The Commonwealth of Virginia is committed to efficiently distributing $524 million 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 disproportionately 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 (available in 7 languages at dhcd.virginia.gov/rrp)
- Flyer for tenants (available in 7 languages at dhcd.virginia.gov/rrp)
- Social media assets
- Program overview infographic

With the national eviction moratorium extended to June 30, 2021, tenants can seek rent relief due to financial hardships as a result of COVID-19. Landlords can also apply for rental assistance on behalf of their eligible tenants. The program covers overdue rent back to April 1, 2020 and up to three months in the future, but not exceeding a total 15 months of rental assistance per household.

Likewise, tenants can apply directly for rent relief through the state program; however, tenants and landlords will receive relief more quickly through the landlord-initiated application.

To find out how to apply through the landlord-initiated application, go to: VirginiaHousing.com/RentRelief

To apply through the tenant application, go to: dhcd.virginia.gov/eligibility
Landlord and Tenant Flyers

(Flyers are available in 7 languages at dhcd.virginia.gov/rrp)
Attention Owners, Management Owners and Landlords

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

Virginia is administering relief for renters experiencing a negative financial impact due to the COVID-19 pandemic through the Virginia Rent Relief Program (RRP). You can now apply through Virginia Housing on behalf of tenants to receive funds to pay delinquent rent arrear payments back to April 1, 2020, and up to three months of payments into the future to maintain housing stability. The total payments may not exceed a total of 15 months of rental assistance per household.

Eligibility

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

- Have a valid lease agreement in their name or other documents confirming the landlord-tenant relationship, and live in the unit at time of application
- 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 a financial hardship (directly or indirectly) due to 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 due to COVID-19
  - Having to stay home with children due to distance learning / closure of day care or school
  - Increase in expenses due to COVID-19, such as child care, medical bills, etc.
  - Unwilling or unable to participate in previous employment due to the workplace’s high risk of severe 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

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

Visit our website: VirginiaHousing.com/RentRelief

Or email us at: RentRelief@VirginiaHousing.com

The Virginia Rent Relief Program is administered through the Virginia Department of Housing and Community Development. Virginia Housing is the grantee for landlord-initiated applicants. For more information, visit dhcd.virginia.gov/rrp.
Struggling to pay your rent due to 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 due to 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 arrear payments back to April 1, 2020, and up to three months of payments into the future to maintain housing stability. The total payments may not exceed a total of 15 months of rental assistance per household.

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

- Have a valid lease agreement in their name or other documents confirming the landlord-tenant relationship, and live in the unit at time of application
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- Have a gross household income at or below 80% of the area median income
- Have experienced a financial hardship directly or indirectly due to the coronavirus pandemic 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 due to COVID-19
  - Having to stay home with children due to distance learning / closure of day care or school
  - Increase in expenses due to COVID-19, such as child care, medical bills, etc.
  - Unwilling or unable to participate in previous employment due to the workplace’s high risk of severe illness from COVID-19

Required documents
You’ll need the following as proof of eligibility:

- 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:
Contact your landlord today to apply on your behalf. This is the quickest way to access rent relief.

Or apply for yourself. Get started on DHCD’s website: dhcd.virginia.gov/eligibility

The Virginia Rent Relief Program is administered through the Virginia Department of Housing and Community Development. Virginia Housing is the grantee for landlord-initiated applicants. For more information, visit dhcd.virginia.gov/rrp.
Social Media Assets
Social Media Assets – Landlord

Attention Landlords!
Rent Relief is available for tenants.
APPLY NOW.

Filename: Apartment_LL_1200x627px.jpg

Filename: Calculator_LL_1200x627px.jpg

Attention Landlords!
Rent Relief is available for tenants.
APPLY NOW.

Filename: Mobile-Home_LL_1200x627px.jpg

Filename: Picket-Fence_LL_1200x627px.jpg

Attention Landlords!
Rent Relief is available for tenants.
APPLY NOW.

Filename: Two-Women_LL_1200x627px.jpg

Filename: Young-Couple-w-Woman_LL_1200x627px.jpg
Social Media Posts – Landlord

Here are posts to copy, paste and customize for your organization or group. Images can be downloaded from the previous page or the website at dhcd.virginia.gov/rrp. Scroll to RRP Marketing Toolkit and click on RRP Landlord Social Media Graphics. You can also go straight to the graphics by clicking on the download icon on the next page.

The Virginia Rent Relief Program (RRP) is designed to support and ensure housing stability across the commonwealth during the coronavirus pandemic. http://virginiahousing.com/rentrelief) #rentreliefva #varentrelief #rentrelief

DID YOU KNOW? Despite the moratorium on eviction, rent is still owed to the landlord. This emergency funding from the government is free money, similar to a stimulus check, that can help to reduce that debt. http://virginiahousing.com/#rentreliefva #varentrelief #rentrelief

Don't forget! Landlords and tenants working together on applying for relief experience a faster application process and payment. VirginiaHousing.com/RentRelief #rentreliefva #varentrelief #rentrelief

Tenants and landlords are encouraged to work together to apply for assistance. Learn more at http://virginiahousing.com/rentrelief #rentreliefva #varentrelief #rentrelief

DYK? Landlords with properties in Chesterfield http://actsrva.org/chesterfield-landlord-information or Fairfax https://www.fairfaxcounty.gov/health-humanservices/eviction-prevention counties will need to apply directly through each locality’s program. #fairfaxrentrelief #chesterfieldrentrelief

Many tenants and landlords have been financially impacted by COVID-19. It is our goal to keep tenants in their homes and ensure landlords are paid so they can continue to provide housing. To find out if you qualify, go to VirginiaHousing.com/RentRelief. #rentreliefva #varentrelief #rentrelief

Attention Landlords! Rent Relief is available for tenants. APPLY NOW.

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Attention Landlords! Rent Relief is available for tenants. APPLY NOW.
Social Media Posts – Tenant

Here are posts to copy, paste and customize for your organization or group. Images can be downloaded from the previous page or the website at dhcd.virginia.gov/rrp. Scroll to RRP Marketing Toolkit and click on RRP Tenant Social Media Graphics. You can also go straight to the graphics by clicking on the download icon on the next page.

Tenants and landlords can easily check their eligibility for Virginia Rent Relief. Tenants interested in applying can check their eligibility by completing the self-assessment at https://dhcd.virginia.gov/rrp or by dialing 2-1-1 on their phones. Property owners, managers and landlords visit the Virginia Housing website http://virginiahousing.com/rentrelief

Rent Relief for Tenants.
APPLY NOW.

DID YOU KNOW? Tenants should work with their landlord, who are legally obligated to help their tenants apply for assistance. The process and payment is also faster when handled this way. Go to https://dhcd.virginia.gov/eligibility to find out if you are eligible for Virginia Rent Relief. #rentreliefva #varentrelief #rentrelief

Rent Relief for Tenants.
Apply Now.

“There continues to be an overwhelming need for additional relief to help those struggling to make ends meet. This new federal funding will provide an important lifeline to individuals and families, and bolster our ongoing work to address housing affordability in the Commonwealth. I urge eligible households to act quickly and work with their landlords to seek rental assistance through this program.” — Gov. Ralph Northam

http://virginiahousing.com/rentrelief #rentreliefva #varentrelief #rentrelief

Rent Relief for Tenants.
APPLY NOW.

DID YOU KNOW? Despite the moratorium on eviction, rent is still owed to the landlord. This emergency funding from the government is free money, similar to a stimulus check, that can help to reduce that debt. Apply now at: https://dhcd.virginia.gov/rrp #rentreliefva #varentrelief #rentrelief

Rent Relief for Tenants.
Apply Now.

Tenants and landlords are encouraged to work together to apply for assistance. Learn more at https://dhcd.virginia.gov/rrp #rentreliefva #varentrelief #rentrelief

Rent Relief for Tenants.
APPLY NOW.

It is important to understand that the pause on evictions does not eliminate a tenant’s obligation to pay rent. It is our goal to keep tenants in their homes and ensure landlords are paid so they can continue to provide housing. Find out more at: https://dhcd.virginia.gov/rrp #rentreliefva #varentrelief #rentrelief

Rent Relief for Tenants.
APPLY NOW.
Program Overview Infographic
The household’s total gross income must be equal to or less than 80% of area mean income to qualify. **74%** of those approved had **average median incomes below 30%**.

**$311.8 million** has been dispersed to households in Virginia. **48,514** households received rent and mortgage relief assistance.

More than **60%** of approved households included children under 8 years old.

### Approved Households by Race

- **23%** White
- **53%** Black
- **10%** Asian
- **3%** Native Hawaiian or Other Pacific Islander
- **10%** American-Indian or Alaska Native
- **13%** Multi-Racial
- **2%** Don’t know/refused

### Approved Households by Ethnicity

- **69%** Not Hispanic or Latino
- **13%** Hispanic or Latino
- **13%** Missing Data
- **2%** Don’t know/refused
- **2%** American-Indian or Alaska Native
- **3%** Black or African-American
- **3%** Multi-Racial
- **3%** White

### Fast Facts

- Landlords and tenants need to work together to **complete the application**.
- Similar to other federal stimulus programs, landlords and tenants **do not have to pay this money back**.
- Chesterfield and Fairfax counties are administering their own programs.

Stats are as of August 3, 2021. To find out if you are eligible, visit [dhcd.virginia.gov/eligibility](http://dhcd.virginia.gov/eligibility).