

Tenant Outreach Fund

Strategies and Outcomes Map

We created this map to help you align the priorities of the Fund with the desired outcomes, the activities you will carry out, and the outputs or metrics you will eventually report on if awarded a grant.

Goal of the Fund

The goal of the Tenant Outreach Fund is to provide education and support for tenants at risk of eviction from publicly supported housing or manufactured dwelling parks being sold or closed.

Strategies of the Fund

The Tenant Outreach Fund has identified five strategies we want to focus on:

1. Community education and outreach
2. Practical supports for tenants
3. Community- and self-advocacy
4. Community power building and leadership development
5. Sector infrastructure development and capacity building

Outcomes

The steering committee has identified six outcomes they expect grant applicants will be able to achieve. These outcomes are:

1. Tenants know their rights
2. Tenants' urgent needs are met and their housing stabilized
3. Tenants are able to advocate for themselves and their communities to prevent evictions
4. Tenants build power through leadership development and organizing
5. Tenants and the organizations that serve them build and are able to access community wealth
6. Tenants and the organizations that serve them stand up longer-term strategies to prevent evictions

How to Use this Map

In the grant application, we ask you to choose one or more of the strategies and outcomes. Different outcomes lend themselves better to certain strategies and types of grants.

For your convenience, we've mapped them like this:

If you choose this strategy...	You will likely choose this type of grant	And you will likely achieve one or more of these outcomes
Community education and outreach	Urgent Needs	<ul style="list-style-type: none">• Tenants know their rights• Tenants are able to advocate for themselves and their communities to prevent evictions• Tenants' urgent needs are met and their housing stabilized
Practical supports for tenants	Urgent Needs	Tenants' urgent needs are met and their housing stabilized
Collective- and self-advocacy	Urgent Needs Longer-Term Solutions	<ul style="list-style-type: none">• Tenants know their rights• Tenants are able to advocate for themselves and their communities to prevent evictions• Tenants build power through leadership development and organizing• Tenants' urgent needs are met and their housing stabilized
Community power building and leadership development	Longer-Term Solutions	<ul style="list-style-type: none">• Tenants know their rights• Tenants are able to advocate for themselves and their communities to prevent evictions• Tenants build power through leadership development and organizing• Tenants and the organizations that serve them stand up longer term systems to prevent evictions
Sector infrastructure development and capacity building	Longer-Term Solutions	<ul style="list-style-type: none">• Tenants and the organizations that serve them build and are able to access community wealth• Tenants and the organizations that serve them stand up longer term systems to prevent evictions

Suggested Activities

After you choose the strategies and outcomes, we'll ask you to describe what exactly your project's activities will consist of. Here are some suggested activities that you may carry out. These are suggestions—you may have many others in mind and we encourage you to talk about them.

If you choose this strategy...	And these outcomes...	Then these are some suggested activities you might want to carry out:
Community education and outreach	<ul style="list-style-type: none"> • Tenants know their rights • Tenants are able to advocate for themselves and their communities to prevent evictions • Tenants' urgent needs are met and their housing stabilized 	Developing and providing materials, education, training, and information that tenants need to defend their rights.
Practical supports for tenants	Tenants' urgent needs are met and their housing stabilized	<ul style="list-style-type: none"> • Providing practical supports for tenants to stabilize their housing and avoid evictions. Practical supports include providing funding to pay for utilities, back rent, hotel stays, moving expenses, security deposits, etc. • Growing tenants' ability to defend their rights and their communities' rights, including by providing practical supports for attending meetings and training sessions (food, interpretation, childcare, etc.)
Collective- and self-advocacy	<ul style="list-style-type: none"> • Tenants know their rights • Tenants are able to advocate for themselves and their communities to prevent evictions • Tenants build power through leadership development and organizing • Tenants' urgent needs are met and their housing stabilized 	<ul style="list-style-type: none"> • Providing access to and education around collective- and self-advocacy to prevent evictions • Growing tenants' ability to defend their rights and their communities' rights, including by providing practical supports for attending meetings, training sessions (food, interpretation, childcare, etc.) • Providing practical supports for tenants to stabilize their housing and avoid evictions. Practical supports include providing funding to pay for utilities, back rent, hotel stays, moving expenses, security deposits, etc.

If you choose this strategy...	And these outcomes...	Then these are some suggested activities you might want to carry out:
Community power building and leadership development	<ul style="list-style-type: none"> • Tenants know their rights • Tenants are able to advocate for themselves and their communities to prevent evictions • Tenants build power through leadership development and organizing • Tenants and the organizations that serve them stand up longer term strategies to prevent evictions 	<ul style="list-style-type: none"> • Connecting and convening tenants • Developing curriculum and materials • Story-collecting and story-telling • Providing trainings and education • Supporting tenant leaders • Growing tenant leaders' ability to defend their rights and their communities' rights, including by providing practical supports for attending meetings and training sessions (food, interpretation, childcare, etc.)
Sector infrastructure development and capacity building	<ul style="list-style-type: none"> • Tenants and the organizations that serve them build and are able to access community wealth • Tenants and the organizations that serve them stand up longer term systems to prevent evictions 	<ul style="list-style-type: none"> • Tenant and resource organizing to stand up community ownership models • Working with institutions and partners to stand up financing options, tenant-owned co-ops, community assets and community-ownership models

Suggested Outputs or Metrics

Finally, we are hoping to capture in the grant application what type of data or metrics you will want to keep track of to measure your project's success (and eventually also report on). These are, again, suggestions—you may have many others in mind and we encourage you to share them with us!

If you choose this strategy...	These are your likely chosen outcomes:	And these are some suggested metrics you'll want to report on.
Community education and outreach	<ul style="list-style-type: none"> • Tenants know their rights • Tenants are able to advocate for themselves and their communities to prevent evictions • Tenants' urgent needs are met and their housing stabilized 	<ul style="list-style-type: none"> • Number of training sessions and education opportunities offered • Number of attendees to training sessions • Change in tenants' knowledge of their rights and their confidence • Change in tenants' confidence to defend themselves • Number of culturally, geographically, and linguistically specific projects and their reach • Level of engagement of tenants in community groups and leadership opportunities • Outputs such as toolkits, manuals, self-advocacy resources, and other printed or digital materials
Practical supports for tenants	Tenants' urgent needs are met and their housing stabilized	<ul style="list-style-type: none"> • Number of individuals/families that stayed in their homes • Number of individuals/families that accessed practical supports and were able to stabilize their housing situation • Change in tenants' sense of housing stability
Collective- and self-advocacy	<ul style="list-style-type: none"> • Tenants know their rights • Tenants are able to advocate for themselves and their communities to prevent evictions • Tenants build power through leadership development and organizing • Tenants' urgent needs are met and their housing stabilized 	<ul style="list-style-type: none"> • Number of training sessions and education opportunities offered • Number of attendees to training sessions • Change in tenants' knowledge of their rights and their confidence • Number of culturally, geographically, and linguistically specific projects and their reach • Level of engagement of tenants in community groups and leadership opportunities • Outputs such as toolkits, manuals, self-advocacy resources, and other printed or digital materials

If you choose this strategy...	These are your likely chosen outcomes:	And these are some suggested metrics you'll want to report on.
Community power building and leadership development	<ul style="list-style-type: none"> • Tenants know their rights • Tenants are able to advocate for themselves and their communities to prevent evictions • Tenants build power through leadership development and organizing • Tenants and the organizations that serve them stand up longer term strategies to prevent evictions 	<ul style="list-style-type: none"> • Change in tenants' level of confidence in engaging with others • Number and diversity of stories collected; videos published; campaigns shared • Number of policies passed/strengthened
Sector infrastructure development and capacity building	<ul style="list-style-type: none"> • Tenants and the organizations that serve them build and are able to access community wealth • Tenants and the organizations that serve them stand up longer term systems to prevent evictions 	<ul style="list-style-type: none"> • Number of capital assets purchased, manufactured dwelling parks owned by tenants, or parks in the process of being purchased • Number of financial institutions engaged • Level of engagement of CBOs in collaborative work • Number of new CBO partners and communities engaged • Change in level of interest in co-ops and community ownership models