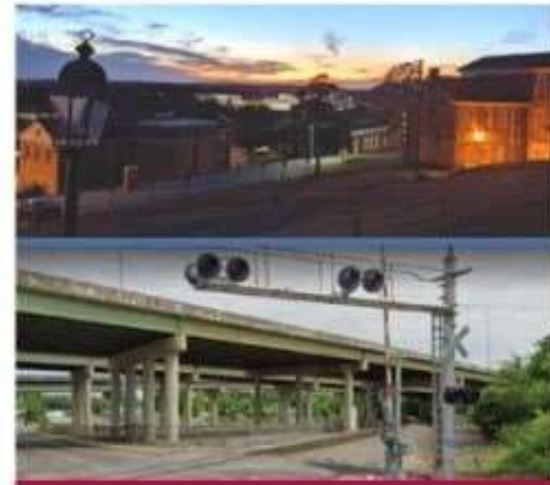


TRANSFORMING NEIGHBORHOODS

Through NAR's Transforming Neighborhoods Program, Huntsville Area Association of REALTORS® Helps Craft Vision for City's Meridian Corridor

Working with the Antiracist Curriculum Project, the local REALTOR® association created a 20-minute video to raise awareness of redlining and racist covenants in Rochester, New York, and how the effects of these discriminatory practices perpetuate inequity to this day. A Fair Housing Grant from the REALTOR® Party supported the production.



Redevelopment of the Meridian Corridor

Recommendations by the CRE® Consulting Corps
Huntsville, AL
January 2023



06:42

Champion Issues with Community Outreach Grants

Monday, December 4th



NARdotRealtor



nar.realtor



COMMUNITY OUTREACH GRANTS

An array of advocacy services provided to state and local REALTOR associations aimed at increasing their advocacy engagement and influence on state and local community development policy through a myriad of programs, services and grants.

**Both State & Local REALTORS® Can Apply
for Community Outreach Grants!**

Grant Types

Level 1

**Speakers, Classes &
Trainings:** up to
\$3,000

Level 2

**Projects That
Address Challenges:**
up to \$7,500

Level 3

**Comprehensive,
Partnership-Based
Efforts:** up to \$15,000

(Level 3: Housing Opportunity and Smart Growth Only).

One Grant Per Level Each Year

**10% Financial Commitment Requirement Waived
under Right Tools, Right Now**

Applications Accepted Until Commitment Level Reaches
100% in 2024

[Learn More](#)

HOUSING OPPORTUNITY



FAIR HOUSING



SMART GROWTH



PLACEMAKING



RURAL OUTREACH



**Grant Toolkits include criteria,
resources and success stories!**

**Application Process
Opens January 2nd
2024!**



HOUSING OPPORTUNITY GRANT INITIATIVE IDEAS

to help expand access to affordable housing

Level 1 Initiatives

- ✓ **Education for REALTORS®:** Offer a class with a speaker who's an expert in buyer assistance programs.
- ✓ **Stakeholder Meeting or Task Force:** Bring together all relevant parties to discuss local housing issues and share resources.

Level 2 Initiatives

- ✓ **Housing Fair/Homebuyer Education:** For first-time homebuyers, hold a one-stop shop event featuring experts or vendors in the homebuying process.
- ✓ **Housing Forum/Symposium:** In partnership with public and private stakeholders, feature speakers who explain a housing-related topic while highlighting differing views.
- ✓ **Housing Study/Analysis:** Quantify housing challenges by examining various issues and key metrics involved, with recommendations for improvement.
- ✓ Comprehensive, broad-scale community activities that involve both REALTOR® And non-REALTOR® partner organizations.

Grant Toolkit include criteria, resources and success stories



Oklahoma City Metropolitan Association of REALTORS® Launches Campaign to Educate Members and Public About Homelessness Leveraging Housing Opportunity Grants, OKCMAR launched 'The Way Home': a major initiative establishing the REALTORS® as leaders in the fight to end homelessness in Oklahoma City.



Land of the Sky Association of REALTORS® Uses Housing Opportunity Grant to Boost Landlord Acceptance of Federal Rental Assistance Vouchers Land of the Sky REALTORS® has partnered with the Buncombe Rental Assistance Collaborative (BRAC) to increase access to affordable rental housing in the Asheville, North Carolina region by encouraging landlords to accept federal rental assistance vouchers. A Housing Opportunity Grant from the REALTOR® Party is supporting the effort.



FAIR HOUSING GRANT INITIATIVE IDEAS

further the mission of Fair Housing

Level 1 Initiatives

- ✓ **Education for REALTORS** to learn about fair housing, implicit bias and legal responsibilities.
- ✓ **Conduct a Discussion** about a book, documentary, or article that focuses on a fair housing issue, with the author, a REALTOR®, community leader, or fair housing agency staff to lead the conversation.
- ✓ **Develop a Curriculum** with a course developer and fair housing experts to design an education course.

Level 2 – Initiatives

- ✓ **Conduct a Fair Housing Symposium** with REALTORS®, consumers, and community stakeholders to discuss fair housing and local efforts.
- ✓ **That's Who We R Fair Housing Assets:** Create public-facing marketing that amplifies That's Who We R
- ✓ **Create a Co-branded One-Pager/Brochure** with a fair housing agency/nonprofit that explains rights and responsibilities under the Fair Housing Act.
- ✓ **Offset the Costs of Legislative Initiatives** that further fair housing including bill drafting requiring fair housing as a condition of licensure.

Grant Toolkit include
criteria, resources and
success stories



Associations Around the Country Tap into Training that Helps Members Recognize and Correct a Significant Obstacle to Fair Housing: Implicit Bias It Overcoming implicit bias is an important step towards achieving the goal of fair housing for all, and it starts with recognition. Last year, to give REALTORS® a running start, NAR launched a new certificate course: 'Bias Override/Overcoming Barriers to Fair Housing.' Several local associations used Fair Housing Grants to offer members the training, which aims to interrupt the stereotypical thinking that prevents real estate.



Greater Rochester Association of REALTORS Produces Video on Local History and Continued Impact of Discriminatory Real Estate Practices

The association co-produced a 20-minute video resource in partnership with community partner, the Antiracist Curriculum Project. Told through personal stories, this compelling documentary will be used throughout the community to explain the ongoing impact of redlining and restrictive covenants

RURAL OUTREACH GRANT INITIATIVE IDEAS

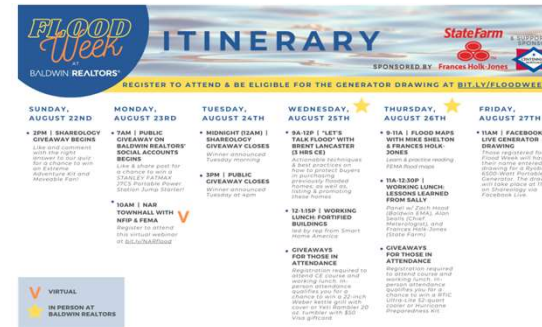
to support initiatives on a wide range of rural issues

Level 1 Initiatives

- ✓ **Host a Specialty Class** for homebuyers on how rural issues impact real estate.
- ✓ **Create Educational Materials** for rural real estate homebuyers on well and septic regulations or other rural related issues.
- ✓ **Stakeholder Meeting or Task Force** Bring together all relevant parties to discuss local housing issues and share resources.

Level 2 Initiatives

- ✓ **Conferences, Workshops & Forums** that focus on rural issues, such as broadband or water resources in partnership with public and private stakeholders.
- ✓ **Contribute to Development of New Policies/ Ordinances/Legislation** that impacts rural issues, such as zoning or land preservation.
- ✓ **Conduct Research, Studies & Reports** to gain more insight on an issue before proposing a plan of action.



Baldwin REALTORS® Help Vulnerable Alabama Region Prepare for Flood Impact

- A **Rural Outreach Grant** from the REALTOR® Party supported Baldwin REALTORS®' 'Flood Week' for members, officials and the public.
- This included courses on CE flood training, FEMA flood maps, design & building standards, and lessons learned from Hurricane Sally.

PLACEMAKING GRANT PROJECT IDEAS

Helps associations support projects that create new, outdoor public spaces and destinations in a community on unused or underused sites. The goal of the program is to enable REALTORS® to strengthen ties with their community, to develop relationships with public officials, and to spur economic growth and development through the creation of new public gathering places.

Toolkit include
resources
and success
stories!



Level 1: Outdoor demonstration and temporary projects to test a project's viability or inspire permanent projects that increase community livability and downtown revitalization.

MIBOR REALTOR® Association



Temporary Crosswalk Art

Temporary Transit Measures



Temporary Stone Trail

[Learn More](#)

Northwest Illinois Association of REALTORS®



Before

After



Level 2 Funds the creation of permanent outdoor public spaces and destinations such as trails and trailheads, playgrounds, pocket parks, parklets, pedestrian plazas, community gardens, public gardens, dog parks, downtown gathering spots and alley activations. Includes the funding of community asset improvements such as street benches, lamps and/or wayfinding signs as well as improvements to existing spaces.

**REALTOR® Association of
Southwest Illinois**



Before

**Arts Plaza at Transit
Center**



After

[Learn More](#)

**Huntsville Area Association
of REALTORS®**



Before

Alley Activation



After

[Learn More](#)

PLACEMAKING GRANT Activities – Level 2

The Central Oregon Association of REALTORS® partnered with the Central Oregon Trail Alliance to help build the Madras East Hills Trail system in Madras, Oregon. The project is a multi-use trail network accessible to walkers, runners, horse riders, mountain bikers, and e-bike riders, with designated trail options for each user to avoid conflict and congestion. The funds were used for trail materials, features, and amenities. REALTORS® got their hands dirty during a trail work day where they helped build sections of the trail.



[View the article](#)

Madras East Hills Trail Project



PLACEMAKING GRANT PROJECT IDEAS

There are many more popular uses of the Placemaking Grant program. Common grant uses include:

- Dog Parks
- Community Gardens
- Public Art Projects
- Playgrounds
- Pocket Parks
- Pedestrian Plazas



Visit the
Spaces to
Place Blog!

Ask your community about their needs! Build partnerships with local community partners to expand the impact. Collect ideas from your elected officials.

SMART GROWTH GRANT INITIATIVE IDEAS

Supports public policies related to mixed land uses, walkability, public transit, green space preservation, and community collaboration to create livable communities.

Level 1 Activities

- ✓ **Conduct an NAR Planning and Zoning course** or other Land Use, Development, or Growth-related class featuring an expert speaker.
- ✓ **Host a Placemaking Training** event on how to initiate a placemaking project.
- ✓ **Stakeholder Meeting or Task Force:** Bring together all relevant parties to discuss local housing issues and share resources.

Level 2 Activities

- ✓ **Bring in a Visioning & Planning Consultant** to conduct a charette, Better Block, Main Street Analysis, Walkable Community Workshop/Audit or Placemaking Visioning Session.
- ✓ **Studies & Reports** Partner with an expert to conduct a Market Analysis, Land Use Analysis, Feasibility Study, etc.
- ✓ **Develop a Land Use/Community Plan** with an expert (e.g., general, master, comprehensive, land use, park/open space, or bicycle/pedestrian plans).
- ✓ **Contribute to the Development of New Policies/Ordinances/Legislation** that impact land use, development and other Smart Growth tenets.
- ✓ **Support a Conference or Forum** that focuses on growth and development and Smart Growth issues.

Level 3 Activities

- ✓ Comprehensive, broad-scale community activities that involve both REALTOR® and non-REALTOR® partner organizations.

Toolkits include
resources
and success
stories!



Three North Carolina Communities Jumpstart Revitalization with Mainstreet Assessments Supported by the REALTOR® Party In 2021, spurred on by the pandemic-induced remote work options, three small communities in North Carolina experienced a distinct up-tick in interest and housing prices as visitors found their way along the scenic mountain parkways. The towns wanted to explore how they might capitalize on their small-town charm to drive growth. [Smart Growth grants](#) helped with the process.



Five Years Later, Walkability Study Commissioned by Coastal Carolinas Association of REALTORS® is Still Paying Dividends In 2016, the REALTOR® Party established a Smart Growth mindset in the City of Myrtle Beach, South Carolina, by funding an in-depth walkability study that continues to inform local decision-makers on infrastructure improvements. Improvements large and small undertaken by the local REALTORS® and the city have strengthened the partnership and leveraged additional outside support.



COMMUNITY OUTREACH PLANNING SESSIONS



REALTOR Party Community Outreach

Is there a grant for that?

REALTOR association staff and leadership are cordially invited to schedule one-on-one sessions via ZOOM with Community Outreach staff to brainstorm ways to address affordable housing challenges, community planning and development issues, revitalization opportunities and fair housing initiatives using a **Housing Opportunity**, **Smart Growth**, **Placemaking**, **Rural Outreach** and/or **Fair Housing** grant or resource.

Please note that all sign-up time are EST. Questions? Contact **Christine Windle, Director, Community Outreach, NAR**.



30 Minute Zoom Session with Community Outreach Team for GADS, AEs



Brainstorm ways to address issue challenges using a grant or resource



Wednesdays and Thursdays



1PM or 2PM EST

Easy Sign-Up

COMMUNITY OUTREACH GRANT USE OF FUNDS

The following are eligible uses of grant funds:

- Instructor or consultant fees
- Venue rental
- Refreshments
- Marketing and event/education related materials
- Building materials (Placemaking Grant, only)

The following are NOT eligible uses of grant funds:

- REALTOR® association staff time/hours, including contract staff
- General operating expenses for the REALTOR® association or partner organization
- Donations to an organization or person
- Cash prizes or purchase of gifts and prizes
- In-house association classroom rental fee
- Sponsorship without significant member and leadership engagement
- Registration fees and travel related expenses for REALTORS® attending events
- Annual subscription fees for videoconferencing services
- Initiatives that have already taken place

COMMUNITY OUTREACH GRANT FAQs

Who is eligible to apply for a Housing Opportunity, Fair Housing, Smart Growth, Placemaking and Rural Outreach Grant?

Applications can **ONLY** be submitted by a **state or local REALTOR® association**.

What are the maximum funding amounts?

There are two levels of funding for Rural Outreach, Placemaking and Fair Housing grants. Three levels are available for Smart Growth and Housing Opportunity grants. Requests may be made up to the noted maximums

Level 1 – \$3,000 maximum award

Level 2 – \$7,500 maximum award

Level 3 - \$15,000 maximum award (Smart Growth and Housing Opportunity Grants only)

How many grants can my association receive in a calendar year?

An association can receive one grant per funding level, per calendar year.

COMMUNITY OUTREACH GRANT FAQs

What criteria are used to evaluate grant applications?

Initiative is in alignment with the purpose of the grant and significant level of commitment in terms of member involvement and staff time.

We are partnering with another REALTOR® association for an activity. Can we both apply for a grant?

Up to four state and local associations can apply for funding for the same activity. However, associations cannot submit reimbursement for the same expenses. In addition, please note NAR's Territorial Jurisdiction Policy.

Is my association required to make a financial contribution toward our activity in to qualify for a grant?

As part of NAR's Right Tools, Right Now, the 10% financial contribution requirement is waived for any association that requests reimbursement between January 2 through December 13th, 2024

If my association is approved for a grant, when will we receive the funding?

Funds are disbursed through a reimbursement process. The association must submit an evaluation form, reimbursement form, W9, proof of payment (receipts/cancelled checks) within 90 days of initiative completion to receive reimbursement. Note: Reimbursements will cover net expenses, not initiatives with net revenue.

COMMUNITY OUTREACH GRANT REQUIREMENTS

Application Process

- Contact staff for questions or sign up for a Community Outreach Planning session to brainstorm ideas on how to leverage a grant.
- Submit a completed grant application beginning 1/2/2024.
- Applications accepted until Tuesday, October 15th, 2024, or until commitment level reaches capacity.
- Approval notification within two weeks for Levels 1 and 2; up to 30 days for Level 3 (Smart Growth and Housing Opportunity Only). Opportunity to use fill-in-the blank press release to share supported initiative with members and stakeholders.
- Initiative approved must be conducted between January 2nd – December 13th, 2024.

Post Approval Process

- Applications approved between January 2nd – October 15th, 2024, must file for reimbursement by December 13th, 2024.
- Submit online evaluation form describing initiative impact. Upload pics, videos and press.
- Submit reimbursement form, W9, proof of payment (receipts/cancelled checks) one time within 90 days of initiative completion to receive reimbursement. 10% Financial Commitment Requirement Waived under Right Tools, Right Now.
- Note: Reimbursements will cover net expenses, not initiatives with net revenue. The reimbursement form submission requires total revenue and expenses, with reimbursements up to the grant award.

Note: Reimbursements will cover net expenses, not initiatives with net revenue. The reimbursement form submission requires total revenue and expenses, with reimbursements up to the grant award.



Community Outreach Grant Reimbursement Request

Do not convert this form to a PDF.

Grant Name and Level	:	
Association Name	:	
Mailing Address	:	
Enter NAR Grant \$:	\$0.00

REVENUE GENERATED BY THE ACTIVITY (Do not include grant from NAR)		Amount
		\$ -
	Total Revenue	\$ -
EXPENSES PAID BY THE ASSOCIATION (Items or Vendor Names)		
		\$ -
	Total Expenses	\$ -
	TOTAL EXPENSES LESS TOTAL REVENUE	\$ -
	REIMBURSEABLE GRANT AMOUNT	\$ -

Note: Reimbursements will cover net expenses, not initiatives with net revenue. This form requires total revenue and expenses, with reimbursements up to the grant award.

Please email this form along with the following documentation:

Form W9

ACH Vendor Information

Receipts, Cancelled Check, Invoice (As per Expenses Paid above)

Application Form

- ☐
- ☐
- ☐
- ☒

Application Form :

Adobe Acrobat Document

COMMUNITY OUTREACH GRANTS– NEXT STEPS



DISCUSS A COMMUNITY OUTREACH GRANT INITIATIVE WITH ASSOCIATION STAFF AND LEADERSHIP

REVIEW Community Outreach grant sites for ideas, criteria, eligibility and FAQs. Sign up for a Community Outreach planning session or reach out to staff.



SUBMIT YOUR ASSOCIATION'S APPLICATION

Application approval notification will follow with instructions on how to submit your reimbursement and link to submit an evaluation..



CONDUCT THE SUPPORTED INITIATIVE

Following the completion of the initiative, submit the online evaluation form including pictures/videos to help inspire others and share your success! Submit requirement forms and receipts to receive reimbursement. Please let us know if you are no longer conducting the initiative.



QUESTIONS?

Please direct questions to
cwindle@nar.realtor,
hmorris@nar.realtor
hdannenfelser@nar.realtor,
ssuhaimi@nar.realtor



<https://realtorparty.realtor/community-outreach>

ADVOCACY RESOURCE GUIDE



REALTOR® Party programs, grants and other tools and resources, success stories, can be found within the online REALTOR Party Resource Guide.

VOTE ACT INVEST

ADVOCACY RESOURCE GUIDE

COMMUNITY OUTREACH

REALTOR® associations can choose from five different outreach grants, technical assistance and numerous outreach programs to help them address affordable housing, fair housing, community development, placemaking and rural-related advocacy and engagement objectives.

COMMUNITY GRANT

Local REALTOR® associations that create or expand programs and policies to address affordable housing, fair housing, community development, placemaking and rural-related advocacy and engagement objectives.

[torparty/realtor/housing](#)
Christine Windle
tor // (202) 383-1135

COMMUNITY TOOLKIT

A collection of guides and resources is designed to help REALTOR® associations conduct activities to further the mission of fair housing in the communities they serve. The toolkit is based on the successes of other associations and offers practical tips and examples for a range of activities forums, fair housing education, co-branded brochures and more.

[torparty/realtor/housing](#)
Christine Windle
tor // (202) 383-1135

FAIR HOUSING GRANT TOOLKIT

This collection of guides and resources is designed to help REALTOR® associations conduct activities to further the mission of fair housing in the communities they serve. The toolkit is based on the successes of other associations and offers practical tips and examples for a range of activities forums, fair housing education, co-branded brochures and more.

[torparty/realtor/housing](#)
Christine Windle
tor // (202) 383-1135

TRANSFORMING NEIGHBORHOODS BY ADDRESSING VACANCY AND BLIGHT

This program offers specialized training and technical assessments, and webinar series to help REALTORS®, elected officials, municipal staff, and housing and community advocates address the problems of vacant, abandoned and deteriorated properties.

[torparty/realtor/transforming](#)
Christine Windle
tor // (202) 383-1135

REALTOR® PARTY COMMUNITY OUTREACH

[torparty/realtor/transforming](#)
Christine Windle
tor // (202) 383-1135

COMMUNITY OUTREACH

PLACEMAKING RESOURCES

Placemaking Guide, webinars and video series offer ideas, guidance and examples.

[torparty/realtor/community-placemaking](#)
Hugh Morris
gnarrealtor // (202) 383-1278

COMMON GROUND INITIATIVE

Quest, state and local associations live an analysis and talking points on legislative and regulatory measures—comprehensive plans, ordinances—that impact the of real property. Search past analysis and issue and state within the Land Use Database.

[torparty/realtor/landuse](#)
Christine Windle
gnarrealtor // (202) 383-1135

COMMON GROUND MAGAZINE

A year, On Common Ground on cutting-edge land development techniques, success stories of this magazine to use as a resource when visiting local officials or on a mailing list and leave the

[commonground-digital.org/nd](#)
Christine Windle
tor // (202) 383-1278

ACH GRANT

Local REALTOR® associations, including trainings, and ordinance drafting of rural issues such as septic and planning issues.

[torparty/realtor/community-ach-grant](#)
Christine Windle
tor // (202) 383-1135

COMMON GROUND TABLE

Common top-of-mind issues and action's built environment.

[torparty/realtor/common-ground-table](#)
Christine Windle
tor // (202) 383-1278

Questions?



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Manager, Grants and Resources

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202-383-1132



Hugh Morris

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Christine Windle

Director, Community Outreach

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THANK YOU.



nardotrealtor



nar.realtor

THAT'S WHO WE 

 NATIONAL
ASSOCIATION OF
REALTORS®