

# Funding Identification Toolkit

*A guide for prospective communities to identify CoC, philanthropic, and local government funding sources for a PAdmission Connect subscription.*

## Purpose of This Toolkit

This toolkit is for Continuum of Care leaders, executive directors, and grants staff exploring how to fund a PAdmission Connect subscription. It is organized around three funding tracks — CoC and federal funds, private and philanthropic funders, and local government — with structured guidance for each.

Each track includes: the specific budget lines or fund sources to explore, how to frame the request for that funder, and self-assessment questions to identify where you have the strongest path forward.

*What you are funding: A subscription to PAdmission Connect, which centralizes landlord engagement and housing search access across your Continuum of Care. Connect is an operational tool — not a program, not a direct service, and not a data platform.*

## How to use this toolkit:

- Work through each funding track to map candidates in your community.
- Use the self-assessment checklist at the end of each track to evaluate fit.
- Use the framing guidance to shape your ask before you have the conversation.
- Identify one or two tracks to pursue first — not all at once.

## Track 1: CoC and Federal Funding

CoC Planning grants, HCV Administrative fees, SSVF, CDBG, and Coordinated Entry budget lines are all viable sources for Connect. The common thread: Connect does what these funds were designed to support — coordinating housing access across the system. The operational case is direct enough that communities have funded Connect through at least five distinct federal or CoC mechanisms.

*Funding note: CoC and federal sources are among the paths communities have used for Connect subscriptions. Sources include CoC Planning grants, HCV administrative fees, SSVF, CDBG-CV, and Coordinated Entry budget lines.*

### CoC Planning Grant

**What it covers:** System-wide planning and coordination activities for CoC applicants under HUD's CoC Program.

**Fit for Connect:** CoC Planning funds are explicitly designed to support system-level coordination. P admission Connect makes landlord engagement and housing search function as a system rather than as individual agency effort — a direct operational match to what Planning funds support.

**How to frame it:** *"CoC Planning funds support the coordination infrastructure of our system. Connect is the operational tool that makes housing access coordination function at the system level rather than agency by agency."*

#### Questions to ask internally:

- Does your CoC receive a Planning grant? Who manages that budget?
- Has operational software or technology been funded through Planning grants in your CoC before?
- Who at your lead agency owns the Planning grant relationship with HUD?

### HCV Administrative Fees

**What it covers:** PHAs that administer Housing Choice Vouchers may draw administrative fees to cover the operational costs of program administration, including housing search and landlord engagement activities.

**Fit for Connect:** If your PHA partners in landlord engagement and housing search as part of Coordinated Entry, Connect's function maps directly to what HCV administrative fees are meant to cover. One community uses a 50/50 split of CoC Planning and HCV Admin fees to fund Connect.

**How to frame it:** *"Connect supports the operational functions of landlord engagement and voucher placement — the same work HCV administrative fees are designed to cover."*

#### Questions to ask internally:

- Is a PHA a partner in your CoC's landlord engagement or Coordinated Entry?
- Does your PHA draw HCV Administrative fees, and what operational activities do those fees currently fund?
- Has your PHA previously funded operational tools through administrative fees?

### SSVF (Supportive Services for Veterans Families)

**What it covers:** Rapid rehousing and homelessness prevention services for veterans and their families.

**Fit for Connect:** SSVF grantees that participate in housing search and landlord engagement alongside non-SSVF providers can often fund operational tools that support those activities. If your SSVF grantee is a Connect participant, a portion of the subscription may be allocable to SSVF.

**How to frame it:** *"Connect directly supports housing search and landlord engagement for veteran households served by SSVF — the same activities the grant is designed to fund."*

**Questions to ask internally:**

- Does a SSVF grantee participate in your CoC's housing search and landlord engagement?
- Does that grantee coordinate with non-SSVF providers through Coordinated Entry?
- Has SSVF covered any operational or technology costs for housing search before?

**CDBG (Community Development Block Grant)**

**What it covers:** Broad flexible community development funding administered by entitlement cities and counties; eligible uses include housing programs and housing access activities.

**Fit for Connect:** CDBG has been used by multiple communities to fund Connect subscriptions where the local CDBG administrator can establish alignment with housing access activities. CDBG eligibility depends on local program design, so alignment needs to be confirmed with your CDBG administrator.

**How to frame it:** *"Connect supports housing search and access for households served by [CoC/lead agency] — an eligible use of CDBG funds under the housing program category."*

**Questions to ask internally:**

- Does your city or county receive CDBG funds?
- Who is the CDBG administrator, and what housing activities have they previously funded?
- Is there an existing CDBG-funded housing program that Connect would directly support?

**CoC Coordinated Entry Budget**

**What it covers:** Many CoCs allocate funds specifically to Coordinated Entry operations, including staffing, systems, and tools that support housing search and placement coordination.

**Fit for Connect:** Connect supports housing search and placement coordination — a core operational function of Coordinated Entry. If your CoC has a dedicated CE operations budget, Connect fits as a system-level tool that serves that function.

**How to frame it:** *"Connect is the operational platform for our Coordinated Entry housing search and unit matching functions. It belongs in our CE operations budget."*

**Questions to ask internally:**

- Does your CoC maintain a Coordinated Entry operations budget, separate from program grants?
- Who manages that budget, and what operational costs does it currently cover?
- Has CE operations funding covered technology or system tools before?

## Self-Assessment: CoC / Federal Track

Check each item that applies to your community:

- Our CoC receives a CoC Planning grant.
- A PHA participates in our CoC's housing search or Coordinated Entry activities.
- We have a SSVF grantee that coordinates with non-SSVF providers on housing search.
- Our city or county receives CDBG funds.
- We have a dedicated Coordinated Entry operations budget.
- Federal or CoC funds have previously covered operational software or technology in our community.

*If you checked 2 or more items, the CoC/Federal track has strong potential. Your next step: identify who manages each relevant budget and request a 30-minute conversation about funding operational coordination tools.*

## Track 2: Private and Philanthropic Funding

Private and philanthropic funders represent the most common funding source for Connect across surveyed communities (5 of 14). The strongest philanthropic framing positions Connect as a capacity investment — not a technology project, not a service delivery expense, but a durable operational change that makes your community's housing access work more consistent and less dependent on individual heroics.

*Funding note: Private and philanthropic funding is among the most common paths communities have used for Connect subscriptions, including foundation grants, private/state partnerships, and philanthropic relationships.*

### Operational Capacity Grants

**What it covers:** Grants designed to help organizations strengthen their operations, systems, and capacity to deliver mission-critical work.

**Fit for Connect:** Connect is a direct fit for operational capacity framing. It changes how your organization and partner agencies operate — reducing duplication, building durable systems, and making housing access less dependent on individual staff.

**How to frame it:** *"We are investing in the operational foundation of our housing access work. Connect centralizes the function that individual case managers currently manage independently — making our system less fragile and more consistent across programs."*

**Questions to ask internally:**

- Have we received operational capacity or infrastructure grants before? From which funders?
- Are there funders in our community that have explicitly prioritized operational or systems-strengthening grants in recent cycles?
- Is there a capacity-building program at our community foundation?

### Systems Change / Technology Grants

**What it covers:** Grants aimed at technology adoption, cross-organizational coordination, or structural change in how a system operates.

**Fit for Connect:** Connect is not a single-organization tool. It changes how every participating provider in your CoC engages landlords and searches for housing — a system-level change that maps naturally to systems change grant frameworks.

**How to frame it:** *"Connect is the coordination layer that makes our community's housing access work function as a system. This is not a technology upgrade for one agency — it changes how every participating provider operates."*

#### Questions to ask internally:

- Are there open systems change or technology grants in our philanthropic community?
- Has a local funder expressed interest in housing systems change or cross-agency coordination?
- Does any funder in our network have a technology access or digital equity program?

### Community Foundation Housing Grants

**What it covers:** Community foundations often administer housing or homelessness-focused grant programs drawing from donor-advised funds, endowments, or specific housing initiatives.

**Fit for Connect:** Community foundations are well-positioned to fund Connect as a capacity investment in the housing system they are already supporting. The ask is modest relative to program grants, and the operational impact is system-wide.

**How to frame it:** *"We are asking [Community Foundation] to invest in the operational backbone of our community's housing access work — a tool that makes every housing-focused organization in our CoC more effective."*

#### Questions to ask internally:

- Is our community foundation actively funding housing or homelessness work?
- Have we previously received a grant from our community foundation for housing-related work?
- Does the community foundation have a specific housing or housing access initiative?

### United Way Impact Area Investment

**What it covers:** United Way organizations in many communities invest in housing stability, homelessness prevention, or coordinated housing systems as defined impact areas.

**Fit for Connect:** Housing access and placement outcomes are core United Way impact areas in many communities. Connect supports the operational execution of housing access — making programs that United Way already funds more effective.

**How to frame it:** *"Connect makes the housing programs United Way funds in our community operate more consistently and reach more households. It's an investment in the effectiveness of programs you already support."*

#### Questions to ask internally:

- Does United Way in our community fund housing-related work?
- Have we received United Way funding for housing access or homelessness programs?
- Is housing access or homelessness a current United Way impact area in our community?

### Corporate Philanthropy and CSR

**What it covers:** Corporate foundations and CSR programs, often with housing, workforce, or community investment focus.

**Fit for Connect:** Local employers with housing or workforce investment interests may be interested in Connect as a community infrastructure investment — particularly if workforce housing challenges are affecting their employee base.

**How to frame it:** *"[Company]'s investment in our housing access system helps ensure that the community we share can operate efficiently — connecting people to housing faster and more consistently."*

#### Questions to ask internally:

- Do any local employers have a history of housing or community investment philanthropy?
- Is there a corporate foundation or CSR program in our community with housing relevance?
- Has our lead agency received corporate philanthropic support before?

### Framing Guidance for Philanthropic Asks

The strongest philanthropic ask for Connect answers this question clearly for the funder: "What changes in practice once you have this?" The answer:

- Housing search and landlord engagement go from being individual activities distributed across dozens of case managers to a coordinated function with shared visibility and consistent practice.
- Landlord relationships belong to the community, not to individual staff — so they survive turnover.

- Every participating agency works from the same inventory, reducing duplication and increasing the speed of placement.

Frame it as durable, system-wide change — not a subscription fee.

### Self-Assessment: Philanthropic Track

Check each item that applies to your community:

- We have an active relationship with our local community foundation.
- United Way funds housing-related work in our community.
- We have received operational capacity, technology, or systems change grants before.
- A local funder has expressed interest in housing systems change or cross-agency coordination.
- Our community has a corporate philanthropy relationship with housing relevance.

*If you checked 2 or more items, the philanthropic track is worth pursuing. Your next step: identify your strongest funder relationship and request a conversation to present the operational case for Connect.*

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## Track 3: Local Government Funding

Counties and cities that fund homelessness programs have a direct interest in those programs operating consistently. The local government case for Connect is simple: if you are funding the work, fund the platform that makes the work coordinated. This is not a request for new money — it is a request to direct existing investment toward a tool that makes current programs more effective.

*Funding note: Local government appropriations are a proven funding path for Connect, including county general fund, city funding, and general fund appropriations.*

### County General Fund — Homelessness Services

**What it covers:** County appropriations to homelessness programs, often administered through health and human services or a housing office.

**Fit for Connect:** If your county already funds homelessness programs that participate in Connect, the operational case is direct: the county is funding the work and should fund the platform that makes the work consistent. Connect is an operational tool for programs the county already oversees.

**How to frame it:** *"The county is already funding housing search and landlord engagement through the programs it appropriates to [CoC/lead agency]. Connect makes those programs operate consistently, with shared visibility and coordinated outreach."*

**Questions to ask internally:**

- Does our county have a general fund line item for homelessness or housing access programs?
- Who at the county administers that budget?
- Has the county previously funded operational tools or technology for county-funded programs?

**City Housing Initiative or Housing Stability Budget**

**What it covers:** Cities with housing initiatives, housing stability programs, or dedicated housing departments may have operational budgets.

**Fit for Connect:** Connect supports the operational goals of city housing programs — centralizing the housing search and landlord engagement activities that those programs depend on. For cities with explicit housing access or placement goals, Connect contributes directly to the outcome the initiative is meant to achieve.

**How to frame it:** *"Connect supports the operational coordination of the city's housing access goals. It makes every participating program part of a coordinated effort rather than competing for the same landlords independently."*

**Questions to ask internally:**

- Does our city have a housing initiative, housing stability program, or housing department?
- Is there an operational budget at the city level for homelessness or housing access programs?
- Has the city funded operational tools or shared systems for housing programs before?

**CDBG Entitlement (Local Government Administered)**

**What it covers:** Cities and counties receiving CDBG entitlement funds can fund a broad range of housing and community development activities.

**Fit for Connect:** Where the local government is the CDBG entitlement recipient, a CDBG-funded Connect subscription may be possible if the local government can establish alignment with housing program activity. Eligibility depends on program design and local CDBG administrator discretion.

**How to frame it:** *"We are requesting that [City/County] direct a portion of its CDBG entitlement to fund Connect as an eligible housing program operations activity."*

**Questions to ask internally:**

- Is our city or county a CDBG entitlement recipient?
- Who manages the CDBG program locally, and what housing activities have been funded?
- Has CDBG been used for operational tools or housing program administration before?

### Local Match to Federally Funded Programs

**What it covers:** Federal programs often allow or require local match contributions. Connect can serve as a local match contribution to a federally funded coordinated housing program.

**Fit for Connect:** If your CoC or lead agency has a federal grant requiring local match, Connect's subscription cost may be documentable as a local match contribution to the operational infrastructure of the federally funded program.

**How to frame it:** *"We are proposing to fund Connect as a local match to [federal grant], documenting the subscription as an operational cost of the program it directly supports."*

#### Questions to ask internally:

- Do we have federally funded programs that require local match?
- Has our lead agency used operational costs as documented local match before?
- Is there a county or city government willing to contribute a local match on our behalf?

### Self-Assessment: Local Government Track

Check each item that applies to your community:

- Our county appropriates funds to homelessness or housing access programs.
  - Our city has a housing initiative, housing stability program, or housing department.
  - A local government partner participates in our CoC or lead agency.
  - There is a community development or housing office at the city or county level.
  - We have previously received local government operational support for housing programs.
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## Multi-Source and Cost-Share Options

Communities do not need a single source to fund Connect. Several models have been used:

### Multi-Source Blending

One surveyed community blends CoC Planning funds, philanthropic dollars, and local government appropriations to fund its subscription. If no single source covers the full cost, consider splitting it across budget lines in a way each funder can justify independently. The key: each funder's portion should align with that funder's eligible activities.

### Cost-Share Model

If your CoC hosts Connect on behalf of multiple member agencies, consider a cost-share model in which participating agencies each contribute a portion of the subscription cost. This mirrors how communities pay for shared HMIS or other CoC-administered operational systems. Each agency funds its share from its own operational budget.

- Identify how many agencies will participate in Connect.
- Divide the subscription cost proportionally (by agency size, program volume, or equal share).
- Each agency seeks its own funding contribution from its own available sources.
- The CoC or lead agency manages the master subscription; agencies reimburse or pay directly.

*Cost-share models can make Connect accessible for smaller communities where no single agency can absorb the full subscription cost. Ask your P admission contact for support in modeling a cost-share structure.*

## Next Steps

### Internal Discovery Questions

Before approaching any funder, answer these questions:

1. Who in your organization manages federal CoC funds? Who owns the CoC Planning grant relationship?
2. Who manages your philanthropic and foundation relationships?
3. Who interfaces with county or city government on housing or community development?
4. Has your organization or CoC funded operational software or technology before? From what source?
5. What is your current (or estimated) P admission Connect subscription cost? Can it be framed as an annual operational line item?

### Who to Involve

- CoC Coordinator / Lead Agency Executive Director
- Grants Manager or Development Director
- Finance Director (for budget line confirmation)
- Government Affairs or Community Relations staff (if applicable)
- Partner agency executive directors (if cost-share model is being explored)

### How P admission Can Help

Your P admission contact can provide:

- A cost and use-case summary document formatted for a specific funder conversation.
- Peer references from communities using a given funding source.
- Support for a funder presentation, proposal narrative, or budget justification.
- Survey data showing how other communities have funded their subscription.
- A cost-share model walkthrough if multiple agencies are involved.

*Contact your PAdmission account contact or reach us at [hello@padmission.com](mailto:hello@padmission.com).*