



# NACCED

National Association for County Community  
and Economic Development

## 2025

# Community Development Week Advocacy Toolkit



# What is National Community Development Week?

National Community Development Week was created in 1986 to bring national attention to the CDBG Program through grassroots support at a time when the program was facing scrutiny by Congress. The main objective of National Community Development Week is the education of Congressional members on the importance of CDBG, its impact and the need for increased program funding. In celebration of CDBG's 50th Anniversary April has been designated National Community Development Month to further highlight the program's benefits.

National Community Development Month is intentionally held during the Congressional appropriations process so that the significance of CDBG can be imparted to Congressional members through local activities conducted by grantees and program partners at the grassroots level. This is a critical time for appropriations; work on the upcoming FY 2025 HUD funding bill will be in the initial stages. National Community Development Month provides the perfect opportunity to cement the importance of CDBG in the minds of those in Washington to increase program funding. This toolkit contains ideas for how grantees can celebrate and promote their programs' impact.

## Transforming Communities Through Investment



CDBG small business grant partnership recipients in Los Angeles County, CA

# Meet With Your Congressional Delegation

CD Week is a great time to meet with members of Congress and their staffs. Meeting provides them with first-hand information about how CDBG funds are used. Through your storytelling, you create a tangible connection for lawmakers between the funding they appropriate for the program, and improvements to their states and districts.

Events like National Community Development Week also attract positive attention and publicity for CDBG, which is instrumental in creating the next generation of CDBG champions on Capitol Hill. Congressional members like to hear directly from the organizations or people the program serves. If possible, put a face to your program by including beneficiaries and subrecipients in the meeting.

**Now is the time to reach out to your Congressional offices to make sure National Community Development Week is on their schedule. To contact your Congressional members, please use the links below.**

**[U.S. House of Representatives](#)**

**[U.S. Senate](#)**

A typical meeting should go as follows:

1. **Introductions** – introduce yourself.
2. **Acknowledge** your Member of Congress (and their staff) and thank them for meeting with you.
3. **Present** your issues (e.g., importance of CDBG to your community; need for increased funding). Bring CDBG-funded project examples. Discuss the impact of CDBG in the community. Consider bringing a program beneficiary to the meeting to share how CDBG-funded activities have impacted their life. Be prepared to answer questions.
4. **Follow-Up:** Follow-up the meeting with a thank-you email. Send along any additional pertinent information and materials.

## **ADDRESSING CORRESPONDENCE:**

### **To a Senator...**

The Honorable (Full Name)

District Office Address

Dear Senator (Last Name):

### **To a Representative...**

The Honorable (Full Name)

District Office Address

Dear Representative (Last Name):

You can share the CDBG and HOME program handouts on the following pages when you meet with your member of Congress and their staff.

# Funding Tomorrow's Communities Today

## Community Development Block Grant Program

The Community Development Block Grant program (CDBG) was created under the Housing and Community Development Act of 1974 and provides Americans with infrastructure, safe, affordable and accessible housing, quality jobs and investment through financing new and expanding businesses. CDBG's impact can be measured in every corner of the U.S. and in the lives of millions of Americans, 95% of whom are low-to moderate-income citizens.

Despite the success of CDBG programs across the United States, CDBG funding has declined by 55% since 2000, severely hampering local governments' ability to foster sustainable and economically resilient communities.



**Sierra Madre Cottages Senior Apartments**  
Santa Barbara County, CA



**Orchard Arms Solar Carports**  
Los Angeles County, CA



**Courtyards at Cottonwood**  
Riverside County, CA: Moreno Valley

According to HUD, every \$100 million in CDBG funding directly creates or retains more than 17,000 jobs, and CDBG program resources have created over 450,000 jobs. This important infrastructure and community development program has been a catalyst for economic growth and has helped local officials leverage funds for community needs.

CDBG allocation continues to decline, however, at a time when the nation's infrastructure is ailing and is in dire need of improvements. It is more important now than ever to increase CDBG funding to give communities the ability to address their infrastructure and economic development needs at the local level.

***NACCED FY26 CDBG Funding Request: \$4.2 Billion***

FY25 Funding Level: \$3.3 Billion

# CDBG Works!

## NACCED Member CDBG Success Stories



**Ivey Lane Clinic**  
Orange County, FL

The area of Ivey Lane, north of Downtown Orlando, also known as Washington Park, is an area of nearly 17,000 area residents with 27% poverty rate and 17% unemployment rate. The majority of the area residents (estimated 77%) did not have a primary care provider. Health Care Center for the Homeless, Inc. was awarded \$1,000,000 in CDBG funding for the construction of a 12,000 sq. ft. facility in the Ivey Lane community that now serves a total of 15,000 individuals from the community and surrounding areas including 2,500 from the homeless population and 13,000 extremely low income residents.



**Hometown Hero's Memorial Park**  
Tarrant County, TX

No parks existed in the City of Sansom Park for the population of 5,387. No space was available to safely disseminate city resources such as vaccines and emergency supplies during COVID-19 for the predominately low-moderate income population. Using \$500,000 in CDBG-CV funds and some city funds, a new park was built between the Fire Department and an elementary school to provide outside activity in a socially distanced manner and space to disseminate community resources as needed. The park encourages kids to get out and play and makes walking home after school a more enjoyable activity.



**The Cadence**  
Arlington County, VA

This project provides much-needed affordable housing in Arlington, including units for families at 30% and 40% of the area median income. The property also includes a beautiful new space for resident services, as well as a community room offering programming. Arlington provides CDBG funds to support resident services programs including employment, education and eviction prevention. Another unique feature about this new apartment community is that all residents will receive free wireless in-unit internet access, thereby contributing to Arlington's digital equity goals.



**Willowbrook Library**  
Los Angeles County, CA

A small 2,200 square feet Willowbrook Library was serving an urban population of approximately 37,337 with 74.39% low-and moderate-income persons and 17 public and private schools. The library's collections, seating, computers and programming space were insufficient to meet the demands. With the help of CDBG funding The Los Angeles County Development Authority engaged in a public-private partnership to replace the library. Unique features that this new Library incorporates is a shared community room with senior affordable housing, programming space, and a workforce center.

# Funding Tomorrow's Communities Today

## HOME Investment Partnerships Program

The HOME investment Partnerships Program (HOME) provides formula grants to states and localities to fund a variety of activities including building, buying, and/or rehabilitating affordable housing for rent or homeownership or providing direct rental assistance to low-income people. The flexibility of this program allows state and local governments to use HOME funds for grants, direct loans, loan guarantees or other forms of credit enhancements, or for rental assistance and security deposits. These funds are often used in partnership with funds from local nonprofits and private investors.

Greater funding is needed to keep up with the rising costs of construction and the increased needs of communities. Local governments are becoming more efficient and creative with these important funds, but in order to create effective public-private partnerships using these programs, more public resources are needed.



Since 1992, over 1.34 million units of housing have been produced with HOME funds. HUD indicates that each dollar of HOME funding leverages an additional \$4.49 in other public and private funding. Every \$1 billion in HOME funding creates or preserves more than 33,000 jobs. According to HUD, an estimated 16.5 million renter and homeowner households now pay more than 50 percent of their annual incomes for housing. It is imperative that the HOME program is strengthened and expanded to help American families access affordable housing.

***NACCED FY26 HOME Funding Request: \$1.5 Billion***

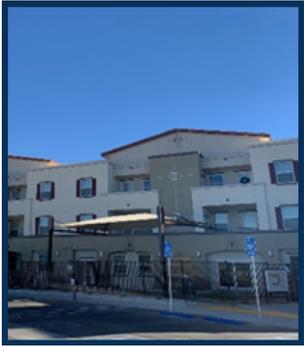
FY25 Funding Level: \$1.25 Billion

# NACCED Member HOME Success Stories



Martin Avenue Apartments  
DuPage County, IL

The median value of owner-occupied homes is \$433,400 in Naperville, Illinois, located in DuPage County while the median gross monthly rent is \$1,645. HOME funding assisted the revitalization of the Martin Avenue Apartments which consists of 190 units; a common lounge area, laundry site, community room, fitness room and beauty shop. The project consisted of rehab work on all of the existing units and all common areas. Additionally, to address the need for additional affordable senior units, a five-story structure was newly constructed, adding 68 units. All units serve tenants at less than 60% Median Fixed Income.



Pueblo Viejo Villas  
Riverside County, CA: Coachella

In the Coachella Valley, there is a need to promote innovative and alternative housing options that provide greater flexibility, affordability and an overall more diverse housing stock to reduce displacement risk especially for migrant farm workers and those with other special needs unique to the area. With HOME funding, Riverside County developed and constructed a multi-family affordable rental housing consisting of 105 rental housing units, which includes 1 residential manager's unit situated on approximately 2.66 acres of land located at 1279 6th Street, in the City of Coachella. The 105 units multi-family affordable rental housing project for low and very low-income households, consists of 50 one-bedroom units, 28 two-bedroom units, and 27 three-bed units.



The Horizon Senior Living  
Community  
DuPage County, IL

An extensive Market Analysis (MA) was conducted for this project resulting in DuPage County developing solutions for low-income senior living developments. A trusted developer proposed new construction of a 3-story, 71 unit, (with one unit for a live-in maintenance manager), affordable independent senior living development, for seniors over 62 years old including 67 units rented to low-, very low-, and extremely low-income seniors. The development includes a mix of one and two-bedroom apartments with common area amenities, including a library with computers & free Internet access; community room; exercise room; media/theater room; game room; living room; laundry rooms on each floor; storage areas on each floor; outdoor patios & gazebos; and 71 surface parking spaces.



Villa Hermosa III  
Riverside County, CA: Indio

Since the 1960's the Fred Young Labor Camp provided housing for local farmworkers. What started as temporary housing for single migrant farmworkers, became an affordable place for low-income families to live. Over the years, the dilapidated buildings became synonymous with substandard living conditions and crime. Villa Hermosa III is phase III of a multi-phase development consisting of 100 affordable rental housing units for farm worker households. Families living at the dilapidated Fred Young Camp housing project were giving first priority to move to Villa Hermosa Phases I, II and III. Complex includes a community center, a garden, seven playgrounds, washers and dryers in each unit, private patios, a computer lab and several enrichment programs such as English as a Second Language and computer literacy.

# Make a Community Development Week Proclamation

Follow up your outreach with the passage of a National Community Development Week proclamation by your local elected body. Send the press release and proclamation to local media outlets and to your Congressional delegation. This activity requires minimal effort and can be undertaken by every grantee. Some communities also hold special ceremonies or press briefings to announce the passage of the proclamation to gain further media attention for National Community Development Week.

## Member Spotlight: Marion County, FL

**Proclamation  
BOARD OF COUNTY COMMISSIONERS  
OF MARION COUNTY, FLORIDA**

**WHEREAS, the week of April 21-25, 2025, has been designated as National Community Development Week to celebrate the Community Development Block Grant (CDBG) Program; and**

**WHEREAS, the Community Development Block Grant (CDBG) Program was enacted through the Housing and Community Development Act of 1974; and**

**WHEREAS, this program is celebrating its 51<sup>st</sup> year providing annual funding and flexibility to local communities to provide decent, safe, and affordable housing, a suitable living environment, and economic opportunities to low and moderate-income people; and**

**WHEREAS, organizations such as the Florida Association of Counties, Florida Housing Coalition, Florida Community Development Association, and the National Association for County Community and Economic Development partner with Marion County by offering education, resources, and advocacy to strengthen local initiatives and expand opportunities for community growth and development,**

**NOW THEREFORE, the Board of Commissioners of Marion County, Florida, by virtue of the authority vested in us do hereby proclaim that April 21-25, 2025 be known as**

**“NATIONAL COMMUNITY DEVELOPMENT WEEK”**

**and encourages all citizens of our community to support and endorse this valuable program that has made tremendous contributions to the viability of the housing stock, infrastructure, public services, and the economic well-being of our community.**

**DULY PROCLAIMED this 15<sup>th</sup> day of April, 2025.**

**BOARD OF COUNTY COMMISSIONERS  
MARION COUNTY, FLORIDA**

\_\_\_\_\_  
**Kathy Bryant, Chairman**

\_\_\_\_\_  
**Carl Zalak, III, Vice Chair**

\_\_\_\_\_  
**Michelle Stone, Commissioner**

\_\_\_\_\_  
**Craig Curry, Commissioner**

**ATTEST:**

\_\_\_\_\_  
**Gregory C. Harrell, Clerk of Court**

\_\_\_\_\_  
**Matt McClain, Commissioner**

# Social Media Campaign Guidance



## Using the Community Development Week Hashtags on Social Media

- #CDBGworks #CDWeek2025
- Hashtags (#) label posts for ease of searching for social media content by topic. This increases the chances of engagement with others who are posting about the same topic.
- Engagement drives reach. The more reach the posts have, the more “return on investment”

## Guidelines

- Use social media to “call to action” such as asking followers to call legislators about CDBG funding in the Federal budget.
- Share exciting stories in more than one format. Give readers more than a headline by writing a blog article.
- Share more than one photo per post to give viewers a broader perspective of the story behind the post.
- Cross-reference and utilize multiple media channels. Post links or photos of newspaper articles. Include event registration links in press release or in posts if applicable. Be aware of formatting content appropriate to each platform. Make yourself familiar with each platform and how they are different.
- Post familiar faces. Include photos of county commissioners, other dignitaries, and participants. Use photo release for children under 18. Engage with individuals and organizations both in person and online.
- Engage with other pages to drive engagement on your page. Make the request for individuals and organizations to participate in the social media campaign and provide guidance.
- Consider enhanced content options such as podcasts, recorded videos, live streaming, infographics, and blogs.

# CDBG Program Success Stories

Throughout Community Development Week, we encourage you to demonstrate how funding has revitalized your community. CDBG program "success stories" demonstrate the results and impact projects have on the lives of those served. Stories are a valuable resource to highlight projects that have benefited areas, like safe, affordable and accessible housing, improved utility systems, disaster relief, increased broadband infrastructure, youth or elderly assistance programs, and business expansion.

To access a complete list of NACCED's 2024 success stories along with a formatting template for new submissions, please click [here](#).

## NACCED Member Success Story Highlights



**The Cadence**  
Arlington County, VA  
ARLINGTON VIRGINIA



**Sahuarita Food Bank & Resource Center**  
Pima County, AZ  
PIMA COUNTY ONE-STOP



**Willowbrook Library**  
Los Angeles County, CA  
LACODA  
Los Angeles County Development Authority



**Villa Hermosa**  
Indio, CA  
IWS  
Housing and Workforce Solutions  
ENGAGE. ENCOURAGE. EQUIP.

# Success Story Template



## CDBG Success Story

Title of the Program or Project

Location of Program/Project

Contact Information

Organization Name

Email address

Cost and Sources

Additional Funding used

**Problem or need addressed:**

**Solution:**

Photo 1

**Results:**

Photo 2

Your organization's logo or  
additional photo

# Looking for more? Join a NACCED Committee!



NACCED's committees work toward NACCED's strategic goals and policy positions while providing a forum for members to share program successes and challenges instantly across the national member network. Committees are open to all NACCED members, and all members are encouraged to join and participate.

Each committee meets once per month via Zoom. NACCED staff and the committee Chair and Vice Chair develop the agendas, which feature updates and open discussion on relevant policy news, and presentations from guest speakers. Committee membership is open to all NACCED members. If you are interested in joining a committee, please contact NACCED Policy Director Josh Brandwein at [jbrandwein@naccfed.org](mailto:jbrandwein@naccfed.org).

## Community and Economic Development Committee

The Community and Economic Development Committee oversees a wide range of issues involved in administering community and economic development programs, primarily through the federal Community Development Block Grant (CDBG) program, the Section 108-loan guarantee program, and the grant and loan programs of the Federal Economic Development Administration and Small Business Administration.

The committee drives NACCED's participation in Community Development Week, an annual week-long campaign to raise awareness of the CDBG program, and equip advocates to tell the story of the impact of the CDBG program. ***Meets the second Thursday of every month at 3:30 pm eastern.***

**Chair: Angie Shuppert, Washington County, MN**

**Vice-Chair: Rita Reyes-Acosta, Los Angeles County, CA**

## Housing Committee

The Housing Committee focuses on a wide range of issues affecting county affordable housing programs, including the HOME Investment Partnerships program, homeless housing programs, Low-Income Housing Tax Credits, tax-exempt private activity bonds used to support homeownership and rental housing, special needs housing, rental assistance programs and public housing. ***Meets the second Tuesday of every month at 3:00 pm eastern.***

**Chair: Caitlin Jones, Arlington County, VA**

**Vice-Chair: James A. McClinton, Tarrant County, TX**

# Further Engagement Beyond Community Development Week

How else can you celebrate? It's never too early to plan for next year. Here are some more ideas to get you started:

- Issue a press release
- Hold a ribbon-cutting event with elected officials
- Work with local media to highlight successful projects in the press
- Host a bus tour of local CDBG- and HOME-funded projects for the public
- Develop a program fact sheet with pictures and information about how funds are spent

And always remember to let us know what you're doing by tagging NACCED on social media and sharing your stories with NACCED staff, so we can further elevate them!

**Commitment to community development goes beyond one single week of advocacy. Throughout the year, use this toolkit as a guide when highlighting your achievements. By showing federal funding at work, we can continue our mission of aiding county residents, strengthening neighborhoods and highlighting local government success!**

## Thank You for Your Leadership!



CDBG tutoring program recipients in Riverside County, CA

[www.NACCED.org](http://www.NACCED.org)