

ABOUT HAC

HAC Unveils New Logo



For the first time in almost 40 years, Housing Assistance Corporation is unveiling a new brand. This change comes at a critical time, because it is designed to increase understanding of the impact HAC is making in our community.

Rebranding HAC includes a new logo and a change in messaging. Over the next few months HAC will unveil a new website allowing easy navigation and access to important program information. We will utilize client stories to help tell the amazing stories of people overcoming the impossible right here on Cape Cod.

Our look is changing, but our mission remains the same: building a community where everyone has a safe, stable and decent place to live. HAC will continue to offer a continuum of housing services and solutions that evolve with the changing needs of the community. HAC serves people of all ages, races, ethnicity and income levels.

HAC is the place that offers many solutions. We educate, train and counsel through our consumer education department; weatherize and conduct energy rehabs for low-income and market-rate properties; develop affordable housing for seniors, families and individuals; and provide an opportunity to become a homeowner with a full-service nonprofit real estate office.

HAC continues to provide services to those in need by offering emergency shelter and homelessness prevention assistance for individuals and families; administration of the largest housing subsidy program in our region; and family self-sufficiency and employment programs.

So while we've changed our appearance to better reflect the work we do and the positive impact we make, we're still supporting our Cape and Islands community in the same way we always have.

We welcome your input and invite you to share your thoughts. Feel free to contact Julie Wake, Director of Marketing and Public Relations, at jwake@haconcapecod.org.