

MORE THAN A LANDLORD

Partnership & Funding Playbook

Start with the outcome, then find the resource

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The Partnership Question

Instead of asking only, “Who will fund this?” ask: “Who already cares about this outcome, and what can we build together?”

Resident Need	Potential Partner	What We Ask	What They Gain	Next Step

Potential Resource Categories

HUD program resources where eligible and applicable

State and municipal opportunities

Community foundations

Banks and credit unions

Hospitals and health systems

Workforce development boards

Community colleges and trade schools

Libraries

Universities

Employers and business associations

Faith-based and community organizations

Service clubs and civic organizations

Nonprofits

Volunteer professionals

In-kind donations and shared spaces

Before You Chase a Grant

What resident outcome are we trying to produce?

Is there evidence residents want or need this?

Can an existing partner provide all or part of it?

What staff capacity will implementation require?

What happens when the funding ends?

How will we know it worked?

Note: Funding eligibility, procurement, cost allowability, reporting, and program requirements vary by source. Confirm current requirements before committing funds.