




Home Equals: YEAR 1



“ As we strive to address the global housing crisis, Habitat for Humanity recognizes that scaling sustainable impact means doing more than building homes. Now is the time for advanced and deeper action. Through the Home Equals campaign, we are working to improve policies and systems at the local, national, regional and global levels to secure safe, adequate housing for the over 1 billion people living in informal settlements worldwide.

Together with communities and our partners, we’re proving that putting people first isn’t just progress — it’s the foundation for transformational change.

Patrick Canagasingham 
Chief Operating Officer,
Habitat for Humanity International

adequate housing for people living in informal settlements =

direct benefits of up to:

4%
increase in life expectancy globally

28%
increase in years of schooling nationally

10.5%
increase in economic growth in some countries

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1.1 billion*

That's the staggering count of individuals living in slums and informal settlements worldwide who are not treated as equals. Unfortunately, this figure continues to rise. These individuals live in homes with inadequate access to clean water and sanitation. They lack land rights and are the most vulnerable to climate change.

Despite these hardships, people living in informal settlements demonstrate remarkable resilience and determination. They continue to organize and lead community improvements, but comprehensive change requires collective action.

The Home Equals campaign bolsters existing efforts by uniting communities, governments and partners to champion systemic change that promotes improved living standards. Together, we are enhancing health and education, building climate resilience, and fostering inclusive economic growth for all.

*that's enough people standing shoulder to shoulder to wrap around the world almost **14 times**



Home Equals

A five-year global advocacy campaign.

GOAL:

Advance policies and systems to ensure that 15 million people living in informal settlements have increased equitable access to adequate housing.

VISION:

A more equitable world where people living in informal settlements have a safe and secure place to call home.

Home Equals influences policies and systems that improve and promote ...



Empowered participation

An inclusive stakeholder process incorporates the priorities, needs, experiences and voices of individuals and their communities.



Basic services

Providing basic services, when developed in an inclusive and integrated manner, helps reduce social inequalities.



Climate resilience

Adaptation measures reduce vulnerability to climate-related hazards, ensuring families' and communities' stability, security and resilience.



Secure tenure

With the security of tenure, people are more likely to invest in their homes, families and communities.

Home Equals global gains

Our work is helping to secure safe, adequate housing for people living in informal settlements worldwide.

US\$1.2 billion

in public funding allocated for adequate housing.

50 local and national policy successes

influenced by Habitat organizations.

US\$2.6 million

granted to local and national campaign initiatives.

LATIN AMERICA AND THE CARIBBEAN

EUROPE AND MIDDLE EAST

AFRICA

ASIA AND THE PACIFIC

46 Habitat organizations

participating in the campaign.

2.8 million people

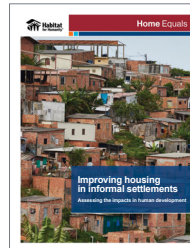
gained improved access to adequate housing.

Launch look-back

Home Equals launched on May 15, 2023.

1,600+
publications

covered the launch.



A first-of-its-kind report, *Improving Housing in Informal Settlements: Assessing the Impacts of Human Development*, was released by Habitat for Humanity International and the International Institute for Environment and Development, modeling the economic, health and education benefits of housing improvements in informal settlements.

2,000+ views

were recorded for a **video** that showcases the innovation within informal settlements despite significant structural barriers.

35 countries

were already participating in the campaign at the time of launch.



Local launch: Home is where the art is

When **Habitat Cambodia** launched the Home Equals campaign in Battambang City, community members living in informal settlements collaborated with local artists to create four murals expressing their housing aspirations. The murals were unveiled at a community event attended by local leaders and NGO partners. Habitat Cambodia continues to use the launch's momentum to advocate for improved housing conditions.

Around the world with Home Equals

Asia-Pacific Urban Dialogues

Urban Dialogues were held in Bangladesh, Cambodia, India, Indonesia, Nepal and the Philippines with multisector stakeholders to address declining living conditions in urban settlements. Habitat organizations in each of these countries leveraged the platform to advocate for improved access to adequate housing in informal settlements by producing **urban housing policy briefs** that were shared with policymakers.



Clinton Global Initiative Commitment to Action

At a meeting of global leaders, including former U.S. President Bill Clinton, Habitat for Humanity International announced a commitment to help 15 million people in slums and other informal settlements gain access to adequate housing by 2028 through the Home Equals campaign.

What Home Equals to Me

Taking advantage of the U.N.-coined month of "Urban October," Habitat for Humanity launched a global social media activation, What Home Equals to Me, to advocate for equitable access to housing in informal settlements. Over half our network participated, along with the general public and campaign endorsers, reaching over 1.1 million people.



COP28: Climate Change Conference

Habitat for Humanity urged conference delegates to address the housing challenges exacerbated by climate change, mainly affecting residents of slums and informal settlements. Along with peers, Habitat hosted a side event to explore policy, practice and finance solutions to advance access to climate-resilient housing.



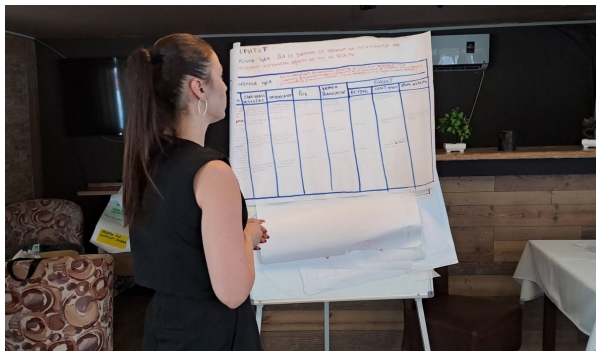
Local advocacy: Empowered participation



From exclusion to empowerment in North Macedonia

Habitat Macedonia is partnering with Roma communities, the largest disadvantaged minority ethnic group in Europe. These communities face severe housing deprivation due to exclusionary practices and limited access to public housing. Alongside local leadership groups, **Habitat Macedonia advocated for the enhancement of a citizen resource center in Shuto Orizari, a municipality home to 20,000 Roma.**

The local government committed over US\$140,000 to expand the resource center, which will help equip residents with the skills to participate in local and national-level decision-making processes. The center also aims to foster more effective, sustainable and non-segregated housing programs and improve cooperation between citizens and local governments, contributing to the long-term social and economic inclusion of Roma.



Navigating urban growth in the Sula Valley in Honduras

Habitat Honduras has focused its advocacy efforts on the Sula Valley, where a significant number of marginalized families live in inadequate, informal housing. To mobilize civil society organizations and strengthen community leadership, Habitat Honduras helped establish 20 municipal housing commissions, which are essential platforms for discussing housing issues and empowering communities to advocate for improved living conditions.

In partnership with community members, Habitat Honduras successfully influenced the review and update of housing policies in 15 municipalities. The revisions are expected to benefit over 30,000 people living in urban informal settlements. Additionally, **US\$1.2 million in public funding was unlocked to support the policy adjustments** that address housing needs and ensure that the voices of the most affected communities are heard and their needs are met.



Local advocacy: Reliable and sustainable basic services

Transforming Kanyama: Zambia's slum upgrading initiative

Nearly half of Zambia's urban population resides in slums, which often have limited access to clean water and proper solid waste management. As a result, people living in densely populated informal settlements are more susceptible to waterborne diseases like cholera. The latest cholera outbreak, which began in October 2023, underscored the urgent need for improved water, sanitation and hygiene, or WASH, services.

Habitat Zambia's advocacy efforts were instrumental in the national government's decision to launch a slum upgrading program, starting in Kanyama, Zambia's largest informal settlement. The initiative improves access to basic services such as roads, drainage and clean water. Alongside other civil society organizations, Habitat Zambia now serves on a technical committee guiding the upgrading efforts and provides input on the mapping and layout planning for the WASH infrastructure.

Improved access to reliable and sustainable WASH services safeguards vulnerable families living in informal settlements by preventing future outbreaks of deadly diseases and enhancing overall quality of life and community well-being.



Kanyama slum upgrading plan

5 years

of implementation (2024-29).

550,000+

inhabitants expected to benefit.

US\$12.4 million

allocated by the government for year one.



Local advocacy: Resilience to climate change

From devastation to determination in Malawi

Tropical cyclones are increasing in frequency and intensity, posing a major threat to those living in disaster-prone areas in Malawi. Recognizing this critical gap, Habitat Malawi played a key role in championing a national disaster risk management law that has the potential to impact more than 659,000 people.

Cyclone Freddy in February 2023 brought deadly flooding, claimed over 1,000 lives, and displaced 500,000 people from their homes, underscoring the pressing need for the new bill. Enacted in June 2023, **the new law establishes safer housing construction guidelines, creates a trust fund to finance disaster risk and recovery activities, and ensures a strong coordination structure for disaster risk management.** Habitat Malawi continues to engage the government to track the implementation of the bill.

Safe at home in the Philippines

Seventy percent of cities in the Philippines are located along coasts where many people reside in slums and informal settlements, which are highly vulnerable to climate disasters.

Since 2019, Habitat Philippines and the Hilti Foundation have partnered to build disaster-resilient housing units in Negros Occidental, a province home to over 166,000 informal settlers. Together, through the Negros

Occidental Impact 2025 housing program, they construct innovative and sustainable homes using frames made of bamboo and cement.

For Nilda, a 47-year-old mother forced to relocate because of previous disasters, the survival of her new home during Typhoon Odette in 2021 was life-changing. “We are comfortable now, knowing that we are safe,” she says. “Our house structure is good, and it didn’t get damaged. We feel safe here.”

To ensure more families like Nilda’s can find safety and stability in their homes, **Habitat Philippines successfully advocated for US\$1.4 million** from the 2024 national budget to support the construction of 203 climate-resilient houses in Negros Occidental.



Local advocacy: Tenure security

‘My House, My Life’ social housing returns in Brazil

The housing crisis in Brazil, deeply rooted in systemic inequalities linked to class, race and gender, impacts nearly 25 million households. In 2021, despite the country’s severe shortage of affordable housing, the national government dismantled the primary social housing program and slashed funding for low-income housing construction by 98%.

Fortunately, in 2023, a new federal administration committed to housing and participatory processes took office. In collaboration with civil society organizations, Habitat Brazil successfully advocated for the reinstatement of the national social housing program, “My House, My Life.”

The initiative is expected to benefit over over 197,600 people of Brazil’s most vulnerable populations, including domestic violence survivors and families affected by forced evictions or climate-induced disasters. Since its relaunch, the government has allocated \$US1.1 billion to construct new affordable housing units and improve existing housing for families in informal settlements.

By increasing access to land tenure security, the program fosters a sense of stability for people who have long been marginalized and lived in fear of eviction, improving their health and well-being, their economic prospects, and education opportunities for their children.



Thank you

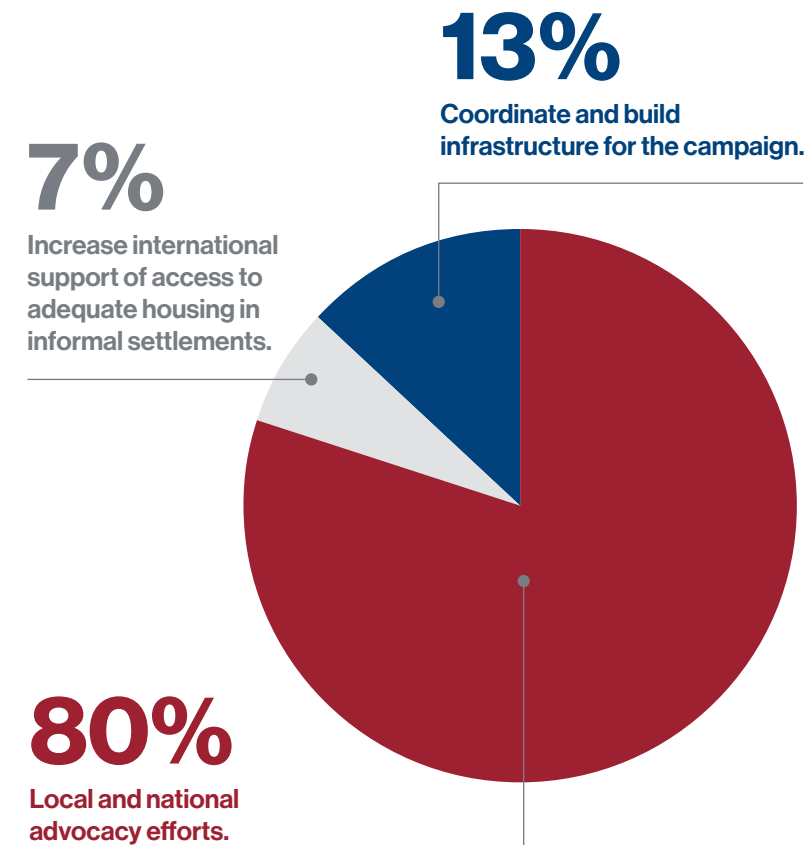
We greatly appreciate our campaign collaborators' unwavering partnership, engagement and support. The Home Equals campaign would not be possible without their commitment to improving living conditions in slums and other informal settlements.

Campaign endorsers

Policy advocacy is more impactful when we work in collaboration with others. Endorsers of Home Equals work with Habitat for Humanity to influence policies and systems at all levels to support the campaign's goal.



How Home Equals funds were used.



Donors

We are grateful to the following organizations and individuals worldwide whose financial support has fueled Home Equals' mission.

- BMZ (German Federal Ministry for Economic Cooperation and Development)
- Comic Relief
- Dotson Family Fund
- Etex
- Fonds van Zanten
- Harlan Stone
- Liz and Frank Blake
- Procter & Gamble
- Techtronic Industries Co. Ltd.
- Turner & Townsend Pte Limited
- Wesco International, Inc.

Tithe partners

Since 1982, Habitat for Humanity's tithe program has helped fund our global network so that more families can access affordable housing. The following U.S. affiliates and affiliate support organizations tithed on their unrestricted revenue to support Home Equals.

- Asheville Area Habitat for Humanity, North Carolina
- Austin Habitat for Humanity, Texas
- Cheboygan County Habitat for Humanity, Michigan
- Chipola Area Habitat for Humanity, Florida
- Dallas Area Habitat for Humanity, Texas
- DuPage and Chicago South Suburbs Habitat for Humanity
- Golden Crescent Habitat for Humanity, Texas
- Greater Charlottesville Habitat for Humanity, Virginia
- Greater Des Moines Habitat for Humanity, Iowa
- Greater Rochester Habitat for Humanity, New York
- Habitat for Humanity Greater Boston, Massachusetts
- Habitat for Humanity Greater San Francisco, California
- Habitat for Humanity Kansas
- Habitat for Humanity MetroWest-Greater Worcester, Massachusetts
- Habitat for Humanity of Broward, Florida
- Habitat for Humanity of Greater Cincinnati, Ohio
- Habitat for Humanity of Greater Memphis, Tennessee



- Habitat for Humanity of Greater Pittsburgh, Pennsylvania
- Habitat for Humanity of Lincoln County, Oregon
- Habitat for Humanity of Long Island, New York
- Habitat for Humanity of Metro Denver, Colorado
- Habitat for Humanity of Oregon
- Habitat for Humanity of the Sandhills, North Carolina
- Habitat for Humanity of Washington, D.C., and Northern Virginia
- Habitat for Humanity Orange County, North Carolina
- Habitat for Humanity Susquehanna, Maryland
- Habitat for Humanity Texas
- Habitat for Humanity Williamson-Maury, Tennessee
- Houston Habitat for Humanity, Texas
- Loudon County Habitat for Humanity, Tennessee
- Milwaukee Habitat for Humanity, Wisconsin
- Richmond Metropolitan Habitat for Humanity, Virginia
- St. Croix Valley Habitat for Humanity, Wisconsin



Home equals health.
Home equals safety and security.
Home equals opportunity for a better future.



285 Peachtree Center Ave. NE, Suite 2700, Atlanta, GA 30303-1220 USA
322 W. Lamar St., Americus, GA 31709-3543 USA
(800) 422-4828 fax (229) 928-8811
homeequals@habitat.org habitat.org/homeequals

Government Relations and Advocacy: 1310 L St. NW, Suite 350, Washington, DC 20005-4595 USA