Arizona Housing Coalition



2027

Media Kit

History

In the early 1990s, organizations seeking to end homelessness decided to work together to combine knowledge and speak in a unified voice to bring more solutions to those who were impacted by homelessness. Over time, these organizations also focused on bringing more affordable housing to Arizona in an attempt to amplify their efforts. **Now, the Arizona Housing Coalition is the largest statewide organization advocating for housing stability and homelessness solutions.** More than 300 member organizations, national partners, and dedicated advocates all work together to provide every Arizonan with a safe, affordable place to call home.

Mission

As a collaborative leader in Arizona's housing landscape, we engage policymakers, service providers, and community members to shape our research, policy, education, and advocacy—advancing solutions across the full spectrum, from street homelessness to stable homeownership.

Pillars

- **EDUCATE:** Housing and homelessness services are constantly evolving with policy and industry changes. To meet the changing needs of our members and other partners, we provide education and networking opportunities, in addition to our Annual Conference.
- **ADVOCATE:** We champion funding for affordable housing development and resources that address homelessness and housing instability. We keep our more than 350 organizational members informed about important policy and regulatory changes, as well as bills of relevance at the state and national level.
- **COORDINATE:** We coordinate efforts to increase the supply of affordable homes and build capacity among service providers. We are the proud home of the Arizona Veterans StandDown Alliance, and we convene working groups around issues like housing counseling and data integration.

Members

With a membership of 300+ organizations and growing, we're a force to be reckoned with from the southern tip of the Sonoran Desert to the northern rim of the Grand Canyon.

Some of our members include:

- AARP Arizona
- Arizona Behavioral Health Corporation
- Arizona Department of Housing
- Arizona Food Banks Association
- Bank of America
- Central Arizona Shelter Services
- City of Phoenix
- Corporation for Supportive Housing
- Flagstaff Shelter Services
- Habitat for Humanity
- Home Matters to Arizona
- Maricopa Association of Governments
- National Equity Fund
- Northern Arizona Council of Governments
- Pima County Community Land Trust
- Save the Family
- Scottsdale Realtors
- Southwest Fair Housing Council
- Tribal Homeownership Coalition of the Southwest
- Urban Land Institute
- Zillow Group



We are long-standing members of the Arizona Housing Coalition and consider our membership a must! Membership allows us to become more knowledgeable about statewide housing issues and resources, while providing the opportunity to replicate successful programs in our area. We also have the opportunity to network and meet experts in the affordable housing industry. Those connections are invaluable to our organization.

Devonna McLaughlin
CEO, Housing Solutions of Northern Arizona

Leadership

- Bismark Annor, Chief Financial Officer
- Austin Bates, Public Policy Analyst
- Dawn Henry, Director of Programs
- Madeleine Lovett, Director of Marketing & Communications
- Sylvia Waynick, Director of Membership & Corporate Development

Executive Director

As the Executive Director, Nicole Newhouse leads strategic efforts to increase the stock of attainable housing and end homelessness across the state. With a visionary approach and a strong background in organizational transformation, Nicole works to broaden coalition membership and strengthen relationships with key stakeholders. She is a proud wife, mom, voracious reader, NCSU Poli Sci and Business alumna, Notre Dame and NY Giants fan, and lover of camping.

Board of Directors

The Arizona Housing Coalition is led by its volunteer Board of Directors, a group of experts within their respective fields covering a wide range of talent from the private, public, and nonprofit sectors across the state.

- Gabriel Jaramillo, Chair (Vitalyst Health Foundation)
- Owen Metz, Vice-Chair (Dominium)
- Ross Schaefer, Treasurer (Flagstaff Shelter Services)
- Herb Jackson, Secretary (Greater PHX Urban League)
- Chris Groninger, Member (Arizona Bar Foundation)
- Michelle Jameson, Member (U.S.VETS Phoenix)
- Ethan Knowlden, Member (Retired Attorney)
- Gina Montes, Member (City of Phoenix)
- Jennifer Page, Member (Mercy Care)
- Sebastian Porchini, Member (PNC Bank)
- Christian Solorio, Member (Welcoming Neighbors Network)
- Alesia Stanley, Member (USDA Rural Development)
- Jason Thorpe, Member (Old Pueblo Community Services)
- Terrance Watkins, Member (Catholic Community Services of Southern Arizona)
- Andre Whittington, Member (Growth Partners Arizona)

Brand Standards

Each aspect of our tagline, **Speaking Up for Home and Hope**, is aspirational.

- Speaking Up: We aspire to be the leading, unified voice for housing and of the homeless communities in Arizona.
- Home: Every individual and family needs a place to call home.
- Hope: An individual or family who has lost their home may have lost hope. As an organization, we represent hope for the hopeless, a better future, and a reality where homelessness is a memory.

Acronym Use: After the official name is referenced in any document or conversation, it is permissible to refer to the organization as "AZHC."

Colloquial Use: After the official name is referenced in any document or conversation, it is permissible to refer to the organization as "the Coalition."

Logos: Please reach out the Coalition's Director of Marketing & Communications, Madeleine Lovett, to obtain any needed logo files.

Primary Identity Colors

#0057B8 #E35205 #F2A900 #6D6E71

Identity Typography

Aptifer Slab LT Pro
Aptifer Sans LT Pro
Bitter
PT Sans



Social Media

The Arizona Housing Coalition has six active accounts across four social media platforms, two of which are dedicated entirely to the Arizona Veterans StandDown Alliance (AVSA), a program of AZHC that connects veterans and their families who are experiencing housing instability to housing and supportive services.

Facebook (AZHC)

- Reach: 32,500+
- Engagement: 1,800+
- Total Followers: 5,300+

Facebook (AVSA)

- Reach: 16,300+
- Engagement: 1,300+
- Total Followers: 3,500+

Instagram (AZHC)

- Reach: 8,800+
- Engagement: 1,800+
- Total Followers: 2,100+

Instagram (AVSA)

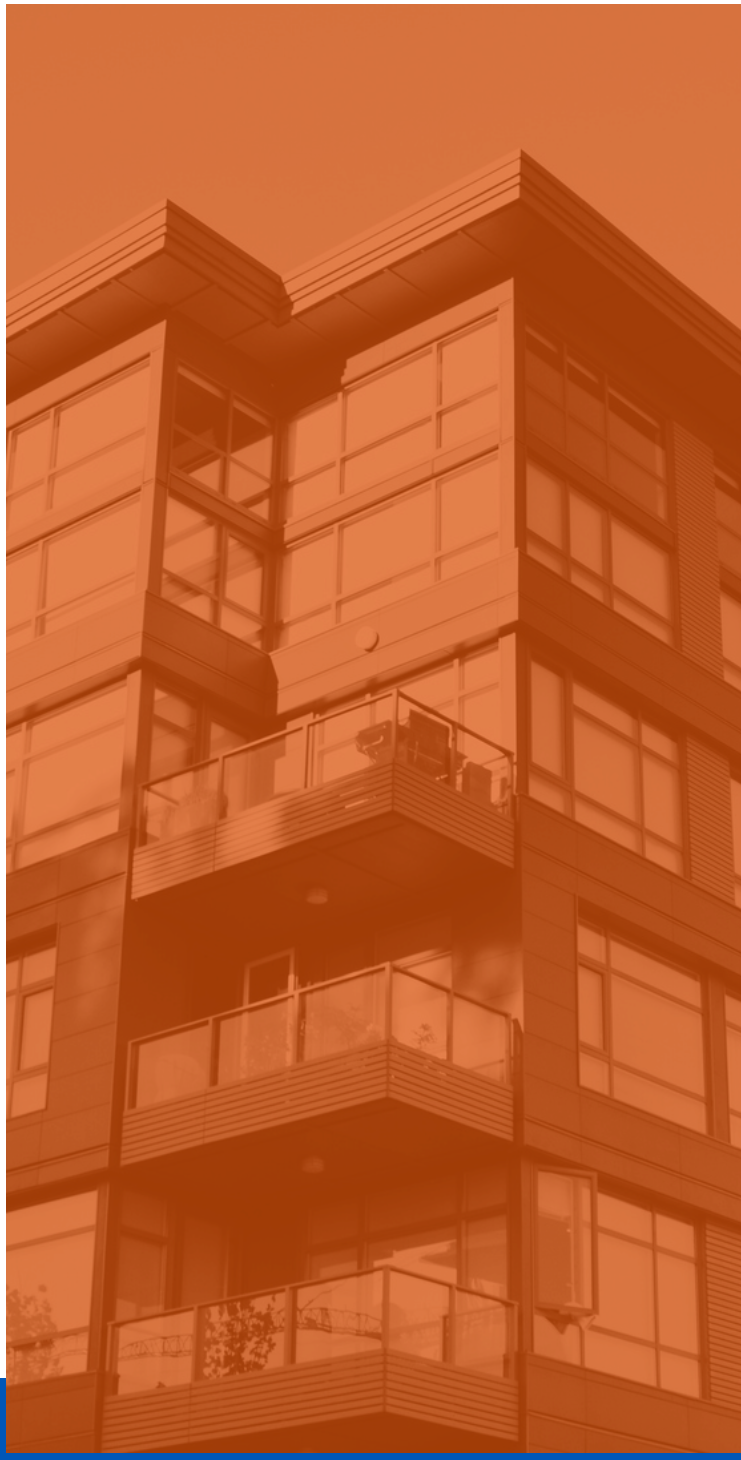
- Reach: 4,500+
- Engagement: 400+
- Total Followers: 570+

LinkedIn (AZHC)

- Reach: 32,300+
- Engagement: 4,400+
- Total Followers: 1,900+

X (AZHC)

- Note: Analytics for the Arizona Housing Coalition's X account are currently unavailable.



Note: These analytics represent social media activity from July 1, 2025 to June 30, 2026.

Existing Press

Click on the titles below to check out a few articles that highlight the difference we are making in Arizona's communities.

ABC 15: Hundreds of Veterans Connect with Critical Resources at 2026 Maricopa County StandDown

NLIHC: Arizona Housing Coalition Leads Strong Campaign to Oppose Harmful Proposition 312

KJZZ Phoenix: Federal Funding Changes Could Mean Thousands Falling Back Into Homelessness, AZ Advocates Say

Battleground Elections: 2026 Midterms - NV Governor Race, AZ Housing, and Can Dems Unite?

Arizona Mirror: AZ Housing Advocates - GOP Proposals Will Worsen Homelessness Amid Record Housing Shortages

Birdman Podcast: The Housing Fight No One Wants to Talk About

Invisible People: Back to The Zone - Phoenix's Homelessness Crisis Reaches Breaking Point

AZ Capitol Times: Nicole Newhouse - Searching for Solutions to the Arizona Housing Crisis

Mohave Valley News: AZHC Claims Wins, Acknowledges Setbacks as Session Ends



Arizona Housing Coalition



(602) 340-9393

www.azhousingcoalition.org

info@azhousingcoalition.org

Let's work together.

Madeleine Lovett
Director, Marketing & Communications
madeleine@azhousingcoalition.org