VIRGINIA
RENT RELIEF PROGRAM

Virginia Rent Relief Marketing Toolkit

February 2022

Virginia Rent Relief Program Aims to Efficiently Distribute Federal Funding

The Commonwealth of Virginia is committed to efficiently distributing millions in federal ERA funding through the Virginia Rent Relief Program (RRP) to ensure housing stability across the Commonwealth. Rent relief money is available to landlords and tenants who have been affected by COVID-19. The money does not have to be repaid.

Please use any materials from this Marketing Toolkit with your members/group to help raise awareness that rent relief is available for those affected by the pandemic. You can download these materials individually from the dhcd.virginia.gov/rrp website. You can print or email the flyers and infographic and send to your members or constituents. You may also download social media assets and post to your social media accounts to help spread the word. You will see a small 'download' icon in the upper right-hand corner of the materials, as well as an alert that pops up. Click OK and it will navigate to that page on the website.

This toolkit includes the following:

- Flyer for landlords (in multiple languages at dhcd.virginia.gov/rrp)
- Flyer for tenants (in multiple languages at dhcd.virginia.gov/rrp)
- Social media assets
- Program overview infographic
- Rent Relief Application Tips

Landlords can apply for rental assistance on behalf of their eligible tenants or tenants can initiate an application. The program covers overdue rent back to April 1, 2020 and up to three future months, but not exceeding 18 months of rental assistance per household.

To apply, go to Gov2go.com and create an account.

To find out eligibility requirements, go to: dhcd.virginia.gov/eligibility

Landlord and Tenant Flyers

(Flyers available in multiple languages at dhcd.virginia.gov/rrp)

Attention Owners, Management Owners and Landlords

Do you have tenants struggling to pay their rent during the COVID-19 pandemic?

VIRGINIA RENT RELIEF PROGRAM

Virginia is administering relief for renters experiencing a negative financial impact during the COVID-19 pandemic through the Virginia Rent Relief Program (RRP). You can now apply through GetGov2go.com on behalf of tenants to receive funds to pay delinquent rent payments back to April 1, 2020, and up to three months of future payments to maintain housing stability. The total payments may not exceed a total of 18 months of rental assistance per household. Landlords and property owners can receive rent relief with a minimal amount of tenant cooperation.

Eligibility

The Virginia RRP will provide financial help on behalf of renters who meet the following criteria:

- ☑ Have a rent amount that is at or below **150% Fair Market Rent**

- ☑ Have a gross household income at or below **80% of the area median income**

- ☑ Have experienced financial hardship during COVID-19, including but not limited to:
  - Being laid off
  - Place of employment has closed
  - Reduction in hours of work
  - Loss of spousal/child support
  - Inability to find work
  - Having to stay home with children due to distance learning / closure of day care or school
  - Increase in expenses such as child care, medical bills, etc.
  - Unwilling or unable to participate in previous employment due to the workplace's risk of illness from COVID-19

Required documents

You'll need the following as proof of eligibility:

- ☑ Tenant proof of income (for example: pay stubs, bank statements, letter from employer, Social Security documents, pension)*

- ☑ Valid lease or other documentation of landlord-tenant relationship

- ☑ Rent ledger

- ☑ Completed application and agreements

- ☑ Virginia W-9

Apply Today to See how RRP may help tenants pay their rent.

www Visit our website: **GetGov2go.com**

@ Or email us at: **rrp@dhcd.virginia.gov**

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*This is not a requirement for specific benefit assistance recipients and/or applicants who live in designated high eviction zip codes. The Virginia Rent Relief Program is administered through the Virginia Department of Housing and Community Development. For more information, visit **dhcd.virginia.gov/rrp**.

Updated Jan. 26, 2022

Struggling to pay your rent during the COVID-19 pandemic?

The Virginia Rent Relief Program may be able to help

Virginia is administering relief for renters experiencing a negative financial impact during the COVID-19 pandemic through the Virginia Rent Relief Program (RRP). Through this state program, you can apply (or your landlord may apply on your behalf) to receive funds to pay delinquent rent payments back to April 1, 2020, and up to three future months of payments to maintain housing stability. The total payments may not exceed 18 months of rental assistance per household. Apply now at GetGov2go.com.

Eligibility

The Virginia RRP will provide financial help on behalf of renters who meet the following criteria:

- ☑ Have a rent amount that is at or below 150% Fair Market Rent

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- ☑ Proof of income (for example: pay stubs, bank statements, letter from employer, Social Security documents, pension)*

- ☑ Valid lease or other documentation of landlord-tenant relationship

- ☑ Rent ledger (landlord provides)

- ☑ Completed application and agreements

- ☑ Virginia W-9

Learn More & Apply:

www Visit our website: **GetGov2go.com**

Or email us at: **rrp@dhcd.virginia.gov**

*This is not a requirement for specific benefit assistance recipients and/or applicants who live in designated high eviction zip codes. The Virginia Rent Relief Program is administered through the Virginia Department of Housing and Community Development. For more information, visit dhcd.virginia.gov/rrp.

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Social Media Assets

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Attention Landlords and Tenants!
Rent Relief is available.
APPLY NOW.

VIRGINIA RENT RELIEF PROGRAM

Filename: apartment_A_1200x627px.jpg

Rent Relief for Landlords and Tenants.
APPLY NOW.

VIRGINIA RENT RELIEF PROGRAM

Filename: apartment_B_1200x627px.jpg

Attention Landlords and Tenants!
Rent Relief is available.
APPLY NOW.

VIRGINIA RENT RELIEF PROGRAM

Filename: calculator_A_1200x627px.jpg

Rent Relief for Landlords and Tenants.
APPLY NOW.

VIRGINIA RENT RELIEF PROGRAM

Filename: calculator_B_1200x627px.jpg

Rent Relief for Landlords and Tenants.
Apply Now.

VIRGINIA RENT RELIEF PROGRAM

Filename: dad-daughter_1200x627px.jpg

Rent Relief for Landlords and Tenants.
Apply Now.

VIRGINIA RENT RELIEF PROGRAM

Filename: mom-son_1200x627px.jpg

Attention Landlords and Tenants!
Rent Relief is available.
APPLY NOW.

VIRGINIA RENT RELIEF PROGRAM

Filename: picket-fence_A_1200x627px.jpg

Rent Relief for Landlords and Tenants.
Apply Now.

VIRGINIA RENT RELIEF PROGRAM

Filename: picket-fence_B_1200x627px.jpg

Social Media Assets

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Filename: young-couple-w-woman_A_1200x627px.jpg

Filename: young-couple-w-woman_B_1200x627px.jpg

Program Overview Infographic

Virginia Rent Relief
available for landlords and tenants!

$598.6 million has been dispersed to households in Virginia

86,271 households received rent and mortgage relief assistance

The household's total gross income must be equal to or less than 80% of area mean income to qualify. **More than 79%** of those approved had **average median incomes below 30%**
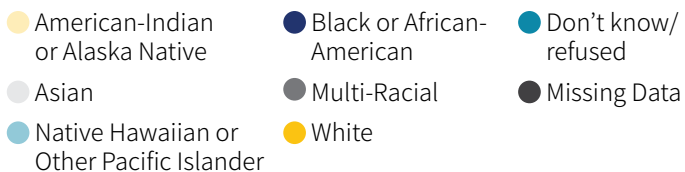
Approved Households by Race

20% White households accounted for less than a quarter of those served

59% Black households accounted for more than half of those served

- American-Indian or Alaska Native
- Asian
- Native Hawaiian or Other Pacific Islander
- Black or African-American
- Multi-Racial
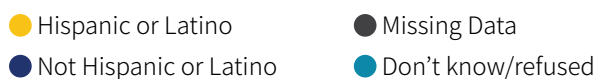- White
- Don't know/refused
- Missing Data

Approved Households by Ethnicity

73% Not Hispanic or Latino households received more than two-thirds of allocated funds

11% Hispanic or Latino households received a small percentage of allocated funds

- Hispanic or Latino
- Not Hispanic or Latino
- Missing Data
- Don't know/refused

More than 45% of approved households included children under 8 years old

Stats are as of December 31, 2021

(!) Fast Facts

- The Virginia Rent Relief Program has transitioned to a **new application system** — **Gov2Go**, which accepts both landlord- and tenant-initiated applications on any web-enabled device — including smartphones.

- **Chesterfield** and **Fairfax** counties are administering their own programs.

To find out if you are eligible, visit dhcd.virginia.gov/eligibility.

Gov2go Rent Relief Application Tips

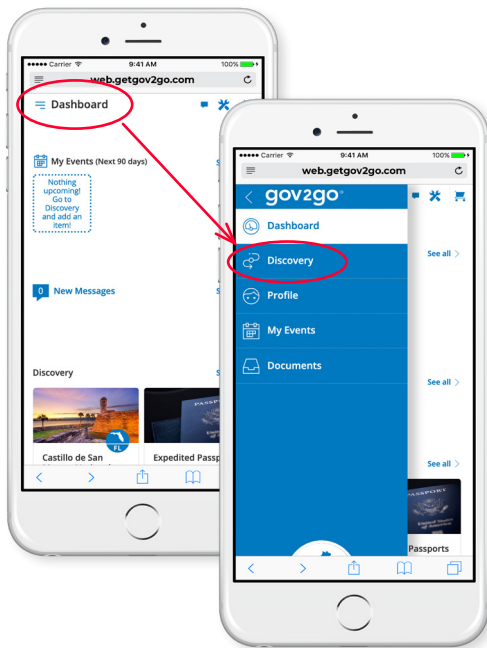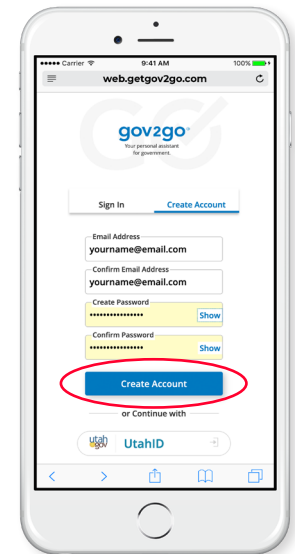# Access the new application for landlords and tenants

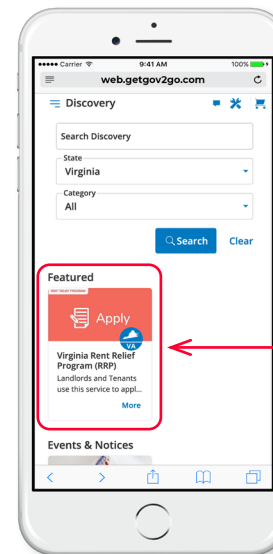**1** Download the Gov2Go app in the Apple or Google Play store, or visit https://web.getgov2go.com.

Download on the App Store

GET IT ON Google Play

2 Create an account.

3 Select **Discovery** in your Gov2Go **Dashboard**.

4 Apply for the **Virginia Rent Relief Program**!

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VIRGINIA DHCD

gov2go