



# The Case for Housing as a Platform: A Philanthropic Perspective

The Campaign for  
**GRADE-LEVEL  
READING**



# **GLR WEEK 2022 JULY 18-22**

*Bright Spots and Silver Linings*

[GLRWeek2022.gradelevelreading.net](https://GLRWeek2022.gradelevelreading.net) / #GLRWeek #BrightSpotsSilverLinings

# Plenary Sessions



A Virtual Gratitude Reception: CGLR Salutes Our Public Libraries

Monday, July 18, 3–4:30 p.m. ET

Building Blocks for the New Normal: Mining the Bright Spots & Silver Linings

Tuesday, July 19, 3–4:30 p.m. ET

\$65B to Advance Digital Equity: Leverage Challenges & Opportunities for State & Local Funders

Wednesday, July 20, 3–4:30 p.m. ET

Community Coalition-Leading Organizations: Celebrating Community & Cultivating Resilience

Thursday, July 21, 3–4:30 p.m. ET

Assume Collaboration: The Consultative Conversation on Aggregating for Impact Continues

Friday, July 22, 2–3:30 p.m. ET (invitation only)

Connect  
and  
Engage!



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#GLRWeek

#BrightSpotsSilverLinings

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# National Civic League

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*Advancing civic engagement to create equitable, thriving communities.*





—  
*Community Assistance*



—  
*Awards and Events*



—  
*Research and Publications*

**Program Areas**



AAC has celebrated the best in American civic innovation since 1949, recognizing over 500 communities.

Recognizes the work of communities in using inclusive civic engagement to address critical issues and create stronger connections communities.

Benefits:

- **Pride and Collaboration:** The award has reinvigorated communities with a sense of accomplishment, empowerment and teamwork.
- **National Recognition:** Raises the profile of local efforts and puts communities on a national stage.
- **Network of Community Leaders & Promising Practices:** Networking opportunities connect communities so that they share insights and learn about other innovative projects.

# 2022 All-America City Award

By the National Civic League and The Campaign for Grade-Level Reading

The 2022 All-America City Award theme is *“Housing as a Platform to Promote Early School Success and Equitable Learning Recovery.”*

During the past 18 months, the closure of schools, early childhood programs and childcare centers in response to COVID-19 was a significant setback for all children’s early school success, and disproportionately devastating for children of economically challenged, fragile, and marginalized families. Public housing authorities and affordable housing organizations can serve as focal points that bring together public, corporate and community-level stakeholders to support these children, adults and families using a system of 24/7/365 wraparound services and supports and a two-generation approach.

## Important Dates

**March 1, 2022**

Submit Application

**Early May 2022:**

Finalists Announced

**July 18-22, 2022:**

AAC Event (virtual, with GLR Week 2022)



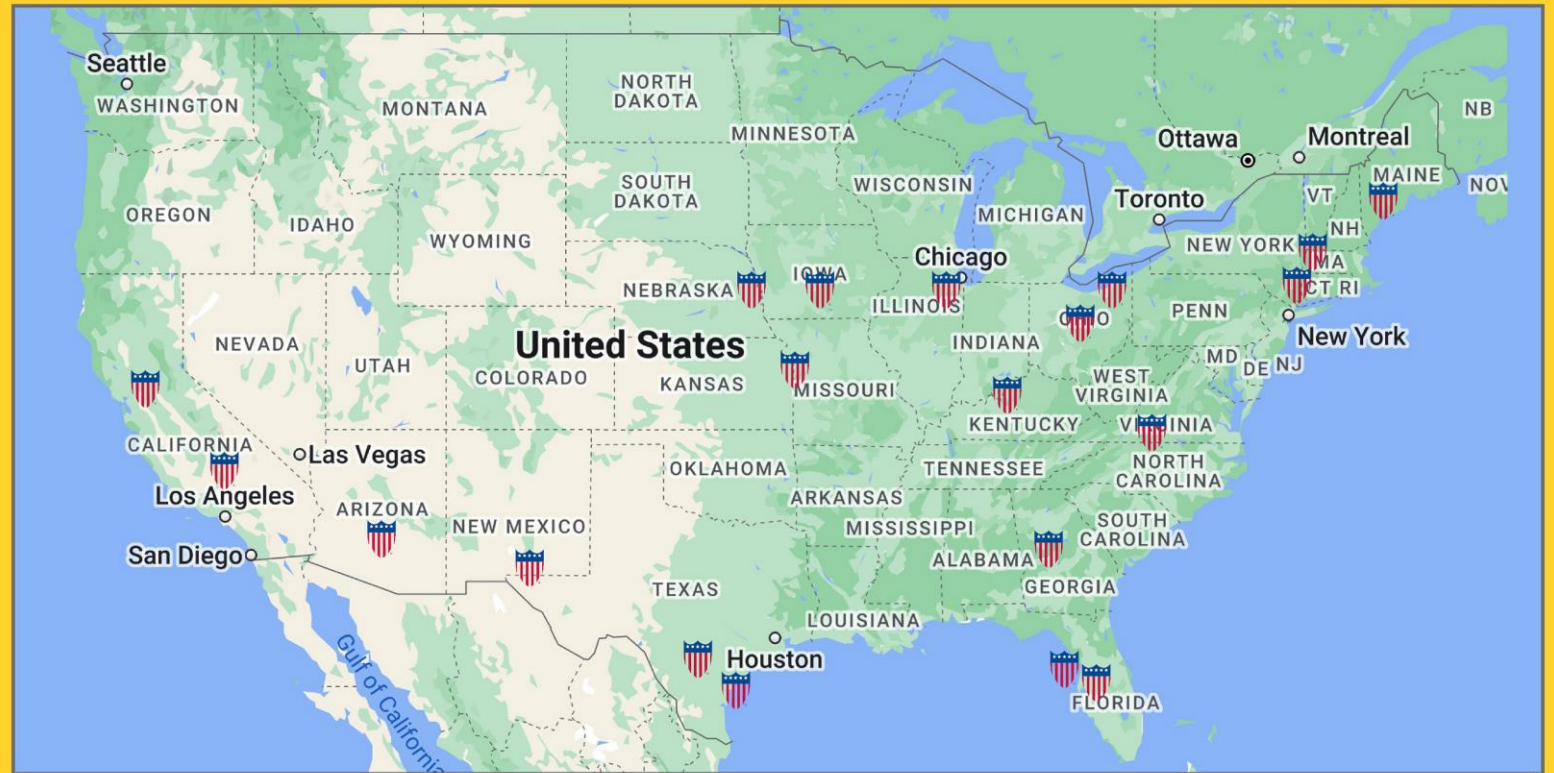
Alliance, OH  
Atlanta, GA  
Barberton, OH  
Chicago, IL  
Des Moines, IA  
El Paso, TX  
Kansas City, MO  
Los Angeles, CA  
Louisville, KY  
Metro Omaha, NE  
New Haven, CT  
Palacios, TX  
Phoenix, AZ  
Portland, ME  
Roanoke, VA  
Sacramento, CA  
San Antonio, TX  
Springfield, MA  
Suncoast Region, FL  
Tarpon Springs, FL

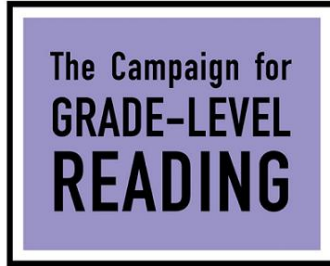


# 2022 Finalists

Housing as a Platform to Promote  
Early School Success &  
Equitable Learning Recovery

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GRADE-LEVEL  
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# Agenda Highlights

[www.nationalcivicleague.org/2022-all-america-city-awards/agenda/](http://www.nationalcivicleague.org/2022-all-america-city-awards/agenda/)

## Tuesday, July 19, 2022

- The Case for Housing as a Platform: A Philanthropic Perspective (12:30pm – 2:00pm ET)
- All-America City Awards Opening Ceremony (5:00pm – 6:00pm ET)
  - *Featuring Adrienne Todman, Deputy Secretary, U.S. Department of Housing and Urban Development*

## Wednesday, July 20, 2022

- Roundtable Learning Exchange (11:30am – 1:00pm ET)
- Supplemental Award Announcements and Keynote Address (6:30pm – 7:30pm ET)
  - *Featuring Mayor Steve Adler, City of Austin, TX*

## Thursday, July 21, 2022

- AAC Festival of Ideas: Peer discussion of community projects (3:30pm – 5:30pm ET)
- Closing Awards Ceremony (7:30pm – 9:00pm ET)
  - *Featuring Sharon L. Davies, J.D., President and Chief Executive Officer, Kettering Foundation*

# Finalist Presentations: Streaming on Facebook

[www.facebook.com/AllAmericaCityAwards](https://www.facebook.com/AllAmericaCityAwards)

## Tuesday, July 19, 2022

- Block 1 of finalist presentations (3:00pm – 4:45pm ET)
  - Des Moines, IA, Palacios, TX, Metro Omaha, NE, Los Angeles, CA

## Wednesday, July 20, 2022

- Block 2 of finalist presentations (2:00pm – 3:35pm ET)
  - Barberton, OH, Louisville, KY, Tarpon Springs, FL, Chicago, IL
- Block 3 of finalist presentations (3:55pm – 5:55pm ET)
  - Kansas City, MO, New Haven, CT, Phoenix, AZ, El Paso, TX, Sacramento, CA (5:35)

## Thursday, July 21, 2022

- Block 4 of finalist presentations (11:00am – 12:35pm ET)
  - Roanoke, VA, Springfield, MA, Suncoast Region, FL, Alliance, OH
- Block 5 of finalist presentations (12:55pm – 2:55pm ET)
  - San Antonio, TX, Atlanta, GA, Portland, ME

# Moderator



Jeanne Fekade-Sellassie  
Executive Director  
Funders for Housing and Opportunity

# Today's Panel



*Speaker*  
**Dana Bourland, AICP**  
Senior Vice President, Environment and  
Strategic Initiatives  
The JPB Foundation



*Speaker*  
**Charles Rutheiser**  
Senior Associate  
Civic Sites and Community Change  
The Annie E. Casey Foundation



*Speaker*  
**Monica Valdes Lupi**  
Managing Director, Health  
The Kresge Foundation



*Commentator*  
**Schlonn Hawkins**  
CEO & Publisher  
Shelterforce



**fund**ers for  
**housing and**  
**opportunity**

Philanthropic Perspectives  
on Housing as a Platform

*JULY 2022*



# Funders for Housing and Opportunity Theory of Change

Renters have access to safe, stable homes they can afford in communities that support better health, economic mobility, and access to good jobs and schools, free from the barriers and harms of systemic racism.

## PROTECT RENTERS AND INCREASE FUNDING

Protect and increase public and private sector investment in equitable housing solutions at the local, state, and federal levels.

Ensure that policies and procedures for funding housing solutions allow full participation of people most affected and organizations led by/serving Native peoples and people of color.

Build local power to address issues impeding progress on equitable access to stable affordable housing



### POLICY, ADVOCACY, AND ORGANIZING

Increase protections and equitable access to stable, affordable housing. Build power for those marginalized to have a say in the systems that impact them. Advance equitable housing policies, moving toward alignment at the grassroots/local, state and national levels.

## BUILD PUBLIC AND POLITICAL WILL

Stable, affordable homes are seen as key to our common good. This motivates individual and collective action to advance policies that create and protect housing and opportunity in communities across America.



### PROMOTE MESSAGE ABOUT WHY HOUSING MATTERS

Change Americans' perception of housing as a commodity to housing as a common good that is integral to individual and societal well-being.

## DRIVE CROSS-SECTOR SOLUTIONS

Increased support for partnerships between housing and other sectors that focus on racial equity.

Increased support for housing equity results from increased partner awareness and new ways of operating and allocating resources.



### ELEVATING WHAT WORKS

Promote local solutions that reduce racial disparities in obtaining housing that improves choices Native peoples and people of color have regarding education, health, and economic mobility.

Grounding in place & community voice



Focus on severely cost-burdened renters and unhoused people

Center racial equity & repair harms

# Foundations that Believe in this Change

Melville  
Charitable Trust

THE  
KRESGE  
FOUNDATION

OAK  
FOUNDATION

Robert Wood Johnson  
Foundation

CONRAD N.  
*Hilton*  
FOUNDATION

WELLS  
FARGO

ballmer  
GROUP

Trinity Church  
WALL STREET

JPMORGAN  
CHASE & CO.

 THE ANNIE E. CASEY FOUNDATION

THE  
JTB  
FOUNDATION

meyer  
MEMORIAL TRUST

  
The Harry and Jeanette Weinberg Foundation  
CELEBRATING 30 YEARS OF GIVING



# Our Ideal Future



People are healthy and thriving and have the power and resources to realize their vision for resilient and cohesive communities.

Our work expands access to quality affordable housing, healthy food, climate-resilient cities and regions and safe neighborhoods.



# Atlanta Volunteer Lawyers Foundation

- Stand With Our Neighbors Program (SWON) & Standing With Survivors (SWS)
- Embeds full-time attorneys and advocates in schools and neighborhoods with the highest eviction and pediatric asthma rates, school enrollment and poverty
- Partner with families to improve living conditions, housing stability and health.



# Baltimore Regional Housing Partnership

- Housing Mobility Support
- Goal: improve health outcomes for children and their families by supporting them to move into healthier neighborhoods.
- Role of healthcare partners: help patients improve health through healthier housing.



# Why housing matters for the Annie E. Casey Foundation

## Strengthening Family

- Leads to greater family stability
- Ensures stronger ties among children and incarcerated parents



## Building Community

- Roots people in place
- Enhances community leadership
- Improves social cohesion



## Increasing Opportunity

- Improves educational outcomes
- Improves child and parental health
- Frees up resources for other basic needs



## Taking Our Work to Scale

- Advancing equity by sharing information and evidence, advocating for policy changes and making social investments



# Primary goals and investment areas

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## Our Goals



Improving housing stability for low-income families



Increasing production, preservation and access to affordable housing



Ending and preventing youth homelessness

## Our Investment Areas



Policy advocacy



Capacity building for nonprofit, community and public organizations



Research, collaborative funding and peer learning



COVID-19 response and recovery

# THE JPB FOUNDATION

Works to advance opportunity and justice in the US by reducing poverty, sustaining and enriching the environment, and furthering breakthrough medical research.

JPB works alongside local leaders, national movements, and world-changing research organizations to make people's lives better.

# ENVIRONMENT PROGRAM'S GOAL IS


## To enable resilient communities

The environment measurably impacts the health and well-being of all people and the planet we live on.

The JPB Foundation is committed to enabling resilient communities by listening, learning, and partnering with people, and communities, to sustain and enrich the environment.

We strive to work in ways that are accountable to and benefit low-income communities and disinvested communities of color.

The JPB's Environment Program focuses on four interconnected program areas: Energy, Environmental Health, Green Infrastructure, and Environmental Justice.

A photograph of a large landfill or waste site. In the foreground, there is a massive pile of mixed waste, including plastic bottles, paper, and other debris. In the background, a yellow bulldozer is visible, working on the waste. The sky is overcast and grey.

# Impact of the Housing and Climate Crises **Greatly Inequitable**

- Financial burden ([acee.org](http://acee.org))
- Generates pollution ([healthybuilding.net](http://healthybuilding.net))
- Inadequate housing ([climatecentral.org](http://climatecentral.org))



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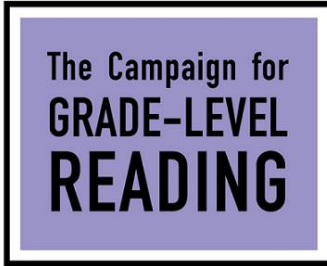


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