



NC COALITION to
end
HOMELESSNESS



Housing Connections Initiative

Announcement of Funding Availability

The North Carolina Coalition to End Homelessness (NCCEH) is announcing the availability of funding through the Housing Connections Initiative. The funding is available to agencies to design and implement strategies that will foster housing connections between people seeking housing and those with housing resources. Funding has been made available by Healthy Blue, Blue Cross and Blue Shield of North Carolina's Medicaid offering, in recognition of how crucial housing is to overall health.

Through this initiative, we aim to grow the network of organizations and communities that are creating systematic approaches to developing connections between people seeking housing and people with housing available to rent.

Funding will offer organizations the opportunity to experiment with what is needed to connect people to safe, stable, secure, and healthy housing while creating a system to move beyond recruiting units one household at a time and instead scale-up housing connections by securing a larger number of units for the rehousing system to quickly connect more households to housing.

NCCEH is seeking partners willing to build on successful strategies, innovate, and grow partnerships that will lead to a systematic approach to increasing housing connections between people seeking housing and those

who can partner to leverage housing such as rehousing organizations, property owners, landlords, developers, and community leaders.

Based on what we've learned to date through testing strategies with Back@Home Rehousing Agencies, this project is designed to be dynamic and will focus on building partnerships to scale up strategies, funding staff time to dedicate to Housing Connections, providing flexible funding to support innovative partnerships with landlords and property owners, and offering coaching to learn, grow, and develop strategies that work.

Join Us!

We are seeking 4-6 organizations across North Carolina to join the Housing Connections Initiative. Estimated funding available will be \$70,000-\$130,000 per agency.

This funding provides organizations with:

- Coaching and Skill Building
 - Setting strategic goals
 - Implementing a Housing Connections plan and tracking progress
 - Evaluating housing need and availability
 - Building critical partnerships
 - Strengthening landlord engagement strategies
- Funding to support staff dedicated to Housing Connections
- Flexible funding to support property owners and landlords
 - Administrative funds and move-in fees to support accessing and moving households into units quickly
 - Risk mitigation tools and funding to bring units up to a healthy standard

Becoming a Grantee

1. Express interest in joining the Housing Connections Initiative. If your organization is interested, **submit an Interest Form by following [this link](#) by March 13, 2020.** Questions included in the Interest Form can be found at www.ncceh.org/housingconnections for your reference.

The survey will invite you to join the Housing Connections mailing list, which is open to everyone who submits an interest form. We'll use the list to share information, tools, future funding opportunities, and other helpful resources about developing housing connections.

2. Attend the Housing Innovations Clinic.

NCCEH, in partnership with Clutch Consulting, will offer a Housing Connections Clinic in Raleigh on March 30, 2020 for organizations interested in applying for funding. This is a one-day session that will launch the initiative.

Save the date for the Housing Connections Clinic so you can attend the

event if invited. We anticipate being unable to accommodate all interested agencies because of limited space and available funding.

The Housing Connections Clinic will be a hands-on problem-solving meeting where participants can share and acquire knowledge and skills related to building housing connections. Participants will have the chance to meet coaches who will be supporting the Initiative and develop a shared understanding of how to make housing connections, access tools to do the work, and think through an initial plan of action.

NCCEH will review interest form submissions and send invitations to organizations by the third week in March. If you have been selected to attend the clinic, an invitation will be sent with information about how to register for the clinic.

3. Upon invitation, apply for funding.

Directly after the clinic, NCCEH will invite participants to apply for funding. Organizations not invited to proceed can opt into the Housing Connections mailing list, which will offer ongoing resources and additional opportunities to learn about strategies and tools.

Organizations that apply for funding will complete a more detailed application in April.

4. Receive funding and get to work!

Organizations awarded funding can immediately begin to leverage funds to support staff and other activities outlined in their Housing Connections plans.

Initiative funding will be available for one year. Our hope is that this funding will launch new ways of working together so that strategies created through Housing Connections can become part of the ongoing systematic community response to ending homelessness.

**Become a Member
of NCCEH!**

[Not sure if your
membership is current?
View current member list
here.](#)

The mission of the North Carolina Coalition to End Homelessness is to end homelessness by creating alliances, encouraging public dialogue, securing resources, and advocating for systemic change. NCCEH works with communities to address root causes of homelessness by developing and implementing data-driven strategies that are focused on permanent housing and appropriate services.

Thank you for all you do to ensure homelessness is rare, brief, and one-time only!

