

FATHER'S DAY 2015

HUD HIGHLIGHTS 2015



WHY FATHER'S DAY MATTERS

Why Father's Day? Why "celebrate" fathers when everyone knows that it's the mothers that do much of the heavy lifting as it relates to raising families, especially in public housing where 75% of families are led by single women?

Raising children as a single mom is incredibly difficult, and involved fathers or father-like figures can offer vital support, whether it's attending PTA meetings, accompanying children to various events, or being the person a child can go to about navigating a difficult world. And, according to statistics drawn from communities across the country, children raised in absent father families are more at-risk for a host of negative factors, including dropping out of school. The focus on Father's Day is meant to be a starting point; either a celebration of existing relationships or a reason to form first connections.

We know that men in our communities are not always integrally connected to services. One of the key goals in HUD's Father's Day Initiative is to help connect men to resources that can improve their lives and the lives of their families. Some fathers may need help with job training or employment resources, others with access to health services. Father's Day events provide an opportunity for men to connect to resources that will allow them to become employed and continue regular engagement with their kids. The more fathers become engaged and the more resources they access, the more they can support mothers in parenting. 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.

Our hope is that Father's Day can be the kick-off that will lead to a greater involvement of fathers or other positive male role-models with the kids they love. We urge you to think of Father's Day as a tremendous opportunity to not only assist the men in your community, but also the kids, the mothers, and, ultimately, the entire neighborhood.

Father's Day Events

1,144
Registered Events by
PHA's and
Multifamily Owners

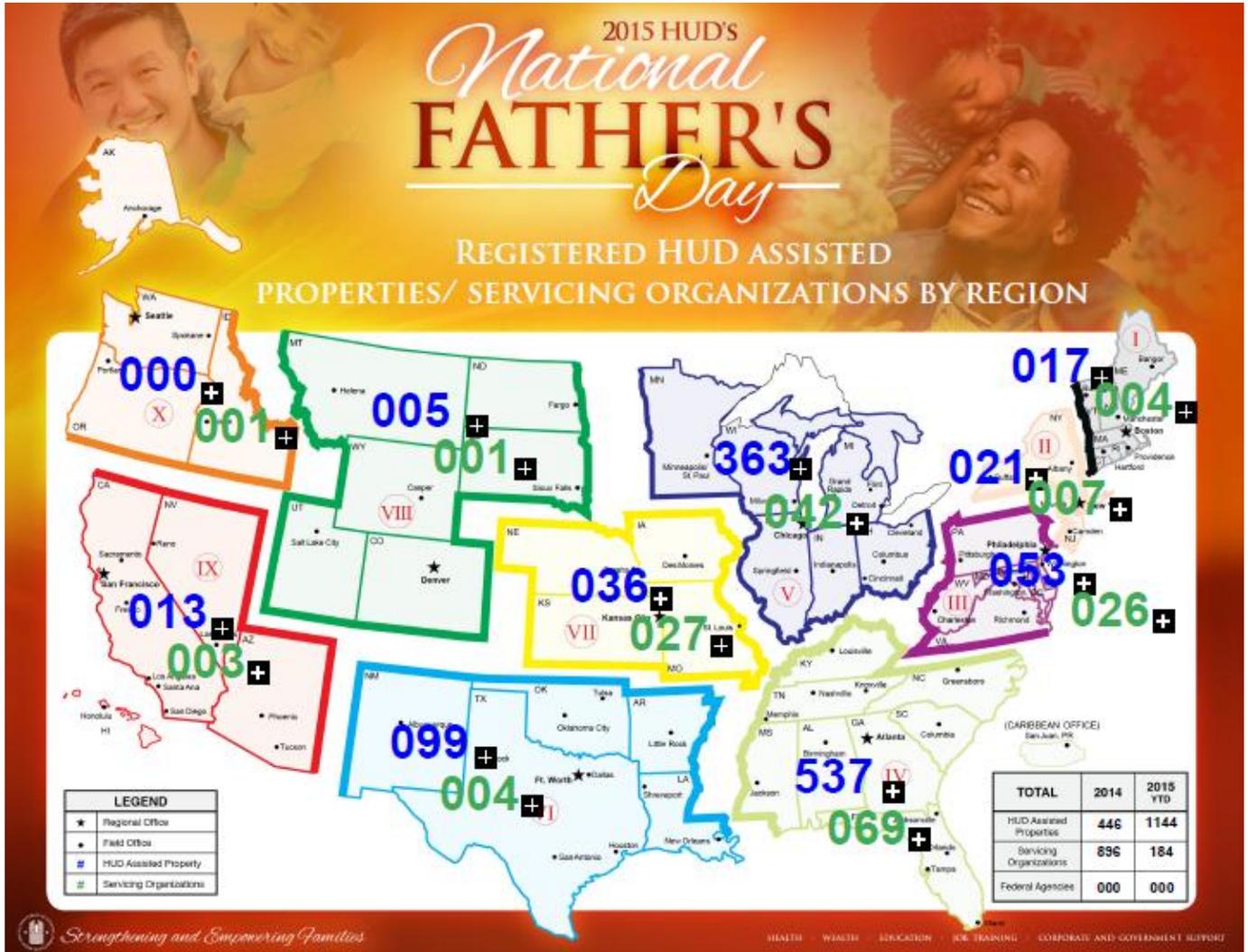
184
Servicing
Organizations
(Promoting: Health,
Wealth, Education,
Job Training, and
Corporate
Governance)

EXCELLENT!!



Excerpt from "Why Father's Day?" by Ron Ashford

REACHING BEYOND EXPECTATIONS



In 2015, HUD achieved an increase in the number of Father's Day events held across the country when compared to 446 events in 2014. With over 1,144 registered events and over 184 registered servicing organizations this year, HUD is in a greater position to enhance its business relationships with our stakeholders and ongoing partners while connecting fathers, children and families with the services they need.



NEW INITIATIVES AND ENHANCED FEATURES

The following new initiatives and enhanced features were implemented for HUD's 2015 Father's Day:

- ✓ National Executive Committee
- ✓ National Executive Board
- ✓ Marketing and Outreach Liaisons
- ✓ Registered Service Organizations
- ✓ 5 focus areas (health, wealth, education, job training and corporate and government support services) to celebrate 5th year
- ✓ Marketing Tool Kits (flyers (full and 1/4), posters (large and small), new letters, press releases)
- ✓ Marketing Materials in Spanish
- ✓ Revised Website
- ✓ Frequently Asked Questions
- ✓ Executive Power Point Slides
- ✓ 2015 Father's Day Videos for PHAs and Multifamily Owners/Agents
- ✓ 2015 Father's Day Videos for families and housing residents
- ✓ New branding, logo and taglines for a more inclusive outreach
- ✓ 10 HQ & Field Rotations (Marketing and Outreach Coordinators)
- ✓ Marketing and Outreach Assignment Logs
- ✓ Coaching and Mentoring
- ✓ Secretary Letter and endorsement
- ✓ SharePoint site
- ✓ Call logs
- ✓ Webcast Training and Standard Operating Procedures/Guidelines
- ✓ Comprehensive reporting of registrants by state and region
- ✓ Promise Zone focus
- ✓ Registered Events and Servicing Organization Maps
- ✓ Social Media (yammer)
- ✓ Weekly conference meetings with entire Father's Day Executive Committee
- ✓ Weekly email blasts
- ✓ Electronic and weekly display mapping event locations by region
- ✓ Webinars
- ✓ Internal Communications: HUD^UP, HUD@Work, HUD Happenings, National Father's Day group on yammer



**LITTLE
IDEAS...**



**...MAKE BIG
CHANGE**

THANK YOU

From: Dan Burke, Director, Multifamily Midwest Region

“Gerald, on behalf of the leadership team of the Multifamily Midwest Region, I want to express my personal appreciation to you and the team of staff you worked with in organizing a wide array of Father’s Day activities in the month of June in Region V. Your team’s outreach to over 6000 Multifamily owners opened up new doors for this critical Secretarial initiative and resulted in 329 structured activities at Multifamily developments in support of strengthening family ties for residents of Multifamily developments. The strategic partnerships that the team developed with local community organizations and elected officials were great examples of HUD’s collaboration with external stakeholders and are a model we can build on for other initiatives that are so critical to us such as our commitment to promote housing opportunities for homeless veterans in Multifamily housing. This was an extraordinary effort that brought direct benefits to the residents of Multifamily developments and I am deeply appreciative of your leadership and of the efforts of the team you assembled to advance this initiative in the Multifamily Midwest Region.”

From: Unabyrd Wadhams, DAS, Office of Field Operations

“Thank you for an outstanding and very successful Father’s Day 2015! We appreciate you sponsoring fun and creative events, and supporting HUD’s National Father’s Day initiative goal of reconnecting and strengthening families across the country.

The support of Field Office colleagues and the camaraderie of our program offices created an energy that was unmatched. Our successful partnerships with local Public Housing Authorities and Multifamily Property Owners resulted in surpassing our goal of 1,000 sponsors.

This year’s accomplishment is evidence that we are well positioned for a very successful campaign in FY2016.”

THANK YOU TEAM !!

FATHER'S DAY MARKETING AND OUTREACH TEAM

Thank you to everyone who played a part in making HUD's 2015 Father's Day a success. This was a wonderful collaborative effort of overcoming barriers, breaking down silos, providing a foundation for future success, and representing what OneHUD is all about!!

- ❖ Anupama "Pam" Abhyankar
- ❖ Saad Akhdar
- ❖ Sharia Alston
- ❖ Beverly Ashby
- ❖ Ronald Ashford
- ❖ Nikel Bailey
- ❖ Don Baston
- ❖ Jerryl Bennett
- ❖ Natalie Bishop
- ❖ Nichole Brown
- ❖ Margaret Burley
- ❖ Salima Chabot
- ❖ Sheba Cousins
- ❖ Miniard Culpepper
- ❖ Darrin Dorsett
- ❖ Charles Eldridge
- ❖ Angela Graves
- ❖ Reginald Hart

- ❖ Patti Hinson
- ❖ A'ndrea Jones
- ❖ Pam Kosuth
- ❖ Eraina McCoy
- ❖ Vicki Minor
- ❖ Rashida Mitchell
- ❖ Marie Perry
- ❖ Marcus D. Ryan
- ❖ Michelle Roach
- ❖ Joseph Taylor
- ❖ Dr. Georgia Turner
- ❖ Gerald Smith
- ❖ Amy Velasquez
- ❖ Paulette Wade
- ❖ Steven Wilcox
- ❖ Kenyatte Winston

