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OPPORTUNITY STARTS AT HOME

“Broadening the Housing Movement”

Webinar

August 16, 2018



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National Campaign Staff

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Agenda



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1. **Welcoming Remarks: Diane Yentel**
2. **Introductory Video**
3. **Campaign 101 w/ Staff: Mike Koprowski & Chantelle Wilkinson**
 - *Guest Speakers: Dan Hawkins & Greg Payne*
4. **Ways to Get Involved**
5. **Q&A**



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Welcoming Remarks

Diane Yentel
President & CEO
National Low Income Housing Coalition
@dianeyentel



Video



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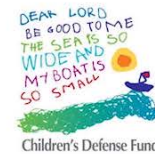
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Working to Reduce Poverty in America.



Children's Defense Fund



Great Public Schools for Every Child



STRONGER COMMUNITIES. STRONGER AMERICA.

<https://vimeo.com/260336457>



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Attendee Overview



About Us



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- **Opportunity Starts at Home is a dynamic, long term, multi-sector housing campaign to address the housing affordability crisis for low income renters.**
- **Various sectors are recognizing that affordable homes are inextricably linked to their own priorities and concerns, and housing advocates are realizing that they cannot do this work alone.**

Campaign Vision

“America’s low-income households have access to safe, decent, and stable affordable housing in neighborhoods where everyone has equitable opportunities to thrive.”

Campaign Mission

“To build a national multi-sector movement which generates widespread support for federal policies that protect and expand affordable housing for low-income people.”

Steering Committee



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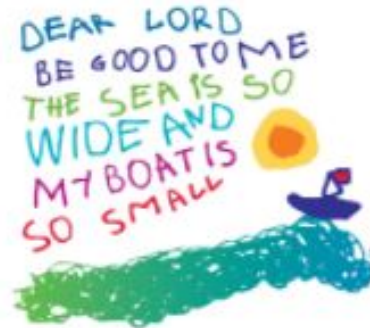
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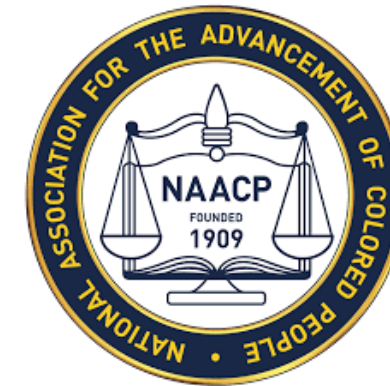
Children's Defense Fund



NATIONAL ASSOCIATION OF
Community Health Centers



FRAC
Food Research
& Action Center



National Alliance to
END HOMELESSNESS



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Why NACHC Joined the Steering Committee



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Dan Hawkins

Senior Vice President

National Association of Community Health Centers (NACHC)

@NACHC

Attendee Poll: Housing Affordability in America



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Long-Term Goal & Policy Strategies

LONG-TERM GOAL: Through more robust and equitable federal housing policies, we will end homelessness and ensure that the most vulnerable low-income households can afford the rent

BRIDGE THE GAP BETWEEN RENTS AND INCOME THROUGH RENTAL ASSISTANCE

Rental assistance subsidies are needed at scale to ensure units are affordable for low-income renters

EXPAND THE STOCK OF DEEPLY AFFORDABLE HOUSING

Increasing the supply of *deeply* affordable housing is necessary in markets where existing vacancies are scarce

STABILIZE HOUSEHOLDS BY PROVIDING EMERGENCY ASSISTANCE TO AVERT HOUSING INSTABILITY & HOMELESSNESS

Temporary assistance can stabilize households experiencing major economic shocks that could otherwise lead to situations which require more prolonged and extensive housing assistance



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Housing Touches Every Aspect of Life



f @ in PRESS STATE CAMPAIGNS CONTACT

OPPORTUNITY STARTS AT HOME HOME SECTORS RESOURCES ABOUT US TAKE ACTION

SECTORS

HOUSING INFLUENCES OUTCOMES ACROSS MANY SECTORS AND THE RESEARCH SHOWS IT.
Students do better. Patients are healthier. People can more readily escape poverty and homelessness. The economy is healthier. And our nation is more just and equal, when all Americans have access to safe, stable, affordable homes.

CLICK A SECTOR CARD BELOW TO EXPLORE HOW ITS OUTCOMES ARE INTERTWINED WITH HOUSING:

Search by title

EDUCATION & HOUSING HEALTH & HOUSING CIVIL RIGHTS & HOUSING

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Funders for Housing and Opportunity



**funders for
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opportunity**

Annie E. Casey Foundation

Bill and Melinda Gates Foundation

The Conrad N. Hilton Foundation

The Ford Foundation

**The John D. and Catherine T. MacArthur
Foundation**

JPB Foundation

The Kresge Foundation

Melville Charitable Trust

Oak Foundation



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State Campaigns

- Housing California
- Idaho Asset Building Network
- Maine Affordable Housing Coalition
- Housing and Community Development Network of New Jersey
- Coalition of Homelessness and Housing in Ohio
- Neighborhood Partnerships Oregon Housing Alliance
- Utah Housing Coalition



Spotlight on Maine's Multi-Sector Campaign



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Greg Payne
Director
Maine Affordable Housing Coalition
@MAHCHousing





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Year One and Beyond

Year 1: Building the Infrastructure

- Hire staff
- Operationalize Steering Committee
- Build website and multi-sector content (i.e., infographics, blogs, videos, etc.)
- Action Items: (i.e., newsletter sign-on; Letters to Congress; recruit new voices; share your story)
- Support the creation and capacity-building of multi-sector state campaigns
- Building a social media network
- Establish an “Opportunity Roundtable”
- Identify incremental policy advocacy next steps in line with the campaign policy objectives
- Create public visible actions and events around affordable housing
- Engage national policymakers about the campaign

Out-Years: Build Visibility and Commitment

- Advancing the policy agenda through robust advocacy
- Continuing to expand the network at national and state levels
- Major galvanizing event



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Ways to Get Involved

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especially how housing shapes
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Questions?



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