



## AFFIRMATIVE MARKETING CERTIFICATION As of July 1, 2021

### Marketing

1. How will the agency inform the public, owners, and potential tenants about Federal fair housing laws, Federal non-discrimination laws, and the agency's and City's affirmative marketing policy?

For tenants, SVS case managers provide education/handouts to clients on Federal fair housing laws, Federal non-discriminations laws, and their housing rights as a victim of DV/sexual assaults. We also come in contact with landlords and provide education on fair housing rights/DV housing rights to ensure they are maintaining best practices when it comes to working with our clients. We will post the City's affirmative marketing policy in our office and touch upon it in trainings and presentations to our community partners. In addition, the City's affirmative marketing policy will be shared on our website's "Agency Documents" webpage.

2. Which demographic is least likely to apply for housing or programming? (Select all that apply.)  
 White  American Indian or Alaska Native  Native Hawaiian or Other Pacific Islander  Asian  
 Black or African American  Hispanic or Latino  Families with children (under age 18)  
 Other: \_\_\_\_\_
  - a. What data source was used to identify this population? Apricot, our database
  - b. For each population least likely to apply, how will the program be marketed to reach this segment of the population?

SVS will try to do more outreach with agencies who primarily serve those populations as well as seek out cultural diversity training for our staff to ensure we are providing services that are culturally sensitive to those populations. One agency we plan on partnering with and receive a training from is the Pacific Island Knowledge 2 Action Resource, which is a community led nonprofit.

3. How will the agency evaluate its marketing activities to determine if it has been successful in attracting individuals who are least likely to apply, including who will be responsible for conducting the evaluation, when the evaluation will be conducted, and how the results will inform future marketing activities?

SVS will compare year-over-year data to compare the number of Asian/Other Pacific Islander clients served pre- and post-outreach efforts. Our Community Resource Director or Grants Administrator could pull the data for analysis.

I certify that **South Valley Sanctuary** will comply with the following to affirmatively further fair housing in accordance with Salt Lake City's Affirmative Marketing Plan:

1. Use the Equal Housing Opportunity logo or slogan in all HUD-program related advertisements, notices, and communications.
2. Clearly display a fair housing poster in a public place within the agency's office.
3. Maintain hiring policies for staff working on HUD-funded programs that are nondiscriminatory in recruiting from both minority and majority groups including both sexes and the handicapped.
4. All advertising depicting persons shall depict persons of majority and minority groups, including both sexes.
5. Maintain records of applicants and program participants for a minimum of five years.

  
\_\_\_\_\_  
Jennifer Campbell (Jun 25, 2021 17:18 MDT)  
Signature

Jennifer Campbell  
\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Executive Director  
Title

June 23, 2021  
\_\_\_\_\_  
Date

# SVS Affirmative Marketing Plan Certification

Final Audit Report

2021-06-25

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