events over the course of a year with your team.
- Plan education for your staff (i.e. Lunch & Learns) to engage them in these solutions.

BRAND LIFT

- By sponsoring Home Base, you signal to the community that your company is committed to helping end the homelessness crisis in King County.
- Co-brand marketing activities promoting Home Base and your sponsorship in your community or corporate footprint.



United Way of King County