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ADOH LAUNCHES HOMEOWNER ASSISTANCE FUND AWARENESS CAMPAIGN

****New multimedia outreach will focus on struggling low-income homeowners in rural Arizona****

PHOENIX, AZ – The Arizona Department of Housing (ADOH) today launched an advertising campaign to spread the word that financial help is available to struggling Arizona homeowners through the state's Homeowner Assistance Fund (HAF). The print, radio, digital, and social media ads, in English and Spanish, will concentrate in rural Arizona and encourage homeowners facing foreclosure to apply for assistance.

"The HAF is open to eligible homeowners statewide and the word has spread in many urban areas about the program," ADOH Director Tom Simplot said. "This ad campaign aims to reach those rural communities where there may be low-income homeowners in need and there are limited other resources available to keep them in their homes."

From the federal American Rescue Plan Act, Arizona was awarded \$197 million to create the HAF and distribute funds on behalf of [eligible](#) Arizona homeowners who are in arrears on their mortgages, utilities, taxes, insurance, internet services, and HOA fees. ADOH can make up to \$25,000 in relief payments to those servicers for homeowners who've experienced a [financial hardship](#) due to COVID-19. Over the next several weeks, ADOH will use the ad campaign to increase awareness of an already-successful program.

"We began accepting applications in November 2021 while we waited for the United States Treasury to approve our plan and provide the \$197 million in funding; that took place earlier this month," Simplot said. "Since then, we've made nearly \$600,000 in payments to utility and mortgage servicers, bringing homeowners current and keeping them in their homes, but it's only the beginning, we must reach more people in need."

All elements of the ad campaign will encourage homeowners to apply on the HAF [website](#) which includes a checklist to easily determine eligibility plus a dashboard showing the total number of applications received and approved, the amount of assistance paid-to-date, and applications/assistance by county.

"We don't want struggling homeowners to end up in foreclosure, we want them to keep a roof over their heads," Simplot said. "It's imperative homeowners act now and apply while funding lasts. This ad campaign ensures we reach as many struggling homeowners as possible regarding this crucial assistance."

Click for examples of PRINT ads in [English](#) and [Spanish](#) and RADIO ads in [English](#) and [Spanish](#).

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About the Arizona Department of Housing (ADOH)

Established in 2002, we administer programs to create, preserve, and invest in affordable housing statewide. ADOH does not own or build housing; we manage programs that convey funding to private and government entities that apply and meet criteria developed by state/federal law. ADOH receives no state General Fund appropriation and most programs are federally-funded.