



NATIONAL LOW INCOME
HOUSING COALITION

NLIHC's Training Institute for Tenants & Residents Soft launch

April 23, 2025

Agenda



Welcome

- Renee Willis, Interim President & CEO, NLIHC

Intro

- Dee Ross, Tenant Leader Fellow, NLIHC

The Importance of a Training Institute

- Geraldine Collins, Executive Director of National Alliance of HUD Tenants
- Bambi Hayes-Brown, President and CEO, Georgia ACT
- Rob Robison, Human Rights Activist, NLIHC Collective member

Next Steps

- Dee Ross, Tenant Leader Fellow, NLIHC

Welcome



Renee Willis

Interim President & CEO

National Low Income Housing Coalition

NLIHC
www.nlihc.org

Introduction



Dee Ross

Tenant Leader Fellow

National Low Income Housing Coalition

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Purpose



- Thank you for joining us!
- Today marks the official launch of a historic, tenant-led initiative by the National Low Income Housing Coalition (NLIHC)
- Our goal: To build tenant power through education, leadership development, and organizing support
- Let's grow a movement — together.

Why We Need This Now More Than Ever



- 1 in 4 renters in the U.S. spend over half their income on rent (NLIHC, 2023)
- Only 34 affordable units exist for every 100 low-income renters nationwide
- Black, Indigenous, and People of Color (BIPOC) renters are disproportionately affected by evictions, displacement, and poor housing conditions
- Over 7.3 million extremely low-income households can't find safe, affordable housing
- As housing instability grows, some states are criminalizing homelessness rather than addressing root causes
- Renters deserve to be at the table — this Institute helps make that possible

Our Mission



- Educate: Share knowledge on housing rights, systemic injustice, and tenant power
- Equip: Build skills in organizing, advocacy, storytelling, and leadership
- Empower: Train tenants to lead solutions in their communities and across the country
- This is a tenant-led movement — and you are the future of housing justice

What You Can Expect



- Monthly national training sessions on organizing, fundraising, policy change & more
- Toolkits, templates, and curriculum created by tenants, for tenants
- Peer learning, mentorship, and national networking opportunities

Upcoming Courses



Organizing 101: Community Organizing & Power Building

- Learn how to build collective tenant power by supporting unions, negotiating with landlords, and pushing for better housing conditions. This session will equip you with tools to organize effectively, form strong coalitions, and drive lasting change in housing policy.

Fundraising & Sustainability 101

- This session will teach sustainable fundraising strategies like grassroots campaigns, grant writing, and donor engagement. Participants will learn how to secure funding, grow tenant-led advocacy efforts, and effectively use resources to support long-term impact.

Marketing & Branding 101

- Discover how to craft powerful messages, build a strong brand, and amplify the voices of tenant-led movements. This session will guide you in using social media, storytelling, and visual identity to raise awareness, attract support, and grow your impact.

The Importance of a Training Institute



Geraldine Collins

Executive Director

National Alliance of HUD Tenants

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Bambie Hayes-Brown

President and CEO

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Human Rights Activist

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Upcoming Courses



- Organizing 101 – Thursday, May 29th @ 4 PM EST
- Fundraising & Sustainability 101 – Thursday, June 26th @ 4 PM EST
- Marketing & Branding 101 – Thursday, July 31st @ 4 PM EST
- Additional sessions announced monthly – stay connected for updates!