

HUD's
National
FATHER'S
Day **JUNE 2017**



Building Healthy Families
HEALTH › EDUCATION › FINANCIAL EMPOWERMENT



US DEPARTMENT OF HOUSING
AND URBAN DEVELOPMENT



2017 HUD National Father's Day Event:

Building Healthy Families

Our Mission

Strengthen, empower and improve the quality of life of families living in HUD-assisted housing by providing access to a variety of services through a strategic collaborative approach in the areas of:

- Health
- Education
- Financial Empowerment

HUD National Father's Day Event

- The HUD Father's Day initiative during the month of June is designed to provide opportunities for fathers and families to connect, and ensure positive effects on children's health, development, and well being.
- Since 2011 over 22,000 fathers, children, mothers and organizations have participated in nationwide events at HUD assisted properties.
- Fathers Day 2017 provides an ideal opportunity for delivering a wide variety of health, wealth building and supportive services.

Program Overview

- Celebrating 7 years of collaboration with Sponsors and Service Organizations
- The Department invites all Public Housing Authorities (PHAs) and Multifamily HUD-assisted properties to host a Father's day event to help strengthen, empower and improve the quality of life for fathers and their families.
- HUD's Father's Day Initiative was developed by the Office of Public and Indian Housing in response to the stark socio-economic data indicating how children and youth are being negatively affected by father-absent homes. A National Father's Day Campaign Committee was created in 2011 to provide innovative resources for stakeholders.
- The Father's day initiative is in line with HUD's Strategic Plan by promoting advancement in economic prosperity for residents of HUD-assisted properties.
- Last year 884 Father's Day activities and services were conducted through partnerships with Public Housing Authorities (PHAs) and multifamily property owners.
- Federal agencies and national advocacy groups have joined HUD's mission to use Father's Day to help men find resources that will benefit the whole family.

Stakeholders

- Residents
- PHAs
- Multifamily Property Owners & Management Agents
- Federal Agencies
- Non-profits
- Corporations
- Tenant Organizations

Strategic areas of Focus

Health, education, and financial empowerment includes:

- Physical health, including fitness and disease prevention
- Balanced nutrition
- Mental health
- Stable employment
- Education and job training
- Financial literacy
- Economic self-sufficiency
- Being a positive role model

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Marketing Outreach Toolkit

Available on the [Father's Day website](#):

- Marketing Materials (flyers, posters, etc.)
- FAQs
- Tips for a Successful Fathers' Day Event
- Event Ideas
- Photos from previous events and flyers

Partnership Ideas

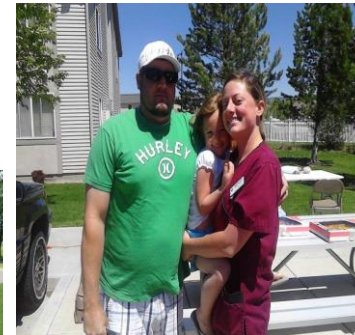
In the past, PHAs have partnered with local:

- Service providers (and their federal partners!)
- Churches, schools, Boys & Girls Clubs, Departments of Parks and Recreation, YMCA, etc.
- Businesses like barbershops and grocery stores
- Radio stations
- Libraries
- Lions Clubs, Kiwanis, community organizations, community colleges
- Neighboring PHAs or Affordable Housing Owners

Events from previous Participants

Terre Haute Housing Authority, *Terre Haute, IN*-hosted an event that included organizations such as the Fatherhood Coalition, Children's Bureau, Catholic Charities, HIV Coordination Services and Indian Legal Services. 125 guests were in attendance.

Rockford Housing Authority, *Rockford, IL* partnered with the Rockford Park District, The Boys and Girls Club and community organizations to host a Father's Barbeque Family Fun Day. 500 guests were in attendance



Contact

- Visit www.hud.gov/fathersday to register your organization!
- Or email us natlfathersday@hud.gov