

EQUITY AMPLIFIER

Asset Funders Network's Equity Amplifier for Economic Security (EA) is a new series highlighting organizations or nonprofits focused on building economic security/asset building in communities of color. EA's intent is to:

- **Amplify** the voices of organizations led by people of color.
- **Reduce** systemic biases and barriers within philanthropy.
- **Encourage** AFN membership to broaden and deepen their commitment to supporting economic security and asset building strategies that target diverse communities.

EQUITY AMPLIFIER IS GENEROUSLY SUPPORTED BY JPMORGAN CHASE & CO., METLIFE FOUNDATION, AND TRUIST FOUNDATION.

People's Housing+



Where are you headquartered?

New Orleans, Louisiana

What is your organization's mission or vision?

Shrink the racial wealth gap through affordable homeownership and equitable real estate development.

Which best describes your organization?

Community improvement.

Does your organization identify as a BIPOC led? What does that look like within your organization?

We are an organization in which the majority of the board are black, including Board Chair, who is an African American woman and our CEO is an African American male.

Provide an example of a program or initiative that your organization is spearheading that works to advance economic opportunity and prosperity for BIPOC communities?

We are currently redeveloping a historic firehouse as a mixed use space that will include permanently affordable rental housing upstairs with an early childhood education facility downstairs.

How does your work impact communities and populations that are historically marginalized, underserved and/or under-resourced?

We have created over 200 homeownership opportunities for low and moderate income Black New Orleans families, which will directly contribute to the creation of Black wealth.

What are some specific barriers or biases from within philanthropic organizations that you believe are hindering BIPOC led or BIPOC serving organizations in accessing adequate funding or support?


One specific barrier idea that smaller BIPOC lead organization do not have the capacity to absorb and deploy significant capital, which in turn contributes to racial disparities in access to capital.



Name one thing funders need to be cognizant of when connecting or partnering with BIPOC led or organizations and communities?

That historically, we have been forced to get more accomplished with limited resources and this versatility be viewed as strength as opposed to our historic lack of access to capital as a deficiency.

Social Media

 [People's Housing+](#)

 [@Phplusnola](#)

HOW FUNDERS CAN GET INVOLVED

As a benefit of AFN membership, funders may nominate local nonprofits focused on building economic security/asset building in communities of color to highlight as part of the EA series, allowing your organization to showcase innovative models and best practices to help build a more secure future for diverse communities. [Click here](#) for more information or to nominate an organization or nonprofit led by people of color for the AFN EA.

Funders who wish to learn more about People's Housing+ go to <http://www.phplusnola.org>