Multi-Sector State Efforts

Endorsement Application Overview

Are you a state-level organization that uses multi-sector partnerships to advocate for better affordable housing policies? If so, this is for you!

*Opportunity Starts at Home* is a national multi-sector housing campaign that advocates for federal policies which expand affordable housing for the nation’s most marginalized people with low incomes. Affordable housing campaigns are not new, of course, but what is unprecedented and transformative about *Opportunity Starts at Home* is the diversity of the voices that are joining forces to advocate for more robust and equitable federal housing policies. The national campaign’s multi-sector partners include leading national organizations from a wide range of sectors, such as health, education, civil rights, anti-poverty, faith-based, anti-hunger, and more. Together, they are working shoulder-to-shoulder to solve America’s housing crisis. Because housing impacts outcomes in so many areas of life, it makes sense that leaders from many sectors are ready to join in the advocacy to advance solutions. This crisis demands a broad, multi-sector response.

In addition to its national-level campaign, *Opportunity Starts at Home* is also providing supports to thirty state partners in Alabama, Alaska, Arizona, Arkansas, California, Connecticut, Colorado, Hawaii, Idaho, Illinois, Indiana, Kentucky, Maine, Maryland, Michigan, Minnesota, Mississippi, Missouri, North Carolina, New Hampshire, New Jersey, Ohio, Oregon, South Carolina, Tennessee, Texas, Utah, Virginia, West Virginia, and Wisconsin. Not only is it critical for federal policymakers to hear from national advocates, but also from their own constituents in the states they represent. These state partners are working to build multi-sector coalitions in their states and focus those multi-sector coalitions on influencing federal housing policy.

**Why is the National Campaign Running an Endorsement Application for States?**

The national campaign understands that there are existing multi-sector efforts happening in more than just the twenty-nine states mentioned above. We want to identify that work across the nation, raise its visibility, and help encourage and support its ongoing success. By expanding the number of state organizations affiliated with *Opportunity Starts at Home*, we will strengthen our overall advocacy efforts.

This application is an opportunity for state-level organizations across the country that are pursuing multi-sector efforts focused on housing policy to earn a *formal endorsement* from the national campaign. Such an endorsement would codify their multi-sector work under the *Opportunity Starts at Home* umbrella. Those chosen for endorsement will: be considered a campaign affiliate, be featured on the national website; participate in monthly state partner calls; and gain access to resources, networks, and technical assistance from the national campaign.

**Does Receiving a Formal Endorsement from the National Campaign Come with Funding?**

Receiving an endorsement from the national campaign does not come with financial assistance. The national campaign fully intends to secure more funding and is actively fundraising so that it can expand its financial assistance to additional state partners. *If/when those new funds become available*, the national campaign will launch a Request for Proposal (RFP) process. Those selected through the RFP process would receive financial assistance.
Even If We Do Not Get Funds from the National Campaign, Could a Formal Endorsement Help Us with Our Own State/Local Fundraising Efforts?

Quite possibly. An endorsement from the national campaign could give state-level organizations increased visibility and could help catalyze their own state and local fundraising efforts.

Which Organizations Are Eligible to Apply for the Endorsement?

Organizations that are eligible to apply for an endorsement from the national campaign must meet the following criteria:

- **Commitment**: Organizations must be committed to the national campaign’s goal of advancing federal affordable housing solutions for the most marginalized low-income people, and they must be committed to expanding the affordable housing movement to an array of non-housing sectors. They must also be comfortable with the broad policy solutions contained within the national campaign’s policy agenda, which can be read [here](#).

- **Geographic Scope**: Organizations must have a predominantly state-level focus. Organizations with a predominantly local/regional focus will not be eligible to apply.

- **Eligible States**: The campaign is currently seeking applications from the following states: Delaware, Florida, Georgia, Iowa, Kansas, Louisiana, Massachusetts, Montana, Nebraska, Nevada, New Mexico, New York, North Dakota, Oklahoma, Pennsylvania, Rhode Island, South Dakota, Vermont, Washington, Wyoming, and Washington D.C.

  With the endorsement process, the national campaign seeks to expand its reach to states without a formal OSAH presence. If your organization is in a state where the national campaign already has a formal relationship, we can help connect you to these existing partners to help strengthen the work. For more information, please contact Chantelle Wilkinson, Campaign Director: cwilkinson@nlihc.org.

- **Evidence of Existing Multi-Sector Efforts Focused on Affordable Housing**: Organizations that apply must be able to provide evidence that they are pursuing robust and numerous multi-sector partnerships, and that these multi-sector partnerships would ultimately be designed to influence federal policies which expand affordable housing for the lowest income renters.

- **Open to Housing and Non-Housing Organizations**: Applicant organizations can come from a wide variety of sectors, not just housing (e.g., health, education, civil rights, anti-poverty, faith-based, anti-hunger, and more). However, for purposes of this endorsement, their multi-sector efforts must be focused on influencing federal housing policies.

- **Targeted Populations**: State campaigns must prioritize the housing needs of the nation’s lowest-income households. However, state campaigns that focus on specific subpopulations, including campaigns that primarily focus on serving immigrant households, youth, seniors, or others, are not eligible for endorsement.

Next Steps

If you are interested in applying for an endorsement from the national campaign, please fill out an application [here](#).