



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), Chinese American Service League (CASL) 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.**

Description and Guidelines for Design

Chinese American Service League 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 Chinese American community], fair housing rights, and how to take action against discrimination. Design submissions will be reviewed by a committee comprising representatives from CASL 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. CASL, 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: English or Chinese or both
- 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/ourrights





- 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/marketin g
- For specific examples from our campaign, please view the following social media accounts:
 - <https://www.facebook.com/CASLmedia/>
 - <https://twitter.com/caslmedia>

Instructions for Submission

Submit the following to Ben Lau, 2141 S. Tan Ct., Chicago, IL 60616 (EMAIL: ben_lau@caslservice.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 Chinese American Service League. Chinese American Service League will provide these forms to the selected artist. Payment will be issued in the form of a check from Chinese American Service League made out to the artist and must match the name shown on the W-9.

For questions related to this request, please contact:

Ben Lau

Phone: (312) 791-0418

Email: ben_lau@caslservice.org



NATIONAL
ASSOCIATION FOR
LATINO
COMMUNITY
ASSET
BUILDERS