



Request for Designs Fair Housing Education and Outreach Campaign

Summary

With funding from the U.S. Department of Housing and Urban Development (HUD) Fair Housing Initiatives Program (FHIP), Chhaya CDC is participating in a national campaign to raise awareness of housing discrimination against individuals based on their national origin and to educate individuals about their rights under the Fair Housing Act. In addition to national outreach efforts led by our national partners, National Association for Latino Community Asset Builders (NALCAB) and National Coalition for Asian Pacific American Community Development (National CAPACD), we are conducting local education and outreach efforts through our social media platforms and local networks. To enhance our outreach efforts, we are requesting graphic designs created by local artists that communicate the theme of our campaign, reflect the cultural and linguistic diversity of our community, and can be disseminated through social media to raise awareness of fair housing rights and protections for individuals. The artist whose design is selected will receive a \$1,000 honorarium. The theme for our campaign is: **Fair Housing. Shared Opportunity in Every Community.**

About Us

Chhaya CDC was founded in 2000 to advocate for the housing needs of New York City's South Asian community. Our mission is to work with New Yorkers of South Asian origin to advocate for and build economically stable, sustainable, and thriving communities.

Chhaya carries out this work in several ways, including free direct services, education and outreach, community organizing, and research and policy, as well as both local and citywide coalition-building. Our work encompasses tenant rights, financial capacity building, sustainable homeownership, foreclosure prevention, energy efficiency, women's financial empowerment, workforce development, civic engagement, and broader community building and research and advocacy around community needs.

By focusing on core areas of housing and economic development—the basic necessities essential to one's stability—Chhaya is able to impact a range of social outcomes, including education, employment, civic participation, community pride, and mental health and well-being. Through our work, Chhaya aims to develop a framework that will achieve long-term stability for New Yorkers of South Asian origin, giving them the tools and resources that will enable them to create positive, lasting change in their lives.

Description and Guidelines for Design

Chhaya CDC is requesting graphic designs that convey the theme of our fair housing campaign, reflect the cultural and linguistic diversity of our community, and raise awareness of housing discrimination based on national origin—in particular for the South Asian community, fair housing rights, and how to





take action against discrimination. Design submissions will be reviewed by a committee comprising representatives from Chhaya CDC and our national partners. The committee will select one design, which will be submitted to HUD for approval to be used in our campaign. The artist of the selected design will receive a \$1,000 honorarium for their work. If approved by HUD, the design will be incorporated into our social media campaign. HUD reserves the right to deny use of the design in our HUD-funded social media campaign. Chhaya CDC, our national partners, and HUD will retain all rights to the selected and approved design. Artists should keep the following in mind when creating their work for submission:

- The theme of our campaign is: **Fair Housing. Shared Opportunity in Every Community.**
- The campaign's goal is to increase awareness of fair housing rights and how to report discrimination.
- The campaign will focus on educating individuals who may face housing discrimination based on their national origin.
- The specific format of the design work is open, but all submitted designs should be easily shared via Twitter, Facebook, and other social media platforms.
- We encourage submissions in the following languages: Hindi, Punjabi, Urdu, Bengali, Nepali, or Tibetan.
- For basic facts about the Fair Housing Act please visit the following website: http://portal.hud.gov/hudportal/HUD?src=/program_offices/fair_housing_equal_opp/FHLaws/yourrights
- For examples of outreach materials that HUD currently uses please visit the following website: http://portal.hud.gov/hudportal/HUD?src=/program_offices/fair_housing_equal_opp/marketing
- For specific examples from our campaign, please view the following social media accounts:
 - www.facebook.com/chhayacdc
 - twitter.com/chhayacdc

Instructions for Submission

Submit the following to Marco Castro, c/o Chhaya CDC, 37-43 77th Street, 2nd Floor, Jackson Heights, NY, 11372 or marco@chhayacdc.org by 11:59 pm on Sunday, November 27, 2016:

- Graphic design work (high resolution)
- Short paragraph describing the graphic design work and how it will help meet the goals of the campaign (500 words)
- Short biography (500 words)

Timeline





- Submissions from artists due – November 27
- Announcement of selected design – December 2

Payment of Honorarium

To receive the \$1,000 honorarium, the selected artist must submit an IRS Form W-9 and release form to Chhaya CDC. Chhaya CDC will provide these forms to the selected artist. Payment will be issued in the form of a check from Chhaya CDC made out to the artist and must match the name shown on the W-9.

For questions related to this request, please contact:

Marco Castro
Communications and Development Associate
marco@chhayacdc.org
718-478-3848

