“Broadening the Housing Movement”

Webinar

August 16, 2018
National Campaign Staff

Mike Koprowski
National Campaign Director
@Mike_Koprowski

Chantelle Wilkinson
National Campaign Coordinator
@cewilkinson11
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

Diane Yentel
President & CEO
National Low Income Housing Coalition
@dianeyentel
https://vimeo.com/260336457
Attendee Overview

@OppStartsatHome
#OpportunityStartsatHome
www.opportunityhome.org
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.”
Why NACHC Joined the Steering Committee

Dan Hawkins
Senior Vice President
National Association of Community Health Centers (NACHC)
@NACHC

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Attendee Poll:
Housing Affordability in America
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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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

Greg Payne
Director
Maine Affordable Housing Coalition
@MAHCHousing
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
Ways to Get Involved

Opportunity Starts at Home
By Opportunity Starts at Home
To listen to an audio podcast.

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especially how housing shapes
economic and social opportunities, and social

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Category: News & Politics
Language: English
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Customer Ratings

logomakr.com
Questions?

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