



COALITION FOR NONPROFIT HOUSING &  
ECONOMIC DEVELOPMENT'S

VIRTUAL  
**COMMUNITY DEVELOPMENT WEEK**

**October 5-9, 2020**

AND SPECIAL EVENT:

**A COMMUNITY OF RESILIENT LEADERS**

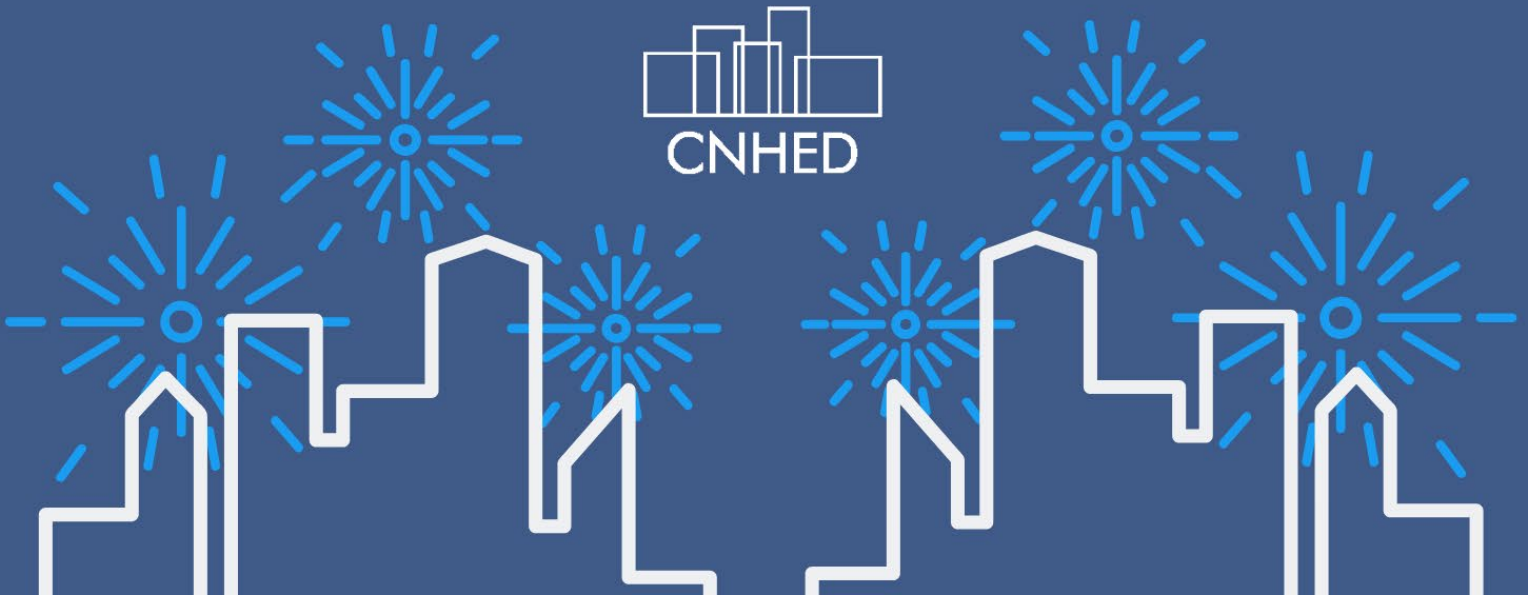
*Uplifting local businesses, organizations, philanthropy and  
government leaders in the battle against COVID-19*

**Friday, October 9, 2020**

— **SPONSOR PACKAGE** —



CNHED



## Sponsorship Opportunities 2020

The Coalition for Nonprofit Housing and Economic Development (CNHED) is pleased to announce our annual DC Community Development Week, **October 5-9, 2020**, along with a special program, *A Community of Resilient Leaders*, taking place on **Friday, October 9** via virtual conferencing.

**At the event and throughout the week**, CNHED will celebrate *the community of resilient leaders* in the District by lifting up local businesses, organizations, philanthropy and government leaders who developed creative solutions in the face of COVID-19. Despite being faced with a global pandemic, the community economic development field, in partnership with local government leaders, worked together to ensure the preservation of established and soon-to-be-constructed affordable housing; ensured small businesses had access to emergency capital; and created opportunities for individuals and families to not only remain safely in their homes, but to also regain employment as the District starts to reopen.

Throughout DC Community Development Week, CNHED will work coordinate a series of virtual seminars and panels across the span of our membership, as well as with our government partners and supporters. While the exact virtual events are still being planned, the weekly schedule will be as follows:

- **Monday:** Launch and Kick-off Plenary
- **Tuesday:** Affordable Housing Focus
- **Wednesday:** Workforce Development Focus
- **Thursday:** Small Business and CBO Focused
- **Friday:** *A Community of Resilient Leaders* Wrap-Up Program

**Marketing and Promotion:** CNHED will promote the week with local media, elected officials, the corporate sector and philanthropy, as well as raise the awareness of the general public about the impact of the community organizations in their neighborhoods. The events will highlight both nonprofit organizations and for-profit businesses that were instrumental to providing services and solutions to the District during COVID-19. CNHED will execute a coordinated social media strategy to engage our members, elected and administration officials, corporate entities and others. Our sponsors will receive recognition in online materials, virtual events, on our website and social media channels.

**Your support is critical.** Not only will your contribution enable CNHED to coordinate an excellent DC Community Development Week and *A Community of Resilient Leaders* Celebration, but ultimately, you enable CNHED to continue to:

- Educate our public officials to sustain and increase local appropriations for critical community development programs
- Inform, educate, and build the capacity of the sector
- Facilitate policy and programmatic improvements
- Bolster the political will to create a District where all residents are part of thriving, livable communities that are socially, racially, and economically just

## Sponsorship Levels

By sponsoring DC Community Development Week and *A Community of Resilient Leaders*, you demonstrate your support of a proven leader in addressing the issues of housing affordability and neighborhood-based economic development in the District. To sponsor, please complete the attached form.

	Vibranium	Platinum	Champion	Leader	Builder	Partner	Sponsor
	\$25,000+	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500
<b>Designated Role in CD Week</b>	x						
<b>Featured profile on website and social media</b>	x	x					
<b>Membership fees waived (as applicable)</b>	x	x	x				
<b>Recognition in FYI Email*</b>	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo		
<b>Recognition on virtual event registration</b>	Logo	Logo	Logo	Logo	Name		
<b>Recognition in pre-event emails and social posts</b>	x	x	x	x	x	x	
<b>Recognition during A Community of Resilient Leaders program</b>	Speaker	Speaker	Speaker	x	x	x	
<b>Recognition on CNHED Website</b>	Logo & Link	Logo & Link	Logo & Link	Logo & Link	Logo	Name	Name
<b>Recognition on digital signage at A Community of Resilient Leaders program</b>	Logo	Logo	Logo	Logo	Logo	Name	Name

\*CNHED has a total email distribution list of more than 4,500.

**Have something else in mind? We gratefully accept contributions of any level and will work with your organization to provide adequate recognition.**

## About CNHED

The **Coalition for Nonprofit Housing and Economic Development (CNHED)** is a dynamic membership association that leads, promotes and supports the community development sector in the District of Columbia. Our mission is to foster just and equitable community development solutions that address the needs and aspirations of low- and moderate-income District residents by convening, advocating, and educating diverse stakeholders. Started in 2000, CNHED now has 140+ members representing a broad spectrum of nonprofits, for-profits and government agencies that build, preserve and manage affordable housing; protect tenants' rights and provide housing counseling; create opportunities for first-time homebuyers; deliver critical family services; connect residents to career pathways; lend necessary capital to small businesses and community projects; assist small businesses to start, grow and thrive; and generally engage, represent, and benefit low- and moderate income residents of the District of Columbia.

CNHED amplifies our members' abilities to carry out their community development work - work specifically aimed at improving the opportunities for and lives of low-income residents of DC. We accomplish this primarily through our housing and economic development committees, and ten working groups.

## CNHED's Impact

As an association, CNHED has achieved successes that would be impossible for a single organization. In support of and through the hard work of our members:

- CNHED generated the political will for the District to **invest hundreds of millions of dollars** in additional local funding for affordable housing and economic development programs that work, including \$100 million annually for the Housing Production Trust Fund, the lynchpin to creating and preserving affordable housing in DC; and, in Fiscal Year 2019, \$63 million for other affordable housing programs; and nearly \$20 million for programs assisting small business.
- For Fiscal Year 2020, **CNHED helped to achieve in increases in key housing programs** including an increase of \$16 million in the Housing Production Trust Fund and for the first time the District Council appropriated the correct funding for the Local Rent Supplement Program required by the statutory requirement to expend 40% of Trust Fund funding for the creation of units to serve households at 0-30 percent (low to extremely-low income individuals) of Area Median Income
- This year, **CNHED led the charge for increases in community development programs** including \$3.497 million for Main Streets, comprehensive program that promotes the revitalization of traditional business districts. Additionally, the Capital Access Fund, which was initially zeroed in the Mayor's proposed budget, received funding with the help our advocacy efforts.
- CNHED's **policy efforts lead to system change**, such as removing barriers to the success of small and micro businesses in the District. For example, **DCSmallBizHelp.com** features a network of fifteen local organizations that provide an expansive array of assistance for small businesses in the District. CNHED and Urban Institute created a District-wide **affordable housing preservation strategy**, maintain the **Preservation Catalog**, containing 39,000 units of publicly-assisted affordable housing and launched a new preservation decision-making tool, **[www.HousingInsights.org](http://www.HousingInsights.org)**.
- CNHED's **Housing for All Campaign** engaged more than 4,000 individuals and hundreds of organizations to more effectively participate and lead, building the political will to dramatically increase local appropriations for a continuum of housing that is affordable for residents of low-income. The Campaign also helped institute structural changes for how affordable housing is funded in the District along with engaging residents to hear their concerns about living in DC.
- CNHED launched the **DC Community Anchor Partnership**, included in the Mayor's DC Economic Strategy as a high-impact initiative promoting inclusive prosperity. In the initiative's first phase, we are working with five prominent District universities and hospitals to increase their procurement from District-based minority-owned businesses.
- CNHED's **capacity building efforts** have equipped organizations with the resources, information and skills they need to operate more effectively.

**CNHED continues to distinguish itself by harnessing the differences across our diverse membership and with our allies to create collaboration that results in real solutions for low-moderate income residents of the District.** The impact of this engagement translates to strong infrastructure for community development that goes beyond any single organization or individual.

## CNHED Community Development Week Sponsorship Form

I/we would like to support CNHED by sponsoring Community Development Week 2020, including the A Community of Resilient Leaders Program at the following level (please check one):

Vibranium (\$25,000+)

Builder (\$7,500)

Platinum (\$20,000)

Partner (\$5,000)

Champion (\$15,000)

Sponsor (\$2,500)

Leader (\$10,000)

Company/Organization/Individual Name (as you want it listed):

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Company Website:

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Primary Contact Person for this sponsorship:

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Mailing Address: City & State: Zip Code:

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CNHED is a 501(c)(3) organization. Donations made to this event over \$25 may be tax-deductible. EIN: 52-1750323

**For additional information on sponsorship opportunities or to submit this form, contact:**  
**[accounting@cnhed.org](mailto:accounting@cnhed.org) or 202-745-0902 ext. 204**

**Thank you for your generous support!**

