



ORGANIZE YOUR OWN *STEAL ESTATE* EVENT!

WHAT IS STEAL ESTATE?

[Steal Estate](#) is an audio-visual web experience that brings listeners and viewers into the **true stories of four people who have been threatened with eviction, foreclosure, or displacement across the United States**. In the style of a true crime investigation, visitors to the site follow these protagonists as they unravel the intricate web of corporate interests, predatory policies, and practices that have enabled homes in Black and Brown communities to be systematically taken for generations.

In each story, well-resourced actors deploy tactics to take people's homes, and in each case, the protagonists **fight back and discover that they are not alone**. These are just four out of tens of thousands of stories of everyday people impacted by corporations and systems designed to put profit over people.

- *Steal Estate* is free, public, and available online for anyone to experience.
- Each of the four stories takes 10 mins or less to listen to.
- Spanish subtitles and closed captions are both available.
- The site contains additional resources, links, and opportunities to get connected to organizations working on these issues across the country.

REASONS FOR HOSTING A *STEAL ESTATE* EVENT AND WHO TO INVITE

- **Inspire others in your community to join your organizing for housing justice.** This could look like an in-person gathering in your apartment building, mobile home community, or other community space, where you share the stories on the site on a TV or projector, and invite folks to join your organization.
- **Educate local officials who you need to move on critical housing justice issues.** Share the short, personal stories on the *Steal Estate* site with local elected officials or city / county staff as they work to change policy.
- **Educate and motivate existing members or supporters of your organization to take action on a particular issue.** Host an in-person or virtual gathering of your supporters and walk through *Steal Estate*. Then use the ideas below to generate conversation and action.

EVENT AGENDA IDEAS

- Begin your event by sharing a trailer that demonstrates how the site works and shares excerpts of the stories: [Extended Trailer Link](#) (You can also encourage folks to walk through the site on their own before or after your event).
- Break up into groups (or zoom rooms, if virtual). Each group navigates through and listens to a different story from the four protagonists, then discusses together their reactions. Encourage participants to draw connections to their own experiences as well as anything they learned or were surprised by. Then report back to the full group on key takeaways.
- Invite speakers from [The Rise Home Stories Project](#) - the cohort of organizations that co-produced *Steal Estate*- or those that were featured in the web experience to join your conversations. These groups include [MHAction](#), [ACCE Action](#), [Housing Now!](#), [PowerSwitch Action](#), [Texas RioGrande Legal Aid](#), [Working Films](#), or [JoLu Productions](#). See contact info below for how to reach us.
- Focus your conversation on the issues themselves: corporate landlords, predatory housing practices, community organizing and/or discuss the role of storytelling and creative/ artistic media projects in contributing to the understanding of the problem and effective organizing strategies to address it.

EXAMPLE EVENTS TO WATCH

The Corporate Landlord Behind the Curtain: Unveiling Who Owns America's Homes, was a virtual event held on June 20, 2023. It featured *Steal Estate* co-creators Christina Rosales (PowerSwitch Action) and Francisco Duenas (Housing Now!) in dialogue with Eviction Lab's Juan Pablo Garnham and SAJE's Maria Patiño Gutierrez. Over 100 people attended from all over the U.S. [You can watch the full event here.](#)

PROMOTE YOUR EVENT - [Here is a folder with shareable graphics](#)

IF YOU NEED SUPPORT/ HAVE QUESTIONS, CONTACT US -
STEALESTATE@RISEHOMESTORIES.COM

The *Steal Estate* Team:

Steal Estate was produced by members of the [Rise-Home Stories Project](#). The concept and story were developed by staff from [ACCE](#), [Housing Now CA](#), [PowerSwitch Action](#), and [Public Advocates](#), with collaboration from [ACRE](#) and [MHAction](#) and production by Jolu Productions and [Working Films](#). The website was built by Orange Static with original art by Tomas Cabus and logo by Mensen.

