

Omaha Affordable Housing Initiative: \$1 Million Campaign Strategy

Campaign Overview

Goal: Raise \$1 million to directly address affordable housing gaps in the Omaha metropolitan area

Timeline: 12-18 month campaign with immediate action steps **Focus:** Complement existing city initiatives while filling critical gaps

Current Omaha Housing Context

- Mayor Ewing's \$40M streetcar-linked affordable housing plan creating 1,900 units
- Recent \$20M HUD award for affordable housing expansion
- Median home price: \$260,000 (still challenging for many residents)
- Critical shortage of affordable rental units

Strategic Positioning

How This Campaign Complements Existing Efforts:

- Focus on immediate housing stability while larger projects develop
- Target populations not fully served by current programs
- Provide flexible funding for urgent cases
- Bridge gaps in existing services

Campaign Components

1. Direct Housing Assistance Fund (\$400,000)

- Emergency rental assistance for families facing eviction
- Security deposits and first month's rent for qualified families
- Temporary housing support during job transitions
- Partner with existing nonprofits for distribution

2. Homeownership Pathway Program (\$300,000)

- Down payment assistance for first-time buyers
- Credit repair and financial counseling services
- Home maintenance emergency fund for new homeowners

- Collaborate with existing housing counseling agencies

3. Innovative Housing Solutions (\$200,000)

- Tiny home pilot project on donated/leased land
- Converted housing units (ADUs, garage conversions)
- Technology solutions for housing search and matching
- Community land trust exploration

4. Administrative & Operations (\$100,000)

- Campaign management and fundraising costs
- Legal and financial oversight
- Impact measurement and reporting
- Community outreach and education

Implementation Strategy

Phase 1: Foundation Building (Months 1-3)

- Establish legal entity (501c3 or fiscal sponsor partnership)
- Build advisory board with housing experts
- Create partnerships with existing organizations
- Develop transparent fund management systems

Phase 2: Community Engagement (Months 2-6)

- Launch storytelling campaign featuring personal testimonies
- Engage with local businesses, churches, and civic organizations
- Host community meetings to gather input
- Build volunteer network for outreach

Phase 3: Fundraising Launch (Months 4-12)

- Multi-platform fundraising campaign
- Corporate sponsorship outreach
- Grant applications to foundations
- Individual donor cultivation

Phase 4: Program Launch (Months 6-18)

- Begin direct assistance programs
- Launch pilot innovative housing projects
- Monitor and evaluate impact
- Share progress transparently with community

Key Partnerships

- **City of Omaha Housing Department** - Coordinate with existing programs
- **United Way of the Midlands** - Potential fiscal sponsor or partner
- **Habitat for Humanity of Omaha** - Homeownership programs
- **Open Door Mission** - Emergency housing services
- **Metropolitan Community College** - Workforce development connections
- **Local banks and credit unions** - Financial literacy and lending partnerships

Success Metrics

- Number of families prevented from eviction
- First-time homeowners assisted
- Housing units created or preserved
- Average time families spend in housing instability
- Community engagement levels
- Leveraged additional funding from other sources

Risk Management

- Clear eligibility criteria and application processes
- Regular financial audits and transparency reporting
- Insurance and legal protections
- Diverse funding sources to avoid over-reliance
- Exit strategy if goals aren't met

Communication Strategy

- Regular impact reports to donors and community
- Social media updates with privacy-protected success stories
- Partnership with local media for awareness

- Annual community meeting for accountability

Next Steps to Launch

1. Research fiscal sponsorship options or 501c3 application
2. Assemble initial advisory committee
3. Conduct detailed needs assessment
4. Create detailed budget and timeline
5. Develop initial case studies and testimonials
6. Launch pilot fundraising effort

Budget Allocation Summary

- **Direct Housing Assistance:** 40%
- **Homeownership Support:** 30%
- **Innovation Projects:** 20%
- **Operations:** 10%

This approach ensures maximum impact while building sustainable systems that can continue beyond the initial campaign period.