

MMHF

Timeline

August 2023

Client / Brief

The Missing Middle Housing Fund supports the creation of new workforce housing and the innovations that reduce the costs to build them at scale.

Typical projects include organizing informational documents and creating illustrations for events and newsletters.

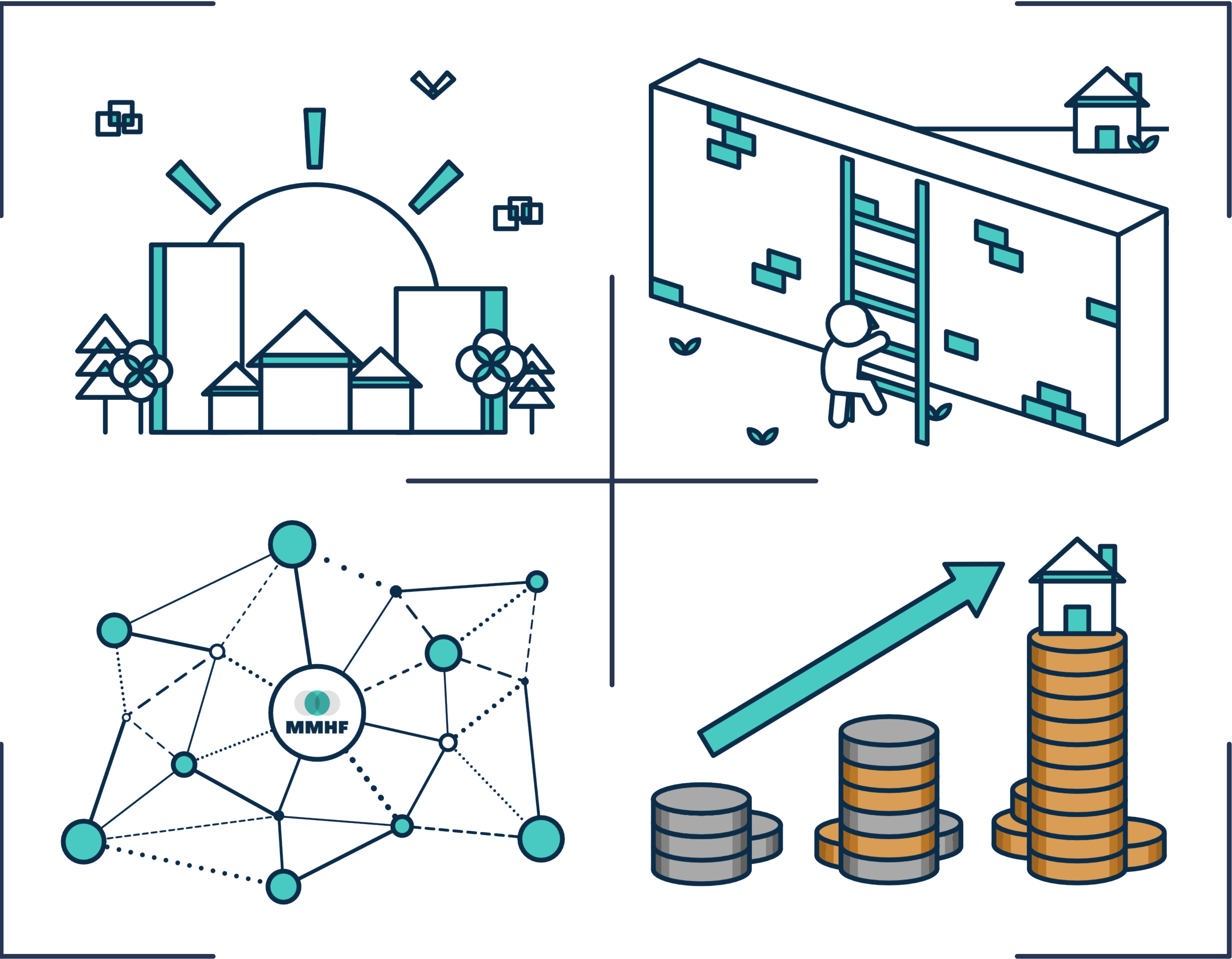
Services

- Illustrations

Process

When creating illustrations for Missing Middle Housing Fund, I took into account their minimalist branding, using secondary colors only when necessary to support their primary teal, navy, and gray. I also brought the concept of overlapping shapes from the logo into the illustrations to form a cohesive set of brand materials.

Illustrations





EVENTS

Advancing Housing Development in Yamhill County

Join a **virtual** presentation to learn more about how **UrbanForm**, **MMHF**, and **SEDCOR** are partnering with 11 jurisdictions in **Yamhill County, OR**, to digitize zoning and streamline permitting processes.



Wednesday, March 19th,
12pm - 1pm PT





Quang Truong
Co-Founder,
UrbanForm





Nathan Wildfire
Co-Founder and CEO,
Missing Middle Housing Fund

Digital Event

View the presentation on our groundbreaking work to digitize zoning in Yamhill County.

Watch now>



LET'S BUILD OREGON



BUILDING COMMUNITY THROUGH WORKFORCE HOUSING

A Workforce Housing Solutions Summit

A collaborative day of innovation solutions for housing production, featuring a trade show of housing innovation companies and facilitated workshop.



Thursday, June 12th, 2025
8am - 10am: Trade Show
10am - 4pm: Housing Solutions Summit



Autodesk
221 SE Ankeny St
Portland, OR 97214



Presented By:



MMHF
MISSING MIDDLE HOUSING FUND

To attend, please register at missingmiddlehousing.fund.

Attendance is free.

In-Person Event

Join us for an innovation trade show and day of housing solutions building.

Learn more>

A stylized graphic of a house outline in yellow. Inside the house, there is a hexagonal pattern of yellow hexagons. In the center of the hexagons is the MMHF logo (two overlapping circles). Below the hexagons, there is a dark blue door with a yellow doorknob. At the bottom of the house outline, the text "HIVE 2025" is written in a bold, dark blue sans-serif font.

Accepting Applications

If you have a housing production innovation solution, be part of our innovation village.

Learn more>

Website



The Missing Middle Housing Fund

Leaders in Workforce Housing Solutions

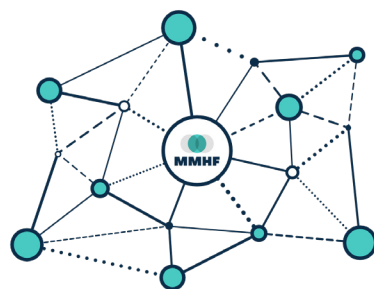
WHO WE ARE

The Missing Middle Housing Fund supports the creation of new workforce housing and the innovations that reduce the cost and time to build at scale.

WHY THE MISSING MIDDLE

Middle income earners—between roughly 80% and 120% of Area Median Income (AMI)—struggle to find homes they can afford at market rate, and don't qualify for traditionally subsidized low-income housing. The result is that housing to serve them is "missing." The costs to create new homes are high and rising, so not enough homes are built to keep pace with demand. The result is that people, places, and economies do not thrive as they should.

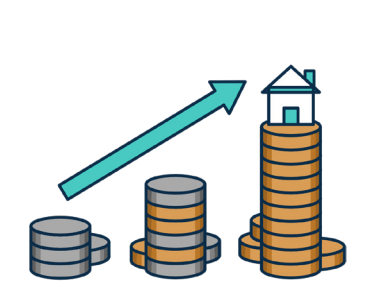
WHAT WE DO



Build Community and Profitable Connections
MMHF connects workforce housing DOERs, including large corporations and small but mighty entrepreneurs, rural and urban stakeholders, public and private partners, and a network of best-in-class innovators.



Guide Cities and Employers
MMHF educates, aligns, and leads cities and employers to think differently and solve workforce housing challenges. We leverage our network to provide capacity to employers and public officials to build housing.



Invest
MMHF partners to design and launch creative funds to build housing and fuel innovation. We help regions and employers put dollars to work for outside-the-box projects in their communities.



Solve Big Problems
MMHF leverages its network of DOERs to tackle systemic barriers to workforce housing production. These include policy challenges, supply chain limitations, and funding gaps that throttle the speed and scale of housing development.

HOW WE DO IT



Workforce Housing Summits and Workshops
We organize and run events that bring together change-makers to launch collaborative workforce housing solutions.



Employer-Driven Workforce Housing Solutions
We partner with area employers, consortiums, and economic development agencies to determine workforce housing needs and develop out-of-the-box solutions and proposals.



Innovation Pilot Project Facilitation
We provide resources, support, and real-world applications for entrepreneurs to pilot housing innovations that reduce the time and cost to build.



Workforce Housing Funding Tools
We leverage our experience in managing revolving investment funds to help finance workforce housing development projects.



Public Speaking Engagements
Invite our CEO, Nate Wildfire, to speak at your next industry conference or event about real-world solutions in policy, labor, funding, and housing design.

Contact us: info@missingmiddlehousing.fund | Follow us on LinkedIn @ The Missing Middle Housing Fund

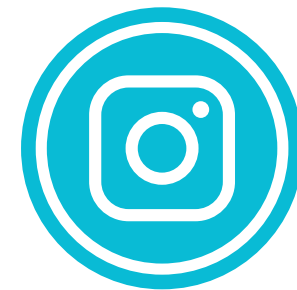




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