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## CONSIDER THE PERSON CAMPAIGN OVERVIEW

The **Consider the Person Campaign** is focused on changing the hearts and minds of landlords and communities about participants in the Housing Choice Voucher Program (formerly known as Section 8), so that participants may live in any neighborhood they choose.

Too often, housing choice voucher holders are seen as being poor, uneducated and disruptive to the community. Nothing could be further from the truth. Housing choice voucher holders want to live in and contribute to a thriving community, just like anyone else. Nearly half of the holders are elderly or disabled, and most of holders who can work full-time jobs.

The Consider the Person Campaign is focused on three specific goals:

- To positively influence perceptions of the Housing Choice Voucher program participants
- To increase utilization of vouchers by renters in their communities of choice
- To increase participation from independent landlords and managed multi-family communities

The Consider the Person Campaign is a project of Community Development Maryland, and is funded through a demonstration grant from the [Opportunity Collaborative](#).

### NATIONAL HOUSING VOUCHER PROGRAM FACTS

- The Housing Choice Voucher program assists more than two million American families.
- Elderly or disabled households make up nearly half (49 percent) of all voucher households, a significant increase over the past decade.
- Three-fourths of the voucher households that are not elderly or disabled either work or participate in other programs that have work requirements.
- Households use voucher assistance longer if they live in a higher-cost rental market.
- Nationally, the number of housing vouchers has risen by approximately 40 percent in the past 10 years, primarily due to shifts in how federal rental subsidy programs.
- Nearly two-thirds (66 percent) of non-elderly, non-disabled households worked in 2010 or 2009.
- The median annual earnings for working households with vouchers was \$15,600, only slightly more than the pay from full-time, year-round minimum-wage work.

### MARYLAND HOUSING VOUCHER PROGRAM FACTS

- Approximately 45,000 families receive voucher assistance in Maryland
- Average annual income is \$15,810
- 37% of families have wages
- 58% of families receive SSI/Social Security or pension income
- The average contribution by a family for rent and utilities is \$366
- Maryland is one of the most expensive states in the country, requiring workers to earn a minimum of \$24.47/hour to afford a two-bedroom unit at Fair Market Rent.
- At minimum wage, Maryland workers need to work 135 hours per week to afford a two-bedroom unit at Fair Market Rent, without paying more than 30 percent of their income.

### Other Resources:

[HUD's Housing Choice Voucher Fact Sheet](#)  
[Maryland Department of Housing & Community Development](#)  
[Center for Budget and Policy Priorities](#)  
[National Low Income Housing Coalition](#)