



ADVOCACY PLATFORM VISION

As a national nonprofit committed to home repair as a post-purchase approach to maintaining homeownership for low-income households, the Coalition for Home Repair is positioned to serve as a convener and activator of change for the benefit of homeowners nationwide by shedding light on the need for increased investments and resources into keeping affordable homes in conditions that promote aging-in-place. Until recently, the Coalition has not had the capacity to advocate for its growing membership of nonprofit organizations engaged in housing preservation to the extent that is needed to garner attention and elevate the need for increased awareness in the housing preservation space at both the state and federal levels. CHR intends to develop an advocacy platform that aims to address the pressing issue of inadequate support for home repairs affecting low-income homeowners' ability to sustain their home and safely age in place. Established advocacy partnerships will help fortify CHR's advocacy platform equipped with the tools needed to raise awareness and mobilize our member nonprofits (current and prospective), build meaningful partnerships, and collectively advocate for policy and systems change for the most vulnerable across the country.

CHR's strategy to implement a successful multi-sector advocacy campaign includes a process that is informed by member nonprofits directly engaged in home repair work and advocacy partnerships with organizations that have been the leading voices in the affordable housing and housing preservation spaces. Most importantly, CHR envisions an advocacy campaign that is rooted in advancing equity and building mutually beneficial relationships with stakeholders, member organizations (current and prospective), and homeowners with low-income.

CHR will commence by aligning resources and promoting cross-sector collaboration through an Inaugural Advocacy Summit that took place in a hybrid format on November 7, 2023. CHR is in the process of developing shared themes from the feedback and insights shared during the breakout sessions at the Inaugural Advocacy Summit. Following this and into 2024, will be the re-launch of an Advocacy Taskforce that includes 100 homeowners who have been beneficiaries of home repair across the country (geographically representative of the 5 U.S. regions—West, Midwest, Southwest, Southeast, Northeast). Opportunities to participate in the Taskforce will be shared nationally by CHR, CHR members and partners via a self-nomination form allowing home repair beneficiaries to state their desire to represent their region and share their personal stories of challenges and/or positive outcomes of home repair.

The Advocacy Taskforce will meet on a regular, bi-monthly basis (12 sessions over 24 months) to receive education and training from experts in the field, receive updates on the data collected to develop the baseline, as well as collect additional feedback on our advocacy campaign's focus points into the implementation stages. If CHR is able to secure additional funding through grants, each home repair beneficiary will be compensated for their involvement at each session. CHR plans to co-host a regional summit in each of the 5 regions over the course of two years, which will be developed with our Taskforce members from those regions to ensure an appropriate perspective of the home repair challenges of each region. CHR's strategic planning phase will also include the creation of a comprehensive advocacy toolkit that will provide guiding principles, data-driven insights, and clear, concise messaging for educating the public and engaging with beneficiaries of home repair programs who can help lead the conversation. Including beneficiaries of home repair programs is a critical component to engaging with legislators and ensuring lived experiences of their constituents are resonated with. With the support of our members, partners, and home repair program beneficiaries,

CHR will organize an annual advocacy training for the Preserving Home Capitol Hill Day (first in 2025) to advance shared housing preservation priorities.

Overarching Goal: Through CHR's advocacy platform, ensure that homeowners with low-income are mobilized alongside national and regional organizations committed to increasing access to resources and assistance for home repairs and modifications that enable them to safely and comfortably age in place. Our objectives for this goal include:

1. Policy research and analysis: CHR will conduct research on the need for housing repair programs and the current state and effectiveness of housing repair funding and resources available to low-income homeowners. This will include the input of advocacy task force participants from the 5 regions of the U.S.

Outcome: A report will be drafted and published of the data compiled and analyzed with the support of our partners research teams to arrive at a baseline of understanding of needs, challenges, and opportunities in development of advocacy objectives.

2. Development of partnerships and policy priorities: maintain partnerships with housing organizations (current and prospective members), advocacy partners, and policy experts through continued collaboration and engagement including the production and implementation of a co-created research development and federal policy agenda.

Outcome: Shared set of advocacy goals and objectives that we will collaboratively uplift during the Preserving Home Capitol Hill Day in 2025. We will also track the number of participants and follow-up on their experience.

3. Raise public awareness: increase public awareness about the challenges low-income homeowners face in maintaining their homes along with the broader societal implications of the lack of home repair resources available in the form of a comprehensive advocacy toolkit for our members, partners, and housing repair program beneficiaries to utilize at the local and state levels.

Outcome: This will be accomplished during regional summits where we can track participation and evaluate the effectiveness of the toolkit.

4. Mobilization of resources: secure support and resources from government agencies, private sector partners, and philanthropic organizations to support home repair programs.

Outcome: Research will be conducted to determine if the increased awareness and advocacy had any effect on the funding or policy within specific federal departments and at the state or local level. This information will be garnered from publicly available information, but also from feedback from our partners, home repair organizations, and the homeowners themselves. The results will be included in a report that is shared publicly and during our annual conference in 2026.