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OPPORTUNITY STARTS AT HOME

Video



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<https://vimeo.com/260336457>

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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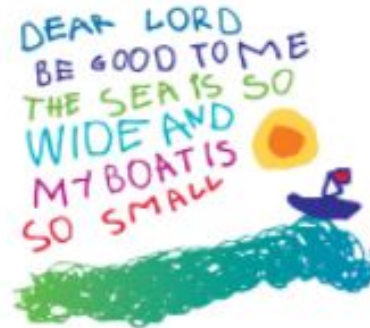
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Catholic
Charities
USA®



Center on
Budget
and Policy
Priorities



Children's Defense Fund



NATIONAL ASSOCIATION OF
Community Health Centers

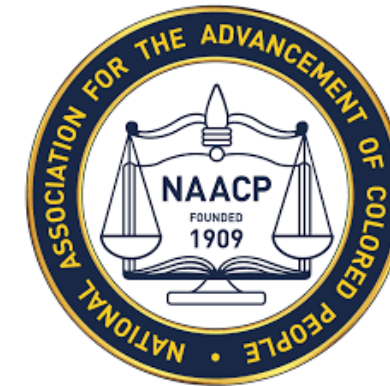


CHILDREN'S
HealthWatch



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.



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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**





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Opportunity Roundtable

- **A venue for cross-sector engagement**
 - Not an endorsement of specific policy goals;
 - Not a formal endorsement of or partnership with the Campaign
- **Year 1 goal of Roundtable is cross-sector engagement. Roundtable organizations have a national-level focus and can be of varying sizes, ages, structures, and sectors**

- **Three (3) in-person meetings per year**
- **Engagement with Campaign can vary to the extent the organization is comfortable**

Heavier Engagement

Examples: Spread sign-on letters; write blogs for website; distribute campaign materials; Tweet/retweet

Lighter Engagement

Examples: Attend meetings; stay updated on campaign's progress; provide thoughts and feedback



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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

Why should the campaign matter to HFA's?



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The screenshot shows the website's navigation bar with links for 'HOME', 'SECTORS', 'RESOURCES', 'ABOUT US', and 'TAKE ACTION'. The main heading is 'SECTORS'. Below it, a paragraph states: '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.' A search bar is present, and below it are three sector cards: 'EDUCATION & HOUSING' (with a graduation cap icon), 'HEALTH & HOUSING' (with a heart icon), and 'CIVIL RIGHTS & HOUSING' (with a person and scales icon). Other sector cards are partially visible at the bottom.



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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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By Opportunity Starts at Home

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Description

The Opportun
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Bringing together new voices from various sectors to meet the housing needs of America's lowest income people

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Joined February 2018

A na
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portunity in America, especially how housing shapes both economically and socially, few are more ts the kind of neighborhood you'll grow up in; the amenities, resources, job opportunities, and social an Dream. Intro/Closing Song by: David Szesztay – esztay/Acoustic_Guitar/Joyful_Meeting Comments: icial 3.0 International:

Released	Price	
8/6/2018	Free	View in iTunes ▶
7/16/2018	Free	View in iTunes ▶
6/19/2018	Free	View in iTunes ▶
5/14/2018	Free	View in iTunes ▶
4/26/2018	Free	View in iTunes ▶

Name	
1	Episod
2	Episod
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4	Episod
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