

ADVANCING A BLUEPRINT FOR EQUITY

COMMEMORATING 55
YEARS OF THE FAIR
HOUSING ACT

CASE STATEMENT &
SPONSORSHIP OVERVIEW





About NFHA

The National Fair Housing Alliance (NFHA) is the country's only national civil rights organization dedicated solely to eliminating all forms of housing and lending discrimination and ensuring equitable housing opportunities for all people. Through its education and outreach, member services, public policy, advocacy, housing and community development, tech equity, enforcement, and consulting and compliance programs, NFHA works to dismantle longstanding barriers to equity and build diverse, inclusive, well-resourced communities.

LEADERSHIP MESSAGE

55TH 
ANNIVERSARY OF THE FAIR HOUSING ACT

Mixed up priorities. That's how Dr. Martin Luther King, Jr. described the U.S. in February 1968 – just days before the Kerner Commission would release its seminal report and two months before this champion of justice would be horrifically taken from us. Dr. King was commenting on the strange phenomenon of economic and racial inequality in the richest nation on the planet. He was lamenting our “material abundance” in the face of so much division, restlessness, poverty, and injustice. He feared we, as a nation, were moving “**in the wrong direction**,” a similar position held by the Kerner Commission when it noted that our nation was “moving toward two societies, one black, one white—separate and unequal.” He admonished us to base every decision—be it personal, political, or business related—on what is right and in a way that fostered

mutual benefit, opportunity, and economic stability for all people. This, of course, is easier said than done. Determining the appropriate course of action is not always easy. Sometimes, making the just choice is hard. That is why our theme for this 55th year of commemorating Dr. King's legacy and the passage of the Fair Housing Act is **Advancing a Blueprint for Equity**.

We have come a long way since the Fair Housing Act was passed. Yet, with these accomplishments, and in the midst of material abundance, we still have unfair systems that are driving racial wealth and homeownership gaps, economic inequality, and structural barriers for women, people with disabilities, certain religious groups, new immigrants, and LGBTQ+ communities.

Our goal, with this campaign, is to bring together a plethora of voices, perspectives, and experiences to develop and promote strategies for not only eliminating bias in our society, but increasing equity, and creating healthy, vibrant, well-resourced neighborhoods where people can thrive.

When the Fair Housing Act became law 55 years ago, just seven days after Dr. King's assassination, it was the concluding link in a chain of consequential 1960s legislation aimed at ensuring that the rights of citizenship and opportunity were available to all Americans. The work of breathing life into the rights the Act guarantees has required vigilance, fortitude, and persistence on a national scale. We do this hard work because the Act holds great promise. Not only would it make all our lives better, but eliminating racial inequities alone would add trillions to the U.S. GDP, create millions of living wage jobs, strengthen our communities, and make our nation more globally competitive. Independently, none of us have all the answers, but, together, we can generate the solutions to move our nation boldly forward. And so, we invite you to join us in “**Advancing a Blueprint for Equity**”



Lisa Rice | President and CEO
National Fair Housing Alliance



We invite you to join the Movement to Advance a Blueprint for Equity.

Throughout 2023, NFHA will commemorate the 55th anniversary of the release of the Kerner Commission report. We will also recognize the 55th anniversary of the assassination of Dr. King, which led directly to the passage of the federal Fair Housing Act. With its partners and allies, NFHA will examine the past and what has been achieved but also identify solutions that must be put in place to make fair housing a reality in the United States. NFHA will consider what was not implemented from the Kerner Commission's recommendations and what still needs to be achieved from that groundbreaking report. We will also consider unfulfilled promises of the Fair Housing Act and outline strategies to attain them. In commemorating the legacy of Dr. King, we can ensure we center his lofty ambition of helping this nation live up to its full potential and promises.

NFHA will explore solutions for addressing appraisal bias, discrimination against people who use Housing Choice Vouchers, algorithmic injustice, the racial wealth and homeownership gaps, the affordable housing crisis, restrictive zoning challenges, ways to implement the Fair Housing Act's Affirmatively Furthering Fair Housing mandate, and much more. This year, NFHA will map out all these ideas in addition to achieving important goals to advance equitable opportunities in this nation. We will share learnings broadly and collaborate with stakeholders to implement solutions. Fair housing should be the norm in this country. A fair housing system makes for stronger families, livable communities, and resilient businesses to create a robust economy that generates opportunities for all to thrive and prosper.

NFHA's GOAL: \$2.5 MILLION

NFHA's IMPACT

Making Home Ownership and Insurance Accessible

Through our precedent-setting litigation and novel compliance work with industry players, we substantially reduced barriers to mortgage and home insurance products and services for millions of people.

Helping COVID-19's Hardest Hit Homeowners

With our partner non-profit organizations, we secured \$10 billion for the Homeowners Assistance Fund to help struggling homeowners.

Investing in Redlined Communities

We have brought systemic fair housing cases resulting in over \$158 million of investments in redlined communities.

Making Homeownership Possible

Through our community development initiatives, we provided grants to 898 people enabling them to achieve the dream of homeownership.

Protecting Against Digital Discrimination

By ensuring compliance with fair housing laws and creating policies based on fair housing principles, we helped prevent millions of incidents of digital advertising discrimination.



Achieving Housing Security for Vulnerable Renters

NFHA helped lead the procurement of \$46 billion in Emergency Rental Assistance Program funding in COVID-19 relief packages. The program has helped over 4 million struggling renters avoid eviction.

Educating the Public About Fair Housing

Through our marketing and training initiatives, NFHA has created fair housing educational materials in 8 languages. With over 25 media campaigns, we have secured 5 billion impressions and over \$165 million in donated media.

Remedying Discrimination Against People with Disabilities

Our efforts have resulted in the modification of 17,993 units and 88 multi-family housing developments. We have also provided \$5.6 million in grants to make units accessible to people with disabilities.

WHERE YOU LIVE MATTERS

Where we live is more than just an address. That is because **place** is inextricably linked to **opportunity**. Unfortunately, not everyone lives in a community with fresh air, clean water, green spaces, well-resourced schools, healthcare facilities, ample employment opportunities, quality internet service, healthy foods, and banks and credit unions. In fact, too many people live in communities that are poorly resourced. That means where we live impacts everything from our credit score, chances of attending college, job opportunities, income level, net worth, health and educational outcomes, ability to buy a home, and lifespan. Where we live also determines whether we face increased obstacles to voting or reproductive rights.

2x+

People of color are more likely to live in a food desert. For example, majority Black areas are more than twice as likely to not have a grocery store as majority White areas.

5x

Blacks, Latinos and American Indians/Alaska Natives are respectively 5, 4, and 3 times more likely as Whites to be unbanked. This is, in part, because banks are much more concentrated in predominately White areas.

71%

Communities of color suffer from broadband inequality meaning they pay higher rates for inferior service. Internet service providers disproportionately offer high speed internet in predominately White areas. E.g., in New Orleans, non White areas are 71% more likely to have slow internet service.



FAIR HOUSING BENEFITS EVERYONE

Picture a society in which no one faces unfair discrimination when they access housing, lending, and insurance services. Imagine a nation in which every person can live in a **well-resourced** community with the resources they need to **thrive**. The **Fair Housing Act** can help make this vision a reality. It is one of the most powerful tools available in the fight to eliminate a multitude of economic and societal barriers. Housing discrimination contributes to racial homeownership and wealth gaps; produces homelessness and housing insecurity; and causes economic loss, trauma, and other harms. Research shows that eliminating inequality in housing, credit and other areas would create new jobs, increase the Gross Domestic Product by trillions of dollars, and strengthen our economy. We must promote and guard fair housing principles if we are to make this a flourishing, inclusive society.

2x

People of color are more likely to be impacted by environmental injustice and twice as likely as Whites to live in areas without potable water or proper sanitation.

\$23B

Our schools are not equitably funded. Predominately White school districts receive \$23 billion more in funding each year than non-White districts even though they educate the same number of students.

3x

Due to biased policies, Black people disproportionately live in more heavily polluted areas and are 3 times more likely to die from pollution than their White counterparts.



2023 CAMPAIGN PRIORITIES

In 2023, there will be many opportunities for individuals, civic organizations, government agencies, and the business community to participate in the 55th Anniversary of the Fair Housing Act.

[Click here to see highlights from our 50th Anniversary Campaign](#)

Commemorate

We will commemorate Dr. King's legacy, the Kerner Commission Report and the Fair Housing Act by hosting at least 10 major activities throughout the year.

Educate

We will sponsor activities that reach 1 million people with our education efforts and outreach campaigns.

Convene

We will convene a major fair housing conference in the nation's capital that will bring together thought leaders from around the country to advance a blueprint for housing equity. We will host or co-host additional events that will result in the convening of over 2,500 people throughout the year to strategize and develop solutions for advancing fair housing in America.

Advocate

We will advocate for expanding fair housing laws to protect individuals from discrimination based on marital status, veteran status, and source of income (such as people who have housing choice vouchers). In addition, we will work with corporations, ranging from insurance carriers to lenders to technology firms, to adopt policies that expand housing opportunities for their employees, associates, and customers.

Our goal is to implement a national strategy for building and promoting fair and affordable housing opportunities in America that will ultimately benefit 5 million people.

Enforce

We will work with member organizations and our partners in the civil rights community to monitor and enforce federal, state, and local fair housing laws to stop policies and practices that perpetuate housing discrimination and inequitable access to opportunities.

Our goal is to benefit at least 100,000 people by addressing systemic bias in housing and lending.

2023 EVENTS OVERVIEW

Throughout the year, NFHA will host a series of events to commemorate the anniversary of the Fair Housing Act.

JANUARY

"Our America Lowballed" Documentary Screening and Panel Event in partnership with Brookings Institution, ABC, and National Geographic, **January 12th**

Report Release and Webinar

THE BAD HOUSING BLUES: Discrimination in the Housing Choice Voucher Program in Memphis, Tenn. In partnership with NAACP Legal Defense and Education Fund (LDF) **January 17th**

MARCH

Housing & Health Symposium

In partnership with Nationwide and Community of Caring Development Foundation, Linden Community Center, March 28th, Columbus, Ohio

APRIL

Reaching Back, Advancing Forward: Commemorating the Kerner Commission Report, Dr. Martin Luther King Jr.'s Open Housing Movement, and Passage of the Fair Housing Act In Partnership with LDF and Howard University

55th Anniversary Media Campaign Launch and Fair Housing Month Social Media Celebration

JUNE

Fair Housing Trends Report Release and Homeownership Month Social Media Celebration

Tech Equity Hackathon, June 16-18, 2023, American University

JULY

National Fair Housing Alliance's National Conference - The Fair Housing Act at 55: Advancing a Blueprint for Equity

July 16-18, Renaissance Hotel, Washington DC

AUGUST

Martha's Vineyard Event

FALL 2023

Tech Equity Initiative Report Release and Tech Equity Forum

Keys Unlock Dreams Initiative Event in Baltimore, Maryland

SPONSORSHIP OVERVIEW

Commemorate | Educate | Convene | Advocate | Enforce

BENEFITS	Principal Underwriter \$500,000	Inclusive Communities Partner \$250,000	Housing Justice Partner \$100,000	Equitable Society Partner \$50,000	Fair Housing Advocate \$25,000
Select Event Attendance	✓	✓	✓	✓	✓
Complimentary National Conference Tickets	10	7	5	3	2
Branding at Select Events	✓	✓	✓	✓	✓
Ad Page Space in Select Programs	Full	Full	Half	Quarter	Quarter
Acknowledgement on Social Media	✓	✓	✓	✓	✓
Branding on NFHA's Website	✓	✓	✓	✓	✓
Branding on Select Event Registration Pages	✓	✓	✓	✓	✓
Swag Opportunity at Select Events	✓	✓	✓		
Premium Media and Education Package	✓	✓			
Special Recognition at Events	✓	✓			
Mission Moment at Select Events	✓				

Premium Media and Education Package

This package includes access to special 55th Anniversary materials for use on sponsorship intranet, internet, and social media sites. It also includes special social media engagement with NFHA and insightful campaign analytics and reports.

Brand recognition will be commensurate with sponsorship level.



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