

COALITION FOR NONPROFIT HOUSING &  
ECONOMIC DEVELOPMENT'S

VIRTUAL

# COMMUNITY DEVELOPMENT WEEK

October 4-8, 2021

AND SPECIAL EVENT:

## DESIGNING OUR FUTURE

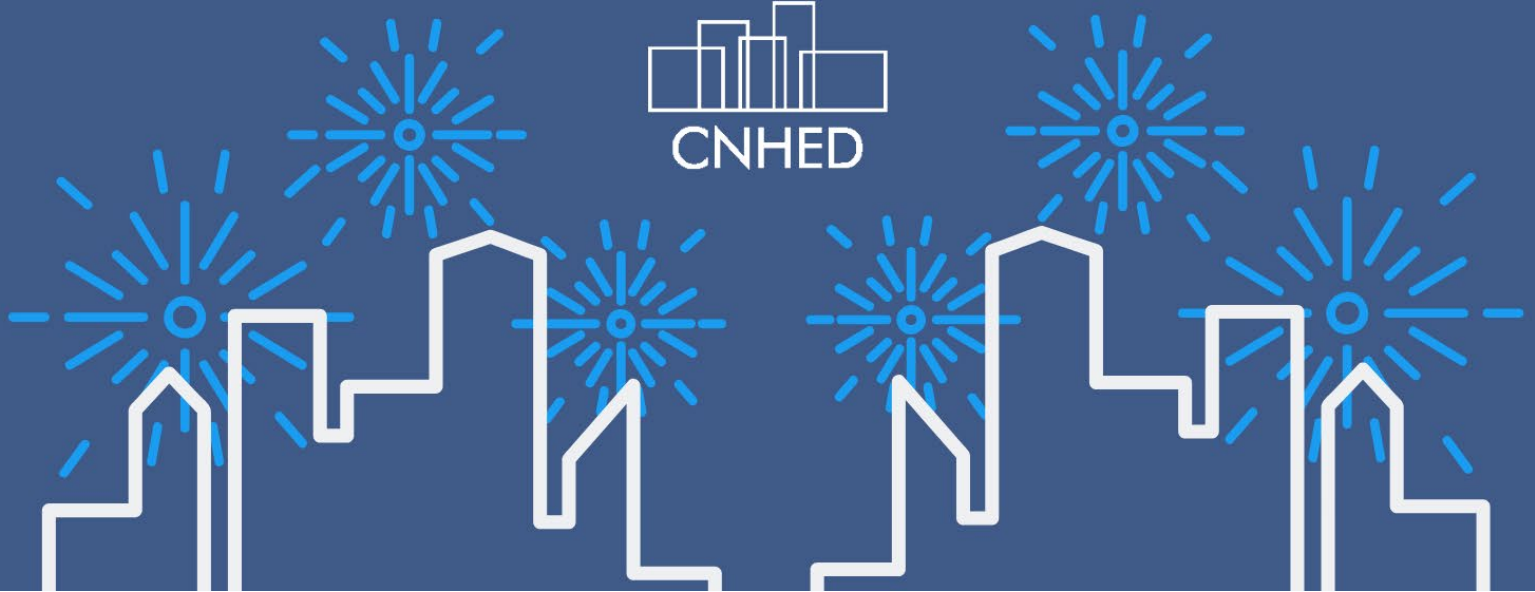
*Building an equitable recovery for the District, **together**, with community members, local businesses, organizations, philanthropy and government leaders.*

Thursday, October 7, 2021

## SPONSOR PACKAGE



CNHED



## Sponsorship Opportunities 2021

The Coalition for Nonprofit Housing and Economic Development (CNHED) is pleased to announce our annual DC Community Development Week, **October 4-8, 2021**, along with a special program, *Designing our Future*, taking place on **Thursday, October 7** via virtual conferencing.

For the past year and a half, the community economic development field has faced unprecedented challenges with the emergence of COVID-19. Now as the District turns to recovery, we face a new challenge.

Now is the time for nonprofits, community groups, small businesses, philanthropy, anchor institutions, the DC Government and others to come **together**, so that we can ensure the District not only recovers but that we're committed to an **equitable** recovery, focusing on the under-resourced families, communities, and businesses who were hardest-hit by the pandemic and face the biggest hurdles to finding stability once again.

**This year, we're focusing our annual Community Development Week and Keynote Program, *Designing our Future*, as an opportunity for thought leadership, collaboration, and learning.** Bringing together local leaders, government officials, organizations, and small businesses who have actively worked toward an inclusive and equitable recovery for the District, continuing to serve DC's most vulnerable communities and residents and platforming how we can continue to build a more equitable future.

Throughout the 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 week will have a kick-off Plenary on Monday, and Keynote program, *Designing our Future*, on Thursday.

**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 are making huge strides in providing services and solutions to residents as the District recovers from COVID-19, these events will have a special focus on racial and social justice, aiming to highlight the value and importance of an *equitable* recovery. 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 the *Designing our Future* Celebration, but ultimately, you enable CNHED to continue to:

- Spearhead systems change throughout the community economic development sector in DC
- Educate our public officials to sustain and increase local appropriations for critical community development programs
- Inform, educate, and build the capacity of our members, partners and allies
- Facilitate racially equitable 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 *Designing our Future*, you demonstrate your support of a proven leader in addressing the issues of housing affordability, neighborhood-based economic development, racial equity and systems change in the District. To sponsor, please complete the attached form.

	Diamond	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. Contact [accounting@cnhed.org](mailto:accounting@cnhed.org) to discuss more options.**

## 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 advance community development solutions that address the inequity of under-resourced communities in the District of Columbia.

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 -- specifically minority-owned -- to start, grow and thrive; and generally engage, represent, and benefit low- and moderate income residents of the District of Columbia.

Through our two committees and seven working groups, CNHED brings together residents, practitioners and government officials to collaborate and develop impactful, equitable, wholistic solutions to some of DC's biggest economic development problems. We are the hub for innovative research, policies and programs specifically aimed at improving the opportunities for and lives of low-income residents of DC. In addition, we pride ourselves as capacity building resource for our members, working to provide them with the tools, resources, and partnerships needed to support their work, ultimately ensuring the District's low- and moderate-income residents are well supported and resourced.

## 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. Here's some of our recent and notable impact:

- For Fiscal Year 2022, **CNHED helped to achieve in increases in key housing programs** including an increase of \$140 million in the Housing Production Trust Fund and **led the charge for increases in community development programs** including \$8.1 million for Great Streets, comprehensive program that promotes the revitalization of traditional business districts.
- CNHED's **policy efforts lead to system change**. Throughout the years, we've 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 2022, \$77 million for other affordable housing programs; \$27.85 million for programs assisting small business; and \$5.6 million for workforce development programs and support.
- 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 nine prominent District universities and hospitals to increase their procurement from District-based minority-owned businesses.
- In partnership with the George Washington University School of Business, CNHED launched a **training curriculum for local entrepreneurs: ELEVATE**. The Executive Leadership Education Venture Advancing Talented Entrepreneurs (ELEVATE) program, aims to provide best-in-class training to minority small businesses located in the DC to acquire new skills that will allow them to more effectively and efficiently manage their business' products and services and increase revenue and employment.
- CNHED is a thought leader and research hub for innovative research and development that focuses on systems change-level solutions. Creating and managing numerous databases, such as **DCSmallBizHelp.com**, our Workforce Development Directory, Small Business Lending Directory, and [HousingInsights.org](https://www.housinginsights.org), we ensure guidance and information is accessible to the entire sector.
- CNHED is dedicated to community engagement and uplifting the voices and perspectives of those with lived experiences. Our **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's **capacity building efforts and membership services** 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):

- |   |   |
|---|---|
| <input type="radio"/> Diamond (\$25,000+) | <input type="radio"/> Builder (\$7,500) |
| <input type="radio"/> Platinum (\$20,000) | <input type="radio"/> Partner (\$5,000) |
| <input type="radio"/> Champion (\$15,000) | <input type="radio"/> Sponsor (\$2,500) |
| <input type="radio"/> 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*

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**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!**