Summer in the States: Campaign Launch

August 5, 2021
Presenters

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Summer in the States
Our Opportunity

• Congress must pass a budget to fund the government for Fiscal Year 2022 before the current fiscal year ends September 30th

• For the month of August members of Congress are in their home states for the Summer District Work Period

• Now is a perfect time to tell your member of congress to fund key federal programs that strengthen underserved communities
Why Get Involved?

• Prosperous neighborhoods are the foundation for economic stability and upward mobility

• Federal programs support affordable housing, small business development, financial capability, and the nonprofits that work in these areas

• As service providers in your community, you have valuable on-the-ground insight on the importance of these programs and how they can be improved to best serve communities of color & low-income families
Key Federal Funding Streams
Status of FY 2022 Funding Bills

- President Biden's budget request was submitted to Congress on May 28, and then the US House and Senate Appropriations Committees began working on the 12 funding bills.

- The US House has passed 7 bills.
<table>
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<tr>
<th>Committees &amp; Corresponding Bill</th>
<th>Relevant Programs for NALCAB Network</th>
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<tr>
<td>Agriculture, Rural Development, FDA, &amp; Related Agencies</td>
<td>USDA Rural Development, Farmers Market Promotion Program, Beginning Farmers and Ranchers Program</td>
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<td>Commerce, Justice, Science, &amp; Related Agencies</td>
<td>Economic Development Administration, Minority Business Development Agency, Office on Violence Against Women</td>
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<td>SBA PRIME, SBA Microloan, Community Development Financial Institution (CDFI) Fund, New Markets Tax Credits</td>
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<td>Legislative Branch</td>
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<td>Military Construction, Veteran's Affairs, &amp; Related Agencies</td>
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<td>State, Foreign Operations, &amp; Related Programs</td>
<td>Community Development Block Grants, HUD affordable housing programs, i.e. SHOP, HOME, Housing Choice Vouchers</td>
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<tr>
<td>Transportation, Housing &amp; Urban Development, &amp; Related Agencies</td>
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The US Senate has passed ZERO funding bills.
Congress must provide robust funding for:

- HUD’s affordable housing programs and housing counseling
- SBA’s access to capital and entrepreneurial development programs
- USDA Rural Development programs, which includes affordable housing
- Community Development Financial Institution (CDFI) Fund
Community Development Block Grant (CDBG)

US Department of Housing and Urban Development

Ask: $4.2 billion in FY22

- CDBG is the principal source of federal revenue for states and localities to use in responding to community needs and grow local economies.

- Funds are used for a range of activities including affordable housing, neighborhood revitalization, infrastructure improvements and small business development.

- CDBG funds are targeted at expanding economic opportunities for low- and moderate-income (LMI) people. Between 2005 and 2018, CDBG helped over 1.4 million LMI people.
Self-Help Home Ownership Opportunity Program (SHOP)

US Department of Housing and Urban Development

Ask: $65 million in FY22

- SHOP funds are awarded to non-profit organizations to encourage innovative homeownership opportunities. Homebuyers contribute sweat equity toward the construction or rehabilitation of their homes.

- SHOP supports community development organizations in providing targeted resources and affordable housing activities to assist low-income communities.

- Since 1996, SHOP has enabled local nonprofit organizations to build more than 35,000 homes and house more than 80,000 adults and children. Of these homes, approximately 50% are in rural areas.
Home Investments Partnership Program (HOME)

US Department of Housing and Urban Development

Ask: $1.85 billion in FY22

- Funds a range of activities including building, buying, and/or rehabilitating affordable housing for rent; homeownership; and providing rental assistance to low-income people.

- It is the largest Federal block grant awarded to state and local governments exclusively to create affordable housing for low-income households.

- Between the beginning of the HOME program in FY1992 and September 30, 2020, over 1.3 million units of affordable housing were constructed, rehabilitated, or acquired and about 379,000 families were assisted through tenant-based rental assistance.
Housing Counseling

US Department of Housing and Urban Development
Ask: $100 million in FY22

- Studies show that housing counseling improves outcomes for families struggling with their mortgage payments. Counseling significantly increases a borrower’s likelihood of avoiding foreclosure.

- Rental counseling services prevent homelessness and eviction by helping renters re-locate, secure, and retain affordable rental housing.

- As of 2015, HUD-approved housing counseling agencies provided services to over 12 million Americans. 45% were racial minorities and 71% had low- or moderate-incomes, with housing services being provided in over 22 different languages.
US Department of Agriculture

Ask: $5 billion in FY22 for rural housing and development programs

• USDA Rural Housing programs provide a lifeline to low-income, rural families through low-cost loans, rental assistance and other support to improve the quality of life in rural America.

• The Section 502 Direct Loan Program has helped more than 2.1 million families build their wealth by more than $40 billion. Section 502 is the only federal homeownership program that exclusively targets low- and very-low-income rural families.

• USDA’s rural development programs foster economic growth by providing business and housing opportunities and building sustainable rural infrastructure including expanded broadband service.
The Microloan program assists low-income individuals and minority entrepreneurs by providing small-scale loans of up to $50,000. It directs loans to qualified nonprofit intermediaries who lend to small businesses that may not otherwise qualify for loans from conventional lenders.

The Microloan program is unique because it assists small dollar borrowers through intermediaries with the expertise to foster the success of minority & low-income entrepreneurs.

In FY2020, Microloan intermediaries provided close to 6,000 microloans totaling $85.0 million. The average microloan was less than $15,000 & had an interest rate of less than 7%.
Program for Investment in Micro-Entrepreneurs (PRIME)

US Small Business Administration
Ask: $12.5 million in FY22

• PRIME provides technical assistance and capacity building to low-income entrepreneurs.

• Through intermediaries with a demonstrated record of delivering services to disadvantaged entrepreneurs PRIME enables low-income entrepreneurs to get the assistance and access to capital needed to establish and expand their small businesses.
The Community Development Financial Institution (CDFI) Fund

US Department of the Treasury
Ask: $1 billion in FY22

• The CDFI Fund promotes community and economic development in distressed urban and rural communities by investing in CDFIs across the country.

• CDFIs are mission-driven financial institutions specialized in delivering affordable credit, development services, capital, and financial services to residents underserved communities.

• CDFIs leverage on average $12 in private capital to every $1 in federal support. CDFIs financed close to 41,000 affordable housing units, made over 1 million loans, and provided funding to 87,000 businesses in 2021.
Meeting Preparation
Meeting Scheduling

• If you would like help scheduling your meeting with your legislator, please type your name, organization, and email into the chat box

• After the webinar we will send out an email from asking if anyone needs assistance with meeting scheduling

• Email us at policy@nalcab.org if you do not receive an email by Tuesday, August 10 confirming that we are in the process of scheduling your meeting
Draft Meeting Agenda

1. Introduction
   i. Names of meeting attendees and organizations

2. Meeting Purpose
   i. To urge Congress to support robust FY22 funding for key economic development programs

3. Local Impact of Community and Economic Development Programs
   i. Impact in the member’s congressional district/state
   ii. Provide examples of how your organization has used federal funds in the community

4. Questions: Ask if they have any questions, ask any questions you may have

5. Thank you and Closing: Thank them for their time and give them your contact information
Hello, my name is [Name] and I am with [Organization]. Thank you for taking the time to meet with us!

Today we would like to tell you about the work we do in [State/District] and how you can help us increase economic opportunities for Latinos in our area.

We currently receive funding from [Program]. With those resources we are able to [Describe your organization's work and impact].

Funding for this program is important to our work, our community and your constituents and that is why we are meeting with you today – to ask that you support strong funding for these programs in Fiscal Year 2022. [Reference Summer in the States Memo for specific funding asks.]
As you can see, these federal programs make a big difference in the lives of your constituents and can play a significant role in boosting the local economy - we urge you to support robust funding.

[Ask questions. Some ideas:
  • Can we count on your support?
  • Do you have any questions for us?
  • Is there anything you need from us to help protect these critical programs?]

Again, thank you for your time. We look forward to working with you to strengthen the economic mobility of Latinos and low- and moderate-income communities in [State/District].
Supporting Materials

Summer in the States FY22 Memo & Asks

Virtual Meetings with Policymakers to Advocate For Your Community
August 2021
Thank you for participating in the NALCAB’s annual summer in the States advocacy campaign and helping ensure the voices of our community are heard among policymakers. This year, NALCAB’s advocacy efforts will focus on securing investments in housing and economic development programs that have a proven track record for building affordable and accessible homes, supporting small businesses, and strengthening communities across the country.

As always, if you are interested in hosting a virtual meeting, please email info@ncala.org with details and NALCAB will make sure you attract the attention of policymakers.

NALCAB Summer in the States Social Media Toolkit

Why should my organization participate?
The purpose of this campaign is to raise the profile of the importance of community and economic development funding to local and national leaders in the community.

When and how do I participate?
Post on social media anytime between August 1st and August 31st. Use our guidelines and sample posts below (optimized for the program’s target audience). All guidelines have been updated for both Twitter and Instagram and can also be found on Facebook and LinkedIn.

Should I have a specific hashtag?
Yes! #SummerInTheStates

What should I post?
Click on the links below to see the guidelines and sample posts.

Community Development Financial Institutions (CDFIs) Fund

U.S. Department of Housing and Urban Development (HUD) Affordable Housing Programs

U.S. Department of Agriculture (USDA) Rural Housing and Development Programs

PUBLIC POLICY ADVOCACY TOOLKIT

NALCAB is the National Association for Latino Community Asset Builders, a national Community Development Financial Institution (CDFI) and community development practice organization that works with community organizations, leaders, and policymakers in Latino communities.

Our members are specialized organizations in 43 states, Washington, DC and Puerto Rico, that work to increase access to building affordable and accessible homes, supporting small businesses, and strengthening communities.

The large majority of non-profit work is done by NALCAB members and partners, at the state and federal levels. We are working to build sustainable strategies to advocate for and build policies that support the healthy communities of the future.

NALCAB strengthens and coordinates the capacity of our members to work toward policy change, mobilize the community, and build policy/advocacy leaders.

Our Values

Collaboration: We recognize that by aligning our strategies, we can achieve more. NALCAB members are dedicated to working together to address the complex issues facing our communities. We are committed to approaching these issues with collaboration as a part of our professional culture.

Innovation: We seek to challenge traditional approaches and methods that hinder our success and provide value for our members, Latino communities. This requires that NALCAB align with our partners, present new approaches, and develop innovative solutions.

Integrity: The belief in fairness and building trust through transparency, accountability and ethical behavior.

Public: We believe that all of our work is relevant to the residents and futures of the children in our communities. This value also reflects our approach to building trust with and among our member organizations.

Cultural Competence: We believe that NALCAB members are uniquely positioned to lead with cultural sensitivity and advocate for policies that reflect the voices of our communities.

PUBLIC POLICY ADVOCACY TOOLKIT

Public Policy Advocacy Toolkit

NALCAB Public Policy Packet (General Information)

About NALCAB

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Tips

• **Constituents are Congressmembers' priority.** Talk about how the asks connect to local needs. Reference local neighborhoods, street names, etc.

• **Remember you're the expert.** You work every day as a practitioner, seeing how policy works in the real world. Be confident and share your expertise.

• **Have fun!** Legislators and their staff are just people; emphasize connection over formality.
Additional Engagement
NALCAB's 2021 Summer in the States

Thank you for joining us for NALCAB’s 3rd annual Summer in the States advocacy campaign and helping ensure the voices of Latino- and low-income communities are heard in the US Congress.

As Congress works to put together its Fiscal Year 2022 (FY22) budget, we are counting on you to help ensure key community and economic development programs are fully funded by telling your representatives about their impact on your work and communities.

It’s up to us to tell Congress how vital these programs are for working families and Latino communities.

Act Now for Federal Community Economic Development Funding
Fill out the form below to send a letter to your legislators.

First & Last Name

Email

Phone

Address

City

Zip

Next

bit.ly/3lvn6Qk
Emails

• Pre-written email to save you time
• Fully editable, in case you wish to customize your message
• Automatically sends to your Senators based on the address you inputted on the previous page

Email (Click here to expand email)

Robustly Fund Community Economic Development Program

Dear [official],

As the country continues to work towards recovery from the upheaval of the past year, it is crucial that federal policy supports Latino and low-income communities and ensures that they have the resources they need to thrive. Existing federal community development programs are lifelines to Latino and low-income

Sincerely,
Your Name

Submit
Call Script

Hello, my name is [name] and I am a constituent of yours living at [address]. I am calling to urge the Senator to robustly fund community economic development programs to ensure that Latino and low-income communities have the resources they need to thrive.

In particular, I urge robust Fiscal Year 2022 funding of the HOME, SHOP, and Housing Counseling programs at the US Department of Housing and Urban Development, the PRIME and Microloan programs at the Small Business Administration, Rural Housing and Development programs at the US Department of Agriculture, and the CDFI Fund at the US Department of the Treasury.

Thank you for your time!

Calls

• Call script to make it less intimidating to call your Senator

• Provides phone numbers of your Senator (you can also find your Senator's contact information at https://www.senate.gov/ at the tab "Find Your Senators" at the top left-hand corner.)
Social Media

• Use our Social Media Toolkit for pre-written posts, graphics, and the Twitter handles of all US Senators

• Post anytime between now and August 31

• Have questions? Email us at policy@nalcab.org
Follow us at @NALCABPolicy on Twitter and track the hashtag 

#LatinoEconomicEngine

to see how widely we can spread our message.
Join us during Hispanic Heritage Month on **October 6, 2021** for a gathering of Latino leaders, change makers and those who are breaking barriers to advance the economic mobility of Latinos and rejuvenate our economy.

We will hear from policymakers, elected officials, industry experts, national leaders and influencers shaping the future and paving the way for Latinos to lead in this nation’s post pandemic recovery and beyond.

Registration information forthcoming.
Stay Informed

• Policy & Política
  • Your weekly guide to need to know information impacting our communities
  • Important dates, action alerts and time-saving resources
  • Sign up at nalcab.org/sign-up-for-newsletter/

• Twitter: @NALCABPolicy

• Have questions? Email us at policy@nalcab.org
Questions?
Stay in touch!

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