



COMMUNITY ROOTS HOUSING

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Capitol Hill Housing changes name to Community Roots Housing

Community is in our roots. Now it's in our name.

Seattle, WA – Capitol Hill Housing has changed its name to Community Roots Housing. A rebrand guided by feedback from over 600 stakeholders has culminated in a new name, logo, and website. The name 'Community Roots Housing' reflects our aspirations as an organization.

"Our name has changed, but our mission as an organization has not," said CEO Christopher Persons. "We remain committed to building vibrant, engaged communities, and our new name reflects our record of doing that – throughout the Seattle area."

Our organization was built on the premise that everyone should be able to live affordably in their neighborhood, in their community. Founded in 1976 by Capitol Hill community leaders concerned about disinvestment in the city and its people, our organization fought redlining, provided low-interest loans for home repairs, and supported home sharing for seniors. As we grew, we responded to needs across the Seattle area and began to build beyond buildings. We worked with service providers and neighbors to create and preserve affordable homes, but also to protect community spaces, stabilize arts and cultural institutions, and generate opportunities for small businesses to prosper.

Today, we partner with people and organizations to address the priorities *they* identify – from increasing community assets to fighting displacement. Through the Capitol Hill EcoDistrict, we work to build community and advance sustainability on Capitol Hill. Developments such as the Liberty Bank Building and the upcoming LGBTQ-affirming Affordable Senior Housing project are partnerships that center local control and local ownership.

The new website was built with prospective residents, current residents, and community partners in mind – the same people we consulted to learn what they wanted out of a rebrand and a new site. [Communityrootshousing.org](https://communityrootshousing.org) includes a customized resident hub where people can connect for service referrals, pay rent, sign up for community news, and apply for rental assistance – all online.

Our name has changed, but our commitment to community and making a difference in people’s lives has not. As we move forward, we will continue to listen and respond to community priorities so that the people who live there have an enduring place to call home.

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Everyone has the right to a quality, affordable home. At Community Roots Housing, formerly Capitol Hill Housing, this truth drives our work. By embracing community-led development and engaging in deep-rooted partnerships, we’re fostering vibrant, equitable communities where everyone has access to safe, affordable, and welcoming homes. Today, with nearly 50 apartment buildings – over 2,000 residents – we continue our commitment to build community with and for people. Learn more at communityrootshousing.org.

