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# OPPORTUNITY STARTS AT HOME

**“Broadening the Housing Movement”**

***Webinar***

**August 16, 2018**



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# National Campaign Staff

**Mike Koprowski**

**National Campaign Director**

**@Mike\_Koprowski**



**Chantelle Wilkinson**

**National Campaign Coordinator**

**@cewilkinson11**



# 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**

# Welcoming Remarks



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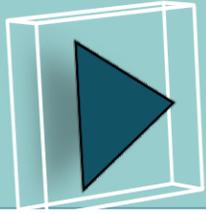
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**Diane Yentel**  
**President & CEO**  
**National Low Income Housing Coalition**  
**@dianeyentel**



Video



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<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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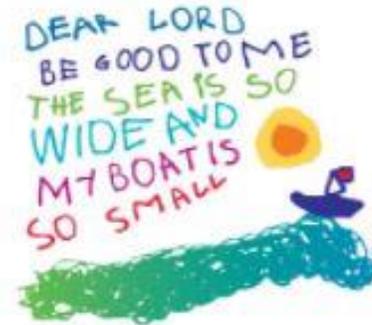
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Catholic  
Charities  
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Center on  
Budget  
and Policy  
Priorities



Children's Defense Fund

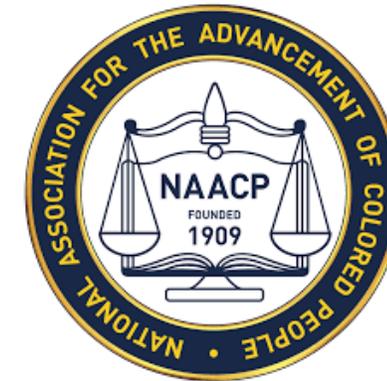


NATIONAL ASSOCIATION OF  
Community Health Centers



COMMUNITY CATALYST

**FRAC**  
Food Research  
& Action Center



National Alliance to  
END HOMELESSNESS



NATIONAL  
LEAGUE  
of CITIES



NATIONAL LOW INCOME  
HOUSING COALITION

**UNIDOS US**  
STRONGER COMMUNITIES. STRONGER AMERICA.

# 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



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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  
housing and  
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

## Opportunity Starts at Home

By Opportunity Starts at Home

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Language: English

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...job opportunities, and social  
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Questions?



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