



SUMMER IN THE STATES FISCAL YEAR 2023 SOCIAL MEDIA TOOLKIT

@NALCABPolicy
#LatinoEconomicEngine

While Congress is hard at work on the Fiscal Year (FY) 2023 funding bills, join us during Summer in the States by urging your members of Congress to support robust funding for community & economic development programs that are critical to Latino and low- and moderate-income communities.

Now is the time to step up and help ensure that the programs that are vital to the work we do and to our communities are fully funded.

To raise the profile of our budget priorities on social media, use the infographics and sample posts below. All infographics have been optimized for both Twitter and Instagram and can also be used on Facebook and LinkedIn.

Be sure to tag @NALCABPolicy on Twitter, and most importantly, your representatives in Congress. Include #LatinoEconomicEngine in your posts.

Click on the links below to view the infographics and sample posts:

- [Community Economic Development Program \(CED\)](#)
- [Community Development Block Grant \(CDBG\) Program](#)
- [Community Development Financial Institutions \(CDFI\) Fund](#)
- [US Department of Housing and Urban Development \(HUD\) Affordable Housing programs](#)
- [HOME Investment Partnerships Program \(HOME\)](#)
- [US Small Business Administration \(SBA\) Microloan Program](#)
- [US Small Business Administration \(SBA\) Program for Investment in Microentrepreneurs \(PRIME\)](#)
- [US Department of Agriculture \(USDA\) Rural Housing and Development programs](#)

Community Economic Development Program (CED)

Infographics: ([DOWNLOAD HERE](#))



Sample Posts:

CED invests in low-income communities and provides financing to fuel economic revitalization. These grants are being used in nearly every state, in both urban and rural communities. Provide \$35M in FY23 to fund this important program.

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CED grants have resulted in over \$1 billion additional dollars committed by other sources and invested into the communities in which CED grantees work. Provide \$35M in FY23 to fund this important program. #LatinoEconomicEngine

Between 2015 and 2020, for every \$1 of CED grant funding, \$6.62 in funding from other sources were invested into that community. Provide \$35M in FY23 to fund this important program. #LatinoEconomicEngine

Community Development Block Grant (CDBG) Program

Infographics: ([DOWNLOAD HERE](#))

The infographic is set against a dark blue background. At the top left, it reads 'US Department of Housing & Urban Development (HUD)' in white, followed by 'Community Development Block Grant (CDBG)' in large green letters. On the right is the NALCAB logo, which features a stylized Capitol dome with colorful leaves above it and the text 'NALCAB Public Policy' below. A teal box contains the text: 'CDBG funds help more than 1,200 cities, counties, states, and rural areas meet the needs of low- and moderate-income people and communities.' Below this, there are two main sections. The left section has a green background and says '\$1 of CDBG leverages \$3.64 in public/private dollars.' The right section has a white background and says 'Between 2005-2020 CDBG assisted 1.6 million low- and moderate-income renters and homeowners meet their housing needs.' A small green house icon is next to the text.

Sample Posts:

Decades of inequality have made it hard for Latinos to access the resources needed to prosper and build assets. **CDBG** has helped preserve over 1.25 million units of affordable housing since 2005. CDBG must be funded at \$4.2B. #LatinoEconomicEngine

CDBG is the principal source of federal revenue for states & localities to use in responding to community needs and growing local economies. Fully Fund CDBG at \$4.2B. #LatinoEconomicEngine

CDBG helps thousands of communities and millions of LMI individuals meet their housing needs. With the cost of housing on the rise, CDBG must be robustly funded at \$4.2B for FY23 to meet the needs of LMI communities. #LatinoEconomicEngine

Community Development Financial Institutions (CDFI) Fund

Infographics: ([DOWNLOAD HERE](#))



Sample Posts:

CDFIs fill the financial services gap and uplift Latino communities nationwide. Invest in America's future by providing \$1 billion in FY23 funding for CDFI Fund and help boost the economy. #LatinoEconomicEngine

CDFIs deliver affordable credit, capital, and financial services to residents and businesses in minority and economically distressed communities. Support CDFIs by providing \$1 billion in FY23 funding for the CDFI Fund. #LatinoEconomicEngine

CDFIs increase access to affordable housing, critical community facilities, and small businesses growth which create jobs and spur economic activity. Support prosperous communities by supporting \$1 billion in FY23 funding for the CDFI Fund. #LatinoEconomicEngine

US Department of Housing and Urban Development's Affordable Housing Programs

Infographics: ([DOWNLOAD HERE](#))



Sample Posts:

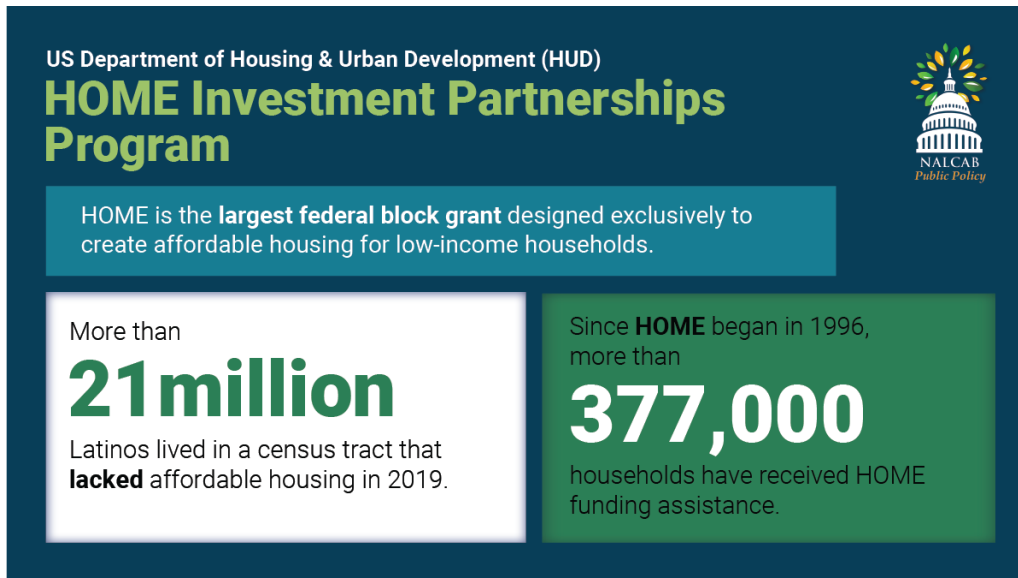
Affordable housing helps families and individuals climb the economic ladder and build wealth for the next generation. Support \$62.7B in FY23 funding for HUD's affordable housing and community development programs. #LatinoEconomicEngine

Housing counseling helps to prevent foreclosures and keeps homeowners & renters financially stable. Support \$100M or more in FY23 funding. #LatinoEconomicEngine

HUD's Rural Capacity Building (RCB) program helps local organizations address affordable housing and economic development needs to build stronger communities. RCB brings capacity and capital to areas where it's most needed. Provide \$5 million in FY23 funding. #LatinoEconomicEngine

HOME Investment Partnerships Program (HOME)

Infographics: ([DOWNLOAD HERE](#))



Sample Posts:

In 2019, 42% of Latinos lived in a census tract that lacked accessible housing options. HOME strengthens the production and operation of affordable housing. Provide \$2.5B of FY23 funding. #LatinoEconomicEngine

The need for affordable housing is greater than ever. HOME helps address housing needs in low-income areas. Support \$2.5B in FY23 funding for the HOME program. #LatinoEconomicEngine

US Small Business Administration (SBA) Microloan Program

Infographics: ([DOWNLOAD HERE](#))

US Small Business Administration (SBA)
Microloan Program

An important resource for Latino communities, Microloan provides small dollar loans to help underserved entrepreneurs access the capital needed for successful businesses.

In FY2021, minority-owned or minority-controlled firms received **60%** of the number of microloans issued.

Latinos start businesses at almost **TWICE** the rate of non-Latinos.

Sample Posts:

The Microloan program provides small dollar loans to help small businesses that may not be able to access loans from traditional lenders. Support increased access to capital for underserved entrepreneurs by providing \$110M in FY23 funding. #LatinoEconomicEngine

Since 1992 Microloan intermediaries have made more than \$845 million in loans to small businesses that created or retained more than 246,000 jobs. Support this important program by providing \$110M in FY23 funding. #LatinoEconomicEngine

Small businesses are the engine of our economy. Microloan targets new and early-stage businesses in underserved markets. Help spur economic growth by supporting \$110M in FY23 funding. #LatinoEconomicEngine

US Small Business Administration (SBA) Program for Investors in Microentrepreneurs (PRIME)

Infographics: ([DOWNLOAD HERE](#))

The infographic features a dark blue background with green and white text and graphics. At the top left, it reads 'US Small Business Administration (SBA) Program for Investors in Microentrepreneurs (PRIME)'. A teal box contains the text: 'PRIME supports Microenterprise Development Organizations in providing expert training and technical assistance to low-income and underserved entrepreneurs.' In the top right corner is the NALCAB Public Policy logo, which includes a stylized Capitol dome with colorful rays. The bottom section is split into two green boxes. The left box says 'Business ownership is one of four building blocks of economic opportunity.' and includes an icon of four interlocking puzzle pieces. The right box displays '52%' in large green font, followed by 'of Latino-owned businesses serve the local community.'

Sample Posts:

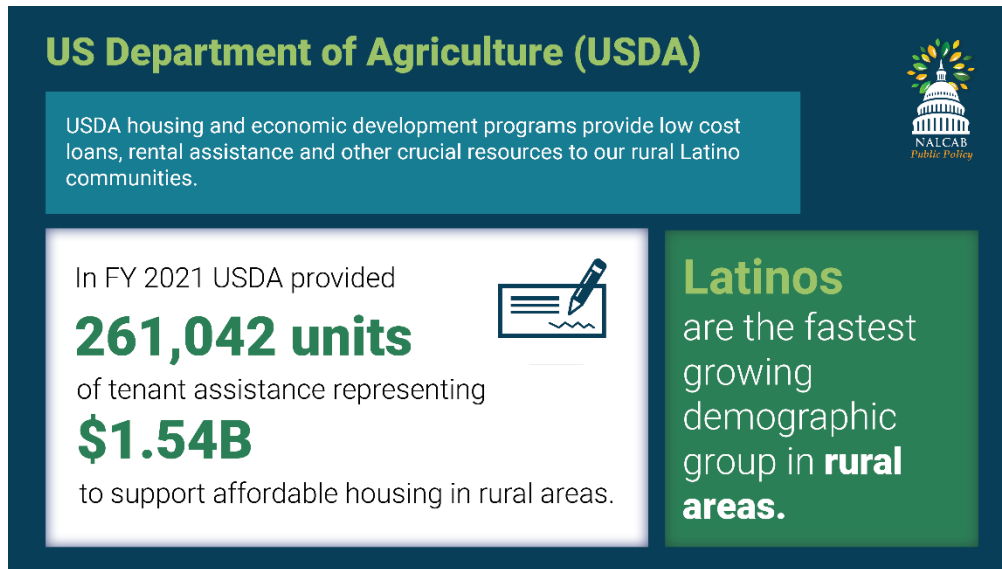
SBA PRIME is vital to small business growth in Latino communities and must be robustly funded. PRIME directly supports the #LatinoEconomicEngine- providing resources to uplift entrepreneurs in LMI communities through training & TA.

Since 1999 SBA PRIME has provided resources to organizations that deliver technical assistance to entrepreneurs- promoting growth, innovation & increased productivity. Congress must provide \$12.5M in FY23 funding for this vital program.

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US Department of Agriculture (USDA) Rural Housing and Development programs

Infographics: ([DOWNLOAD HERE](#))



Sample Posts:

Where there is population growth in rural areas, the US Census estimates that minorities account for 83%. Support growing communities by fully funding the USDA's Rural Housing & Development Programs for FY23. #LatinoEconomicEngine

Rural small businesses face unique challenges, including geographic isolation & struggles accessing capital. Support rural Latino entrepreneurs by robustly funding the USDA's Rural Housing and Development Programs. #LatinoEconomicEngine