

United Lift 2021

UNITED LIFT'S COLLECTIVE IMPACT AS OF DECEMBER 2021:



15,000+
households
assisted



\$9,700
average disbursed
per household



\$115 Million+
disbursed in total to Riverside
County renter households



600
rough amount of
applications received
per week



45 days
average processing
time per application



41%
of current cumulative
funding allocated to
the Riverside County
disbursed

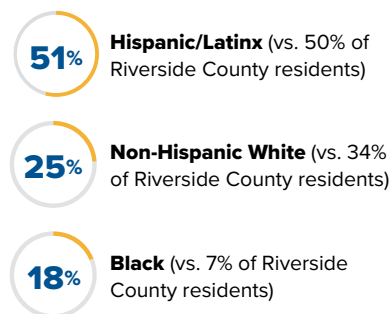
United Lift, Riverside County's emergency COVID-19 rental assistance program, was launched June 2020 with an allocation of local CARES Act funding. Since then, the program has continued to assist Riverside County renters impacted by the pandemic using federal and state Emergency Rental Assistance (ERA) funding. The program is in partnership between Riverside County, Lift to Rise, and Inland SoCal United Way.

In March of 2021, we added an eviction prevention arm to strengthen our efforts to prevent housing displacement and homelessness. This service provides more intensive landlord/tenant mediation, eviction court diversion, and expanded tenant education/counseling.

WHAT WE LEARNED:

Though some rental assistance programs have struggled to reach residents of color, United Lift's mutual aid approach is ensuring that those most affected by the pandemic are able to access assistance, even if they are part of hard-to-reach populations.

With ERAP funding alone, United Lift reached the following demographics from March 2021 through October 2021:



ERAP application data underscores the need for more affordable housing in the region.



HOW WE REACH:

We were able to connect some of the hardest to reach residents with rental assistance by meeting people where they are. **Our outreach included:**

- A bilingual English/Spanish informative website
- Mobile in-person pop-ups application sites in a wide variety of locations to overcome digital barriers advertised in English, Spanish and Purepecha—about 1 out of 10 applicants applied in person
- Property pop-ups held in coordination with landlords and complex managers helped reach residents who were already eligible
- Spanish language radio ads
- Targeted digital and social media ads
- Direct SMS campaign to renters who were income-eligible
- Bilingual billboards
- Providing print and online materials to coalitional organizations around the

LOOKING FORWARD:

The coronavirus pandemic made clear the deep housing insecurity in the region, and brought to light the need for sustained movement to dramatically increase the amount of affordable housing in the region.

That's why we're working with 50+ local and national partners to execute We Lift: the Coachella Valley's Housing Catalyst Fund. The fund will catalyze the production of affordable housing developments and ultimately reduce the number of housing burdened residents by 30% through the creation of 10,000 units of affordable rental housing by 2028.