FLORIDA ALLIANCE FOR COMMUNITY SOLUTIONS
Creating Better Communities

Packaging Your Impact with Data & Stories

FACS Summit | October 7–9, 2026
90-Minute Gallery Walk Session

PRESENTER
Nicole Oriol
Executive Director
H.E.L.P. CDC

DATA & VISUAL DESIGN
Kevin A. Fitzgerald
SVP Portfolio Manager & Policy Director
Neighborhood Lending Partners

MODERATOR
Patrick Eichholtz
Community Development Manager – Florida
First Horizon

What county do you serve most?



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On a scale of 1–10, how confident are you RIGHT NOW that you could explain your organization's housing impact using data?





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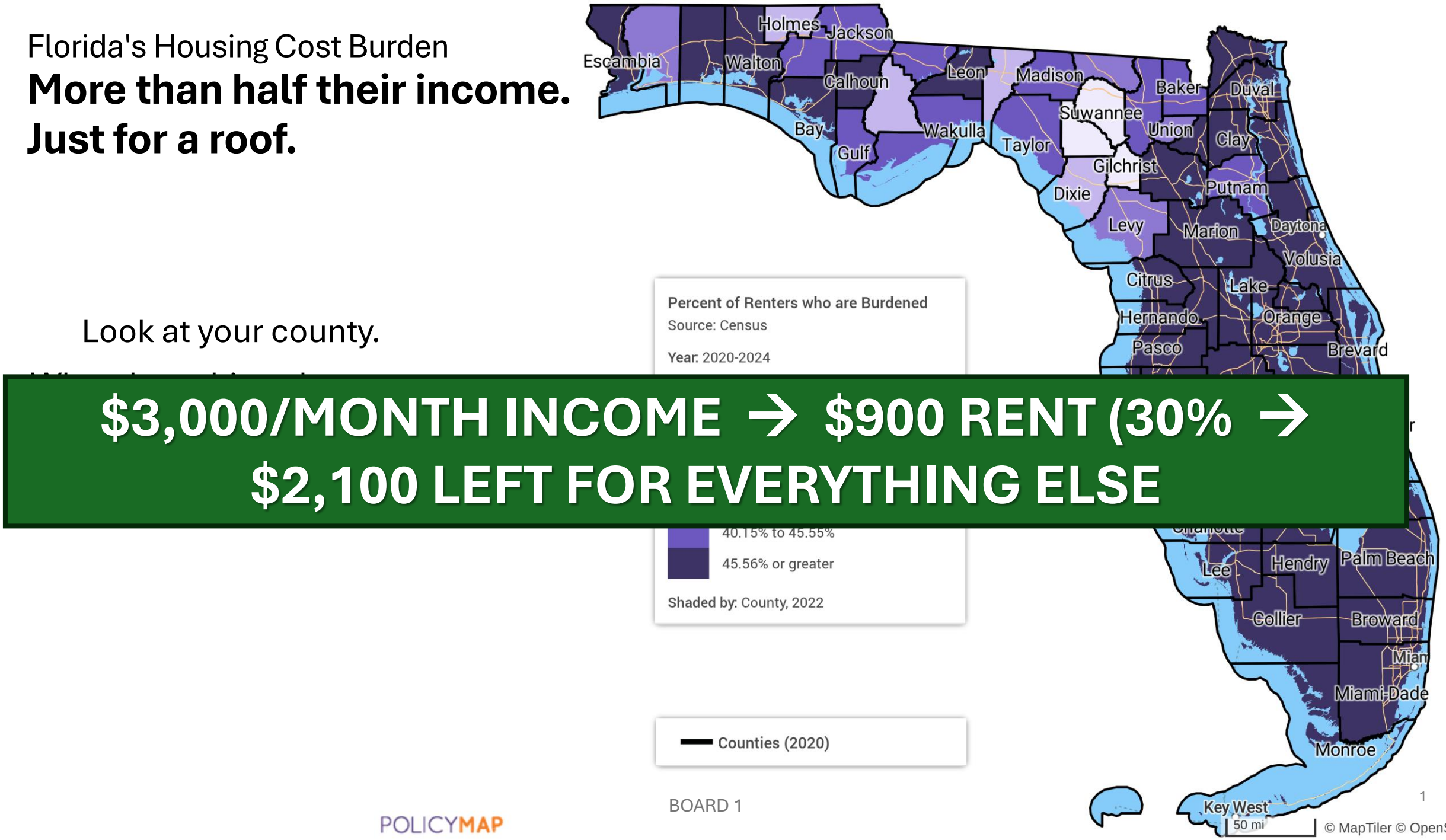
Show correct answer

Florida's Housing Cost Burden

More than half their income. Just for a roof.

Look at your county.

$3,000/MONTH INCOME → $900 RENT (30% → $2,100 LEFT FOR EVERYTHING ELSE



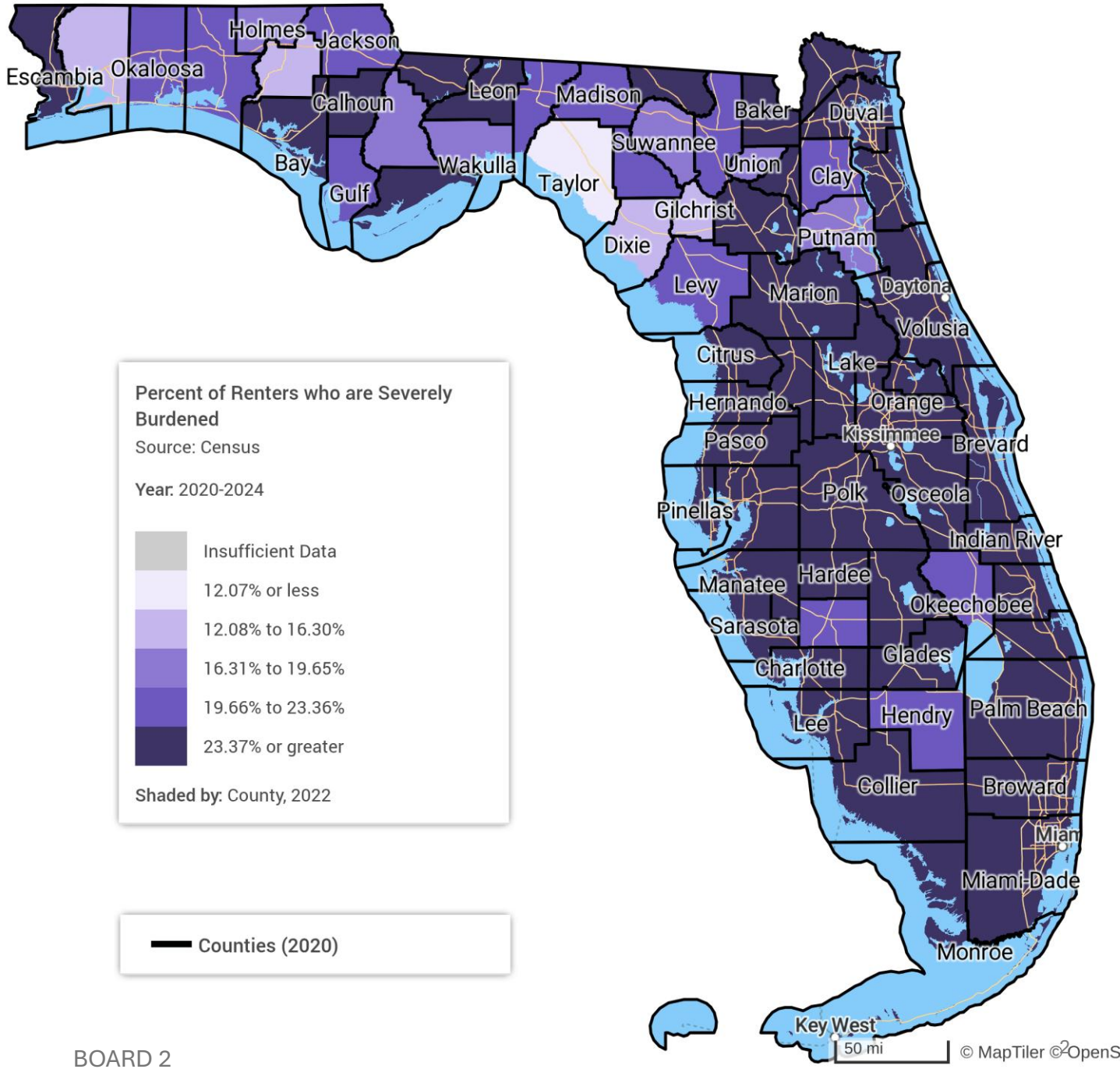
POLICYMAP

Severe Rent Burden: 50%+ of Income

Half their paycheck.
Gone.
Before groceries.

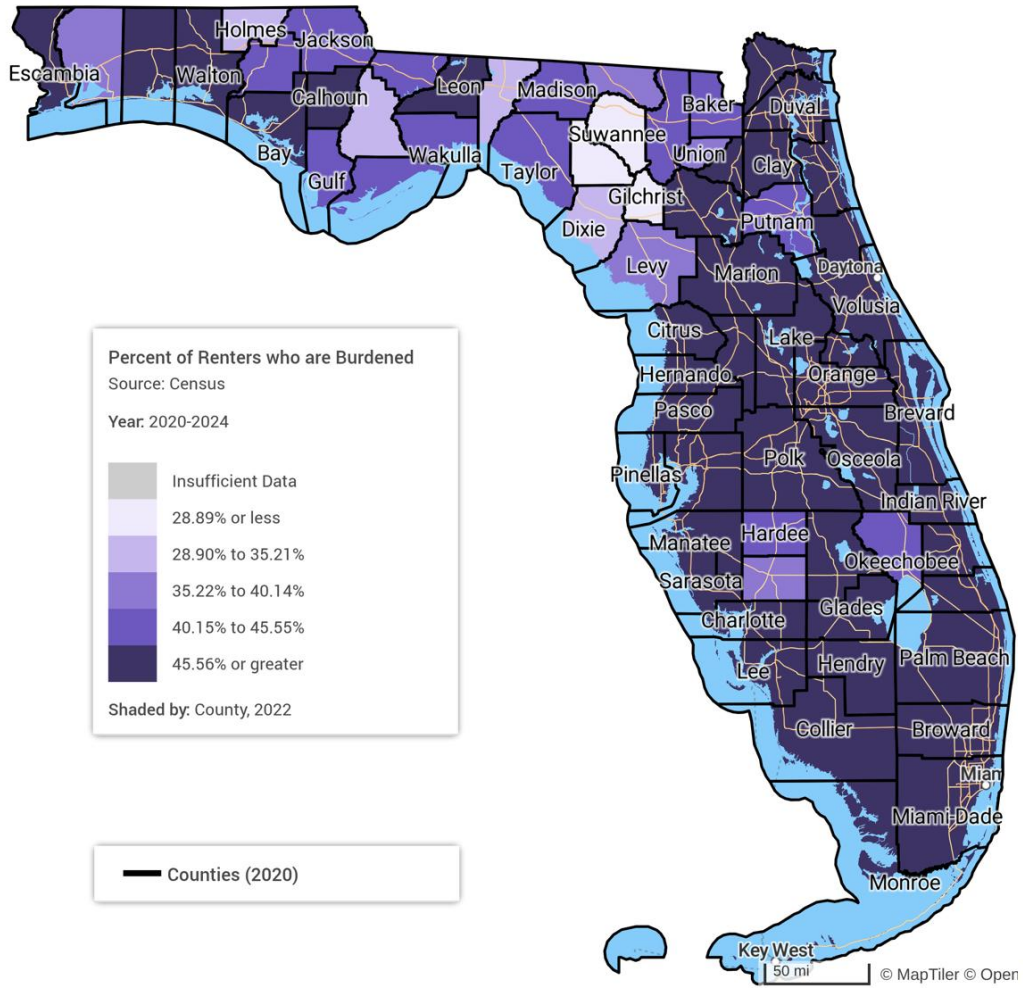
These households spend more than 50% of their income on rent.

Who in your community is living in the darkest category right now?



SEVERE RENT BURDEN -COMPARISON

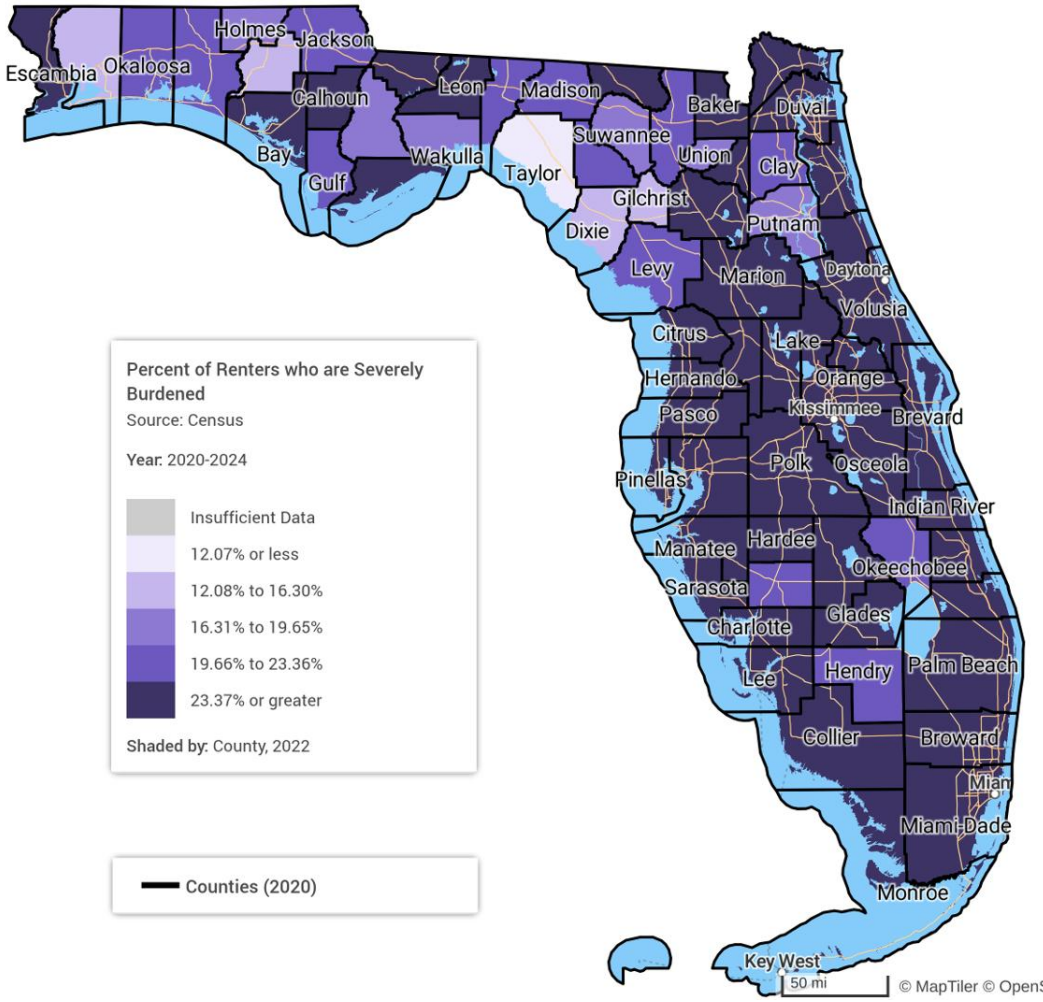
Estimated percent of all renters who are cost burdened, between 2020-2024.



POLICYMAP

BOARD 1 – 30%

Estimated percent of all renters who are severely cost burdened, between 2020-2024.



POLICYMAP

BOARD 2 – 50%

Rental Housing Shortage

It's not just about price. There aren't enough homes.

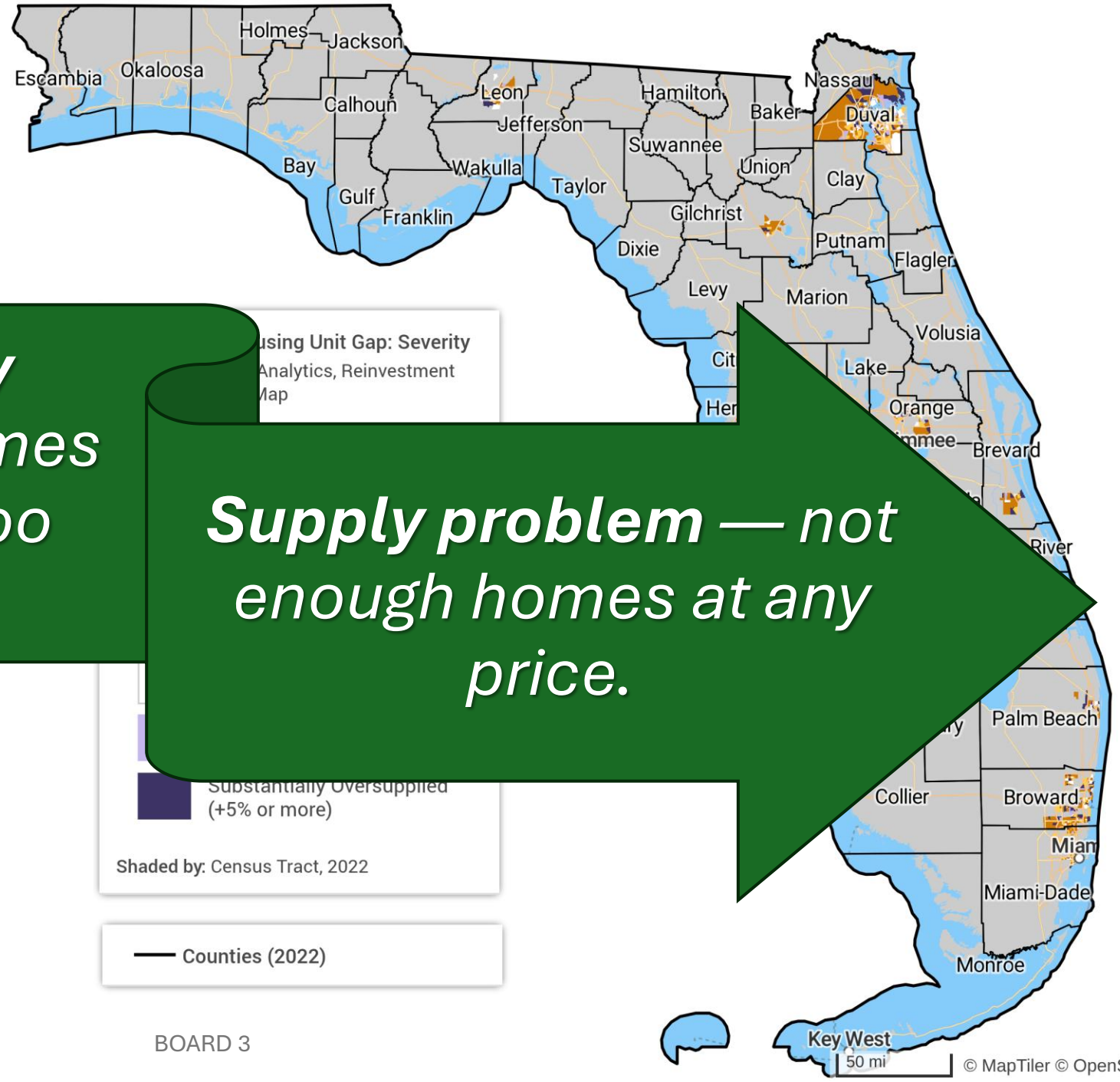
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What does the hortage look like from here?"

Affordability problem *— homes exist, prices too high.*

Supply problem *— not enough homes at any price.*



Three Cities, Same Crisis

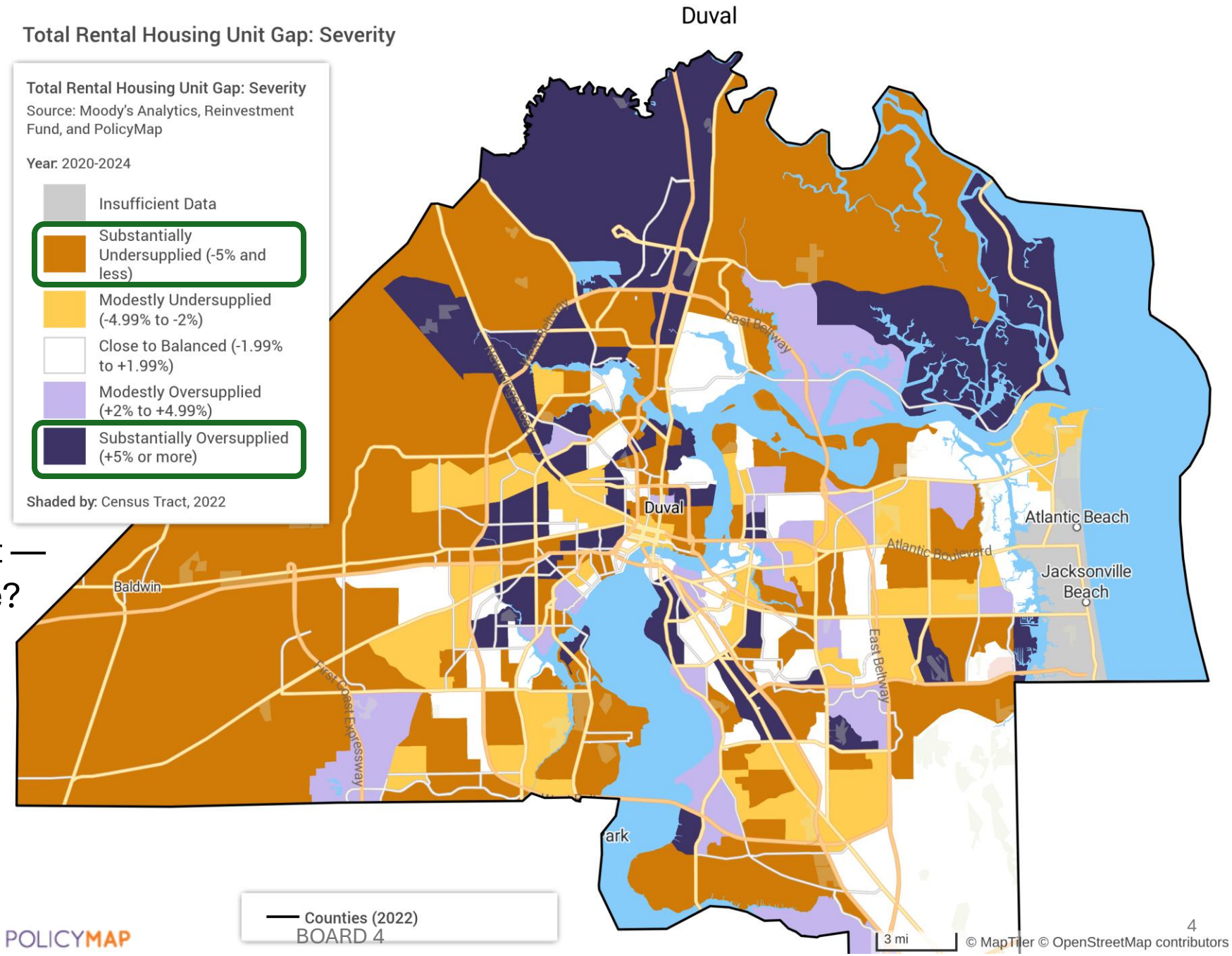
Three cities. Same crisis. Different neighborhoods. (1 of 3)

Find the orange.
Now find the navy.

Where is new housing being built — and who can afford to live there?

SHORTAGE *(not enough for working families)*

OVERSUPPLY *(luxury/vacant/vacation)*



POLICYMAP

Three Cities, Same Crisis

Three cities. Same crisis. Different neighborhoods. (2 of 3)

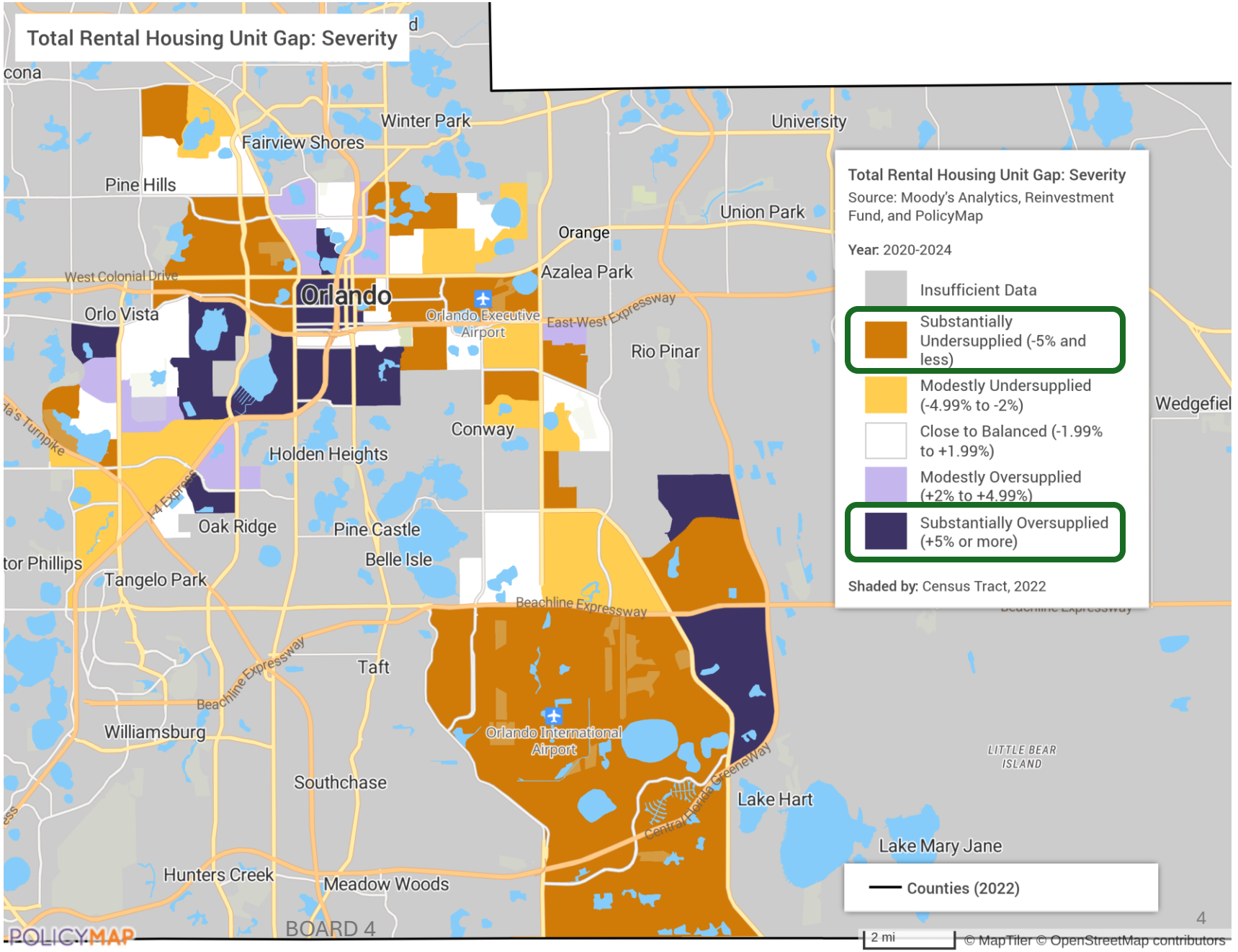
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Now find the navy.

Where is new housing being built — and who can afford to live there?

SHORTAGE *(not enough for working families)*

OVERSUPPLY *(luxury/vacant/vacation)*



Three Cities, Same Crisis

Three cities. Same crisis. Different neighborhoods. (3 of 3)

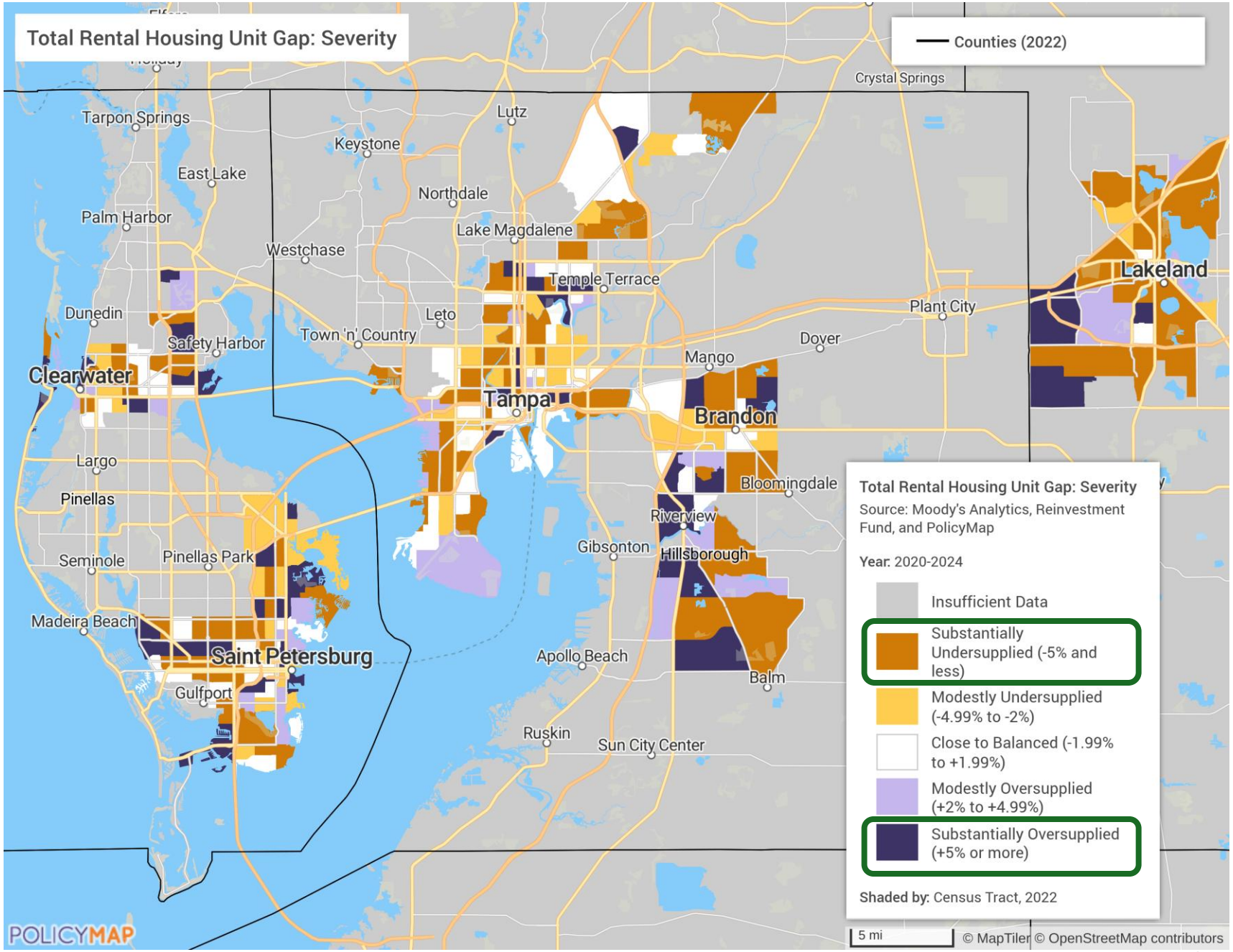
Find the orange.

Now find the navy.

Where is new housing being built — and who can afford to live there?

SHORTAGE *(not enough for working families)*

OVERSUPPLY *(luxury/vacant/vacation)*



Is the market building for the wrong people?



In one word, describe the housing situation in your county right now.



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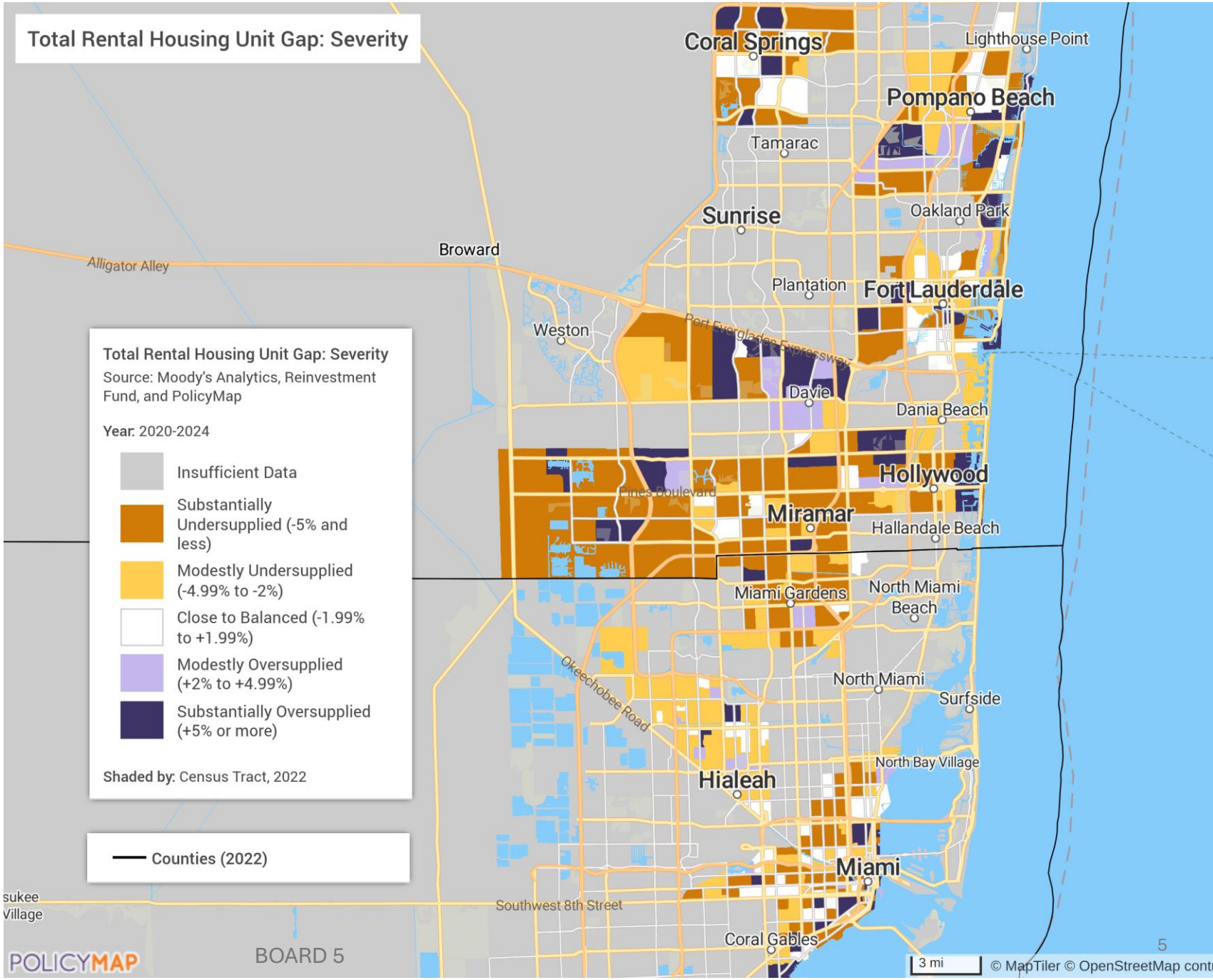
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Three Regions, One Story

South Florida. Southwest Florida. The capital. All the same story. (1 of 3)

Broward, Fort Myers, Tallahassee — very different communities.

What do they have in common on these maps?

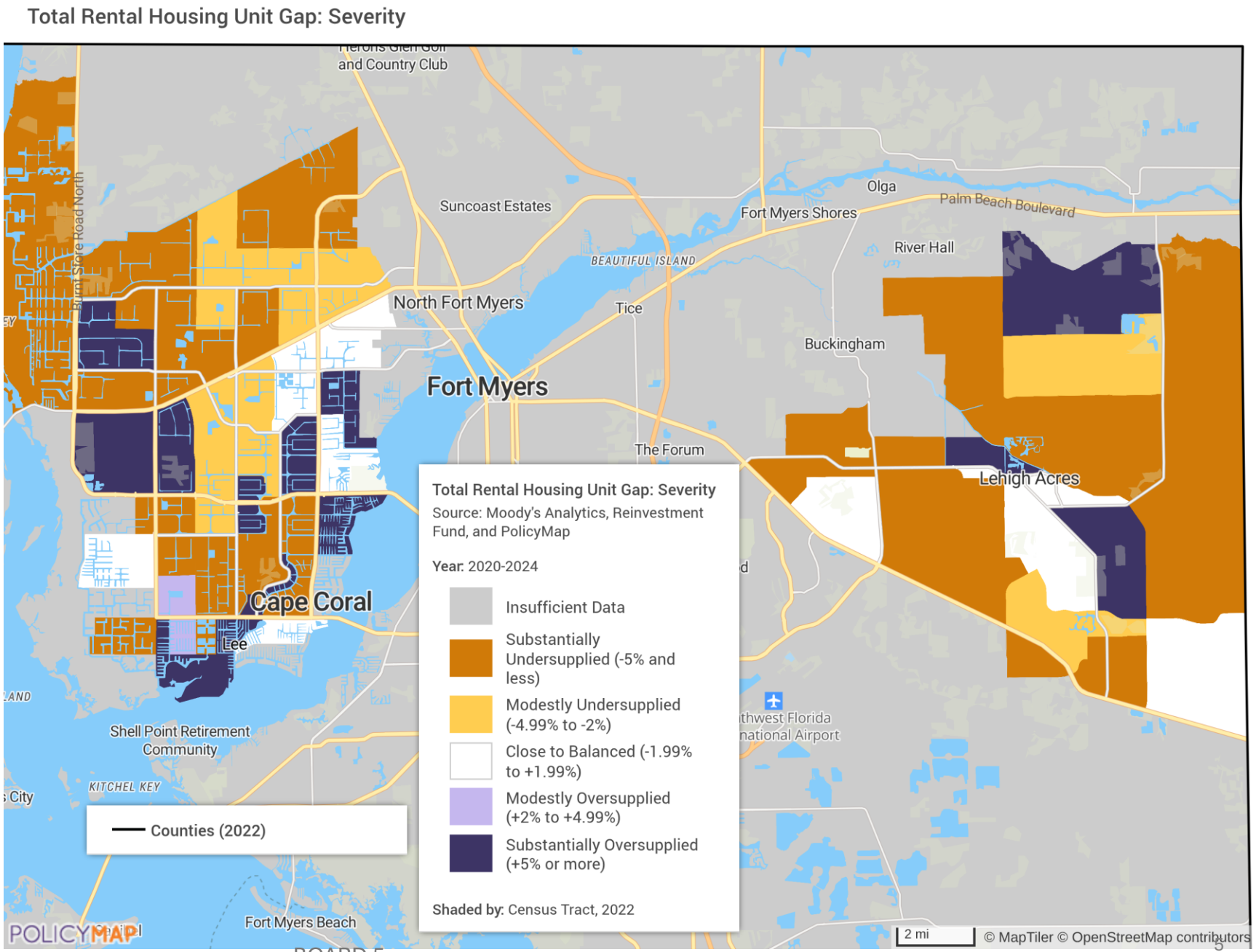


Three Regions, One Story

South Florida. Southwest Florida. The capital. All the same story. (2 of 3)

Broward, Fort Myers, Tallahassee
— very different communities.

What do they have in common on these maps?"

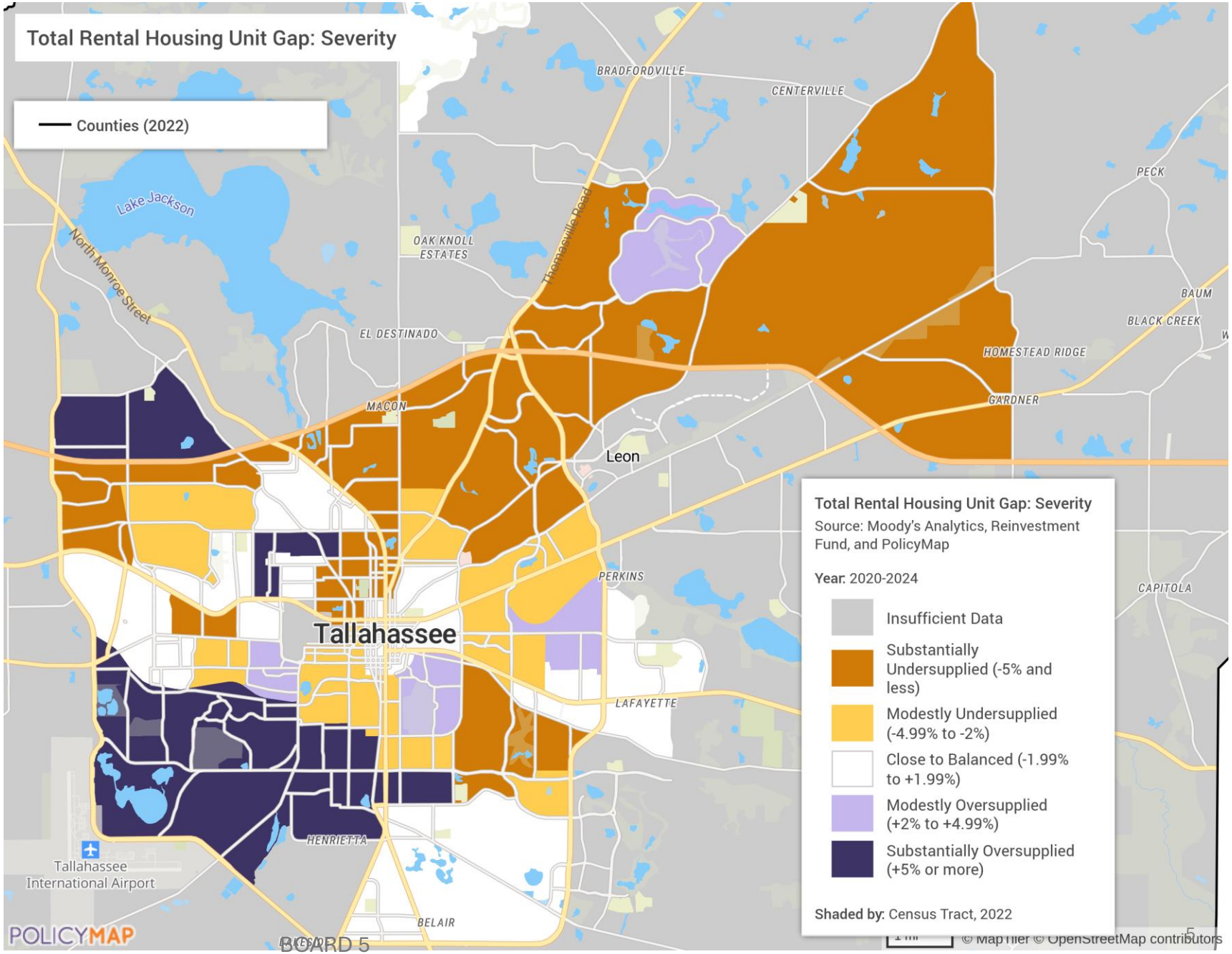


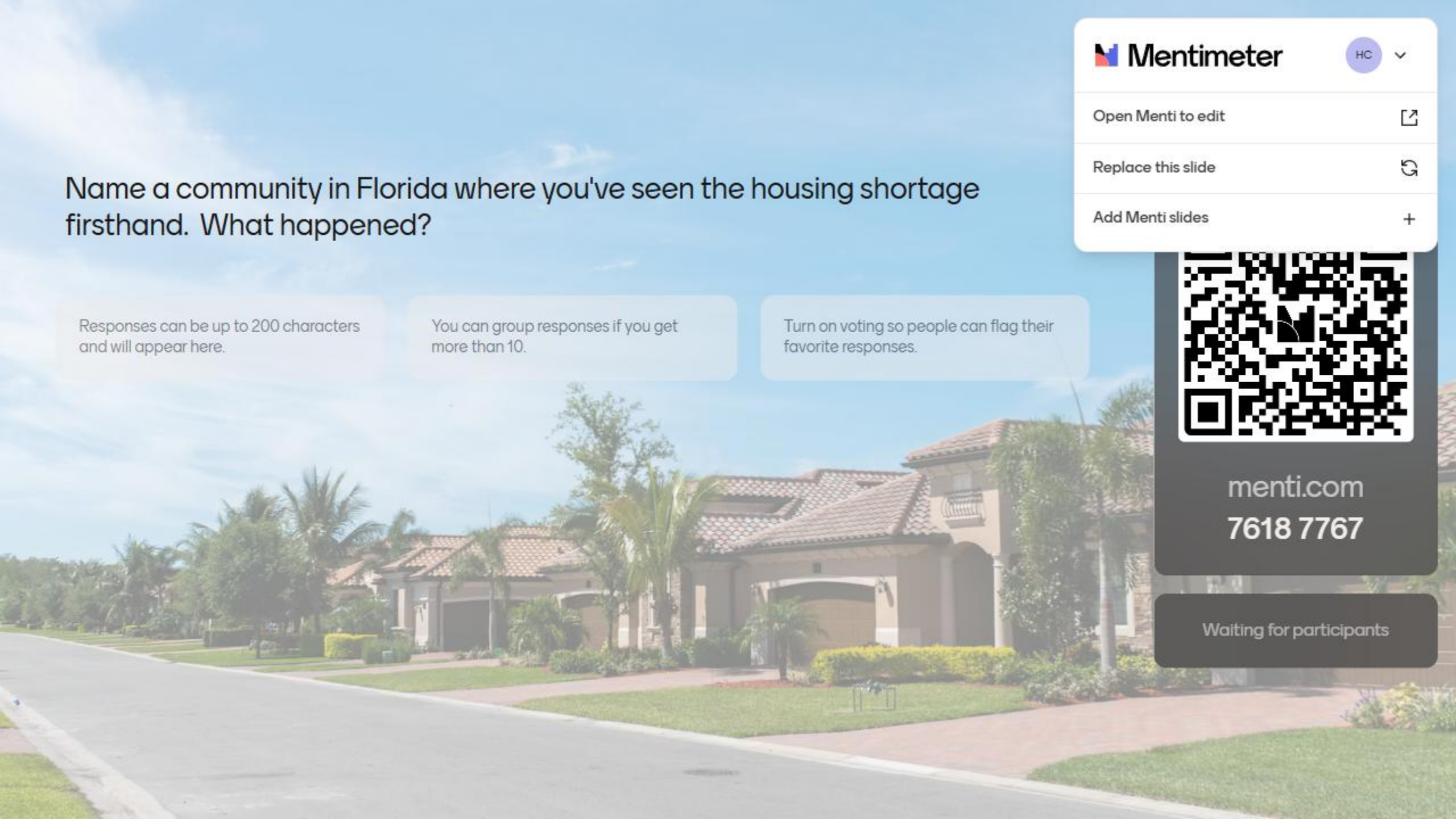
Three Regions, One Story

South Florida.
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The capital.
All the same story.
(3 of 3)

Broward, Fort Myers, Tallahassee
— very different communities.

What do they have in common on these maps?




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Name a community in Florida where you've seen the housing shortage firsthand. What happened?
Responses can be up to 200 characters and will appear here.
You can group responses if you get more than 10.
Turn on voting so people can flag their favorite responses.
menti.com
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Waiting for participants

Shortage as a

As a perc

— how sh

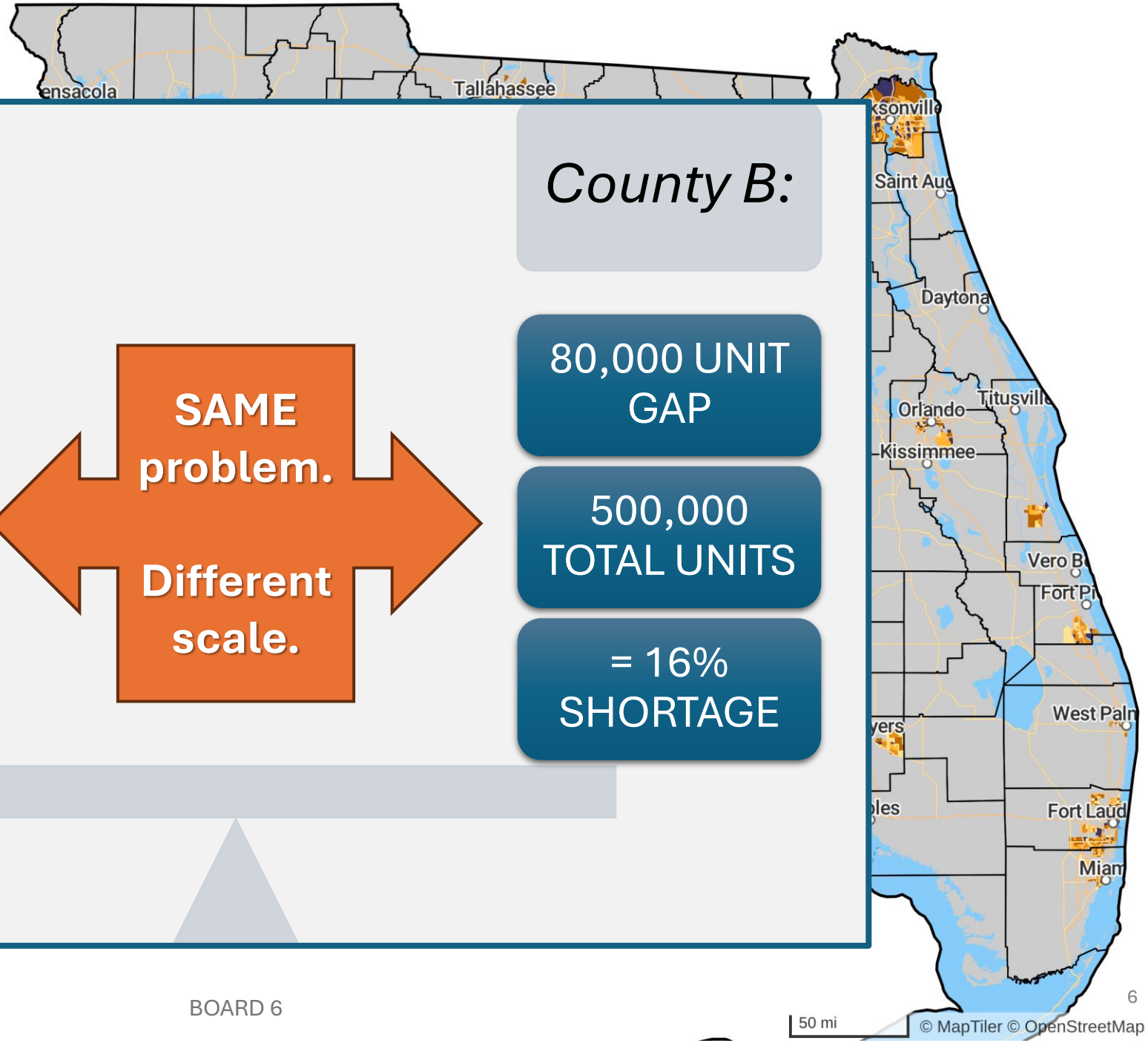
This map sh
a percentag
— so small
large count
compared f

Does that c
see the prol

County A:	*County B:*
800 UNIT GAP	80,000 UNIT GAP
5,000 TOTAL UNITS	500,000 TOTAL UNITS
= 16% SHORTAGE	= 16% SHORTAGE

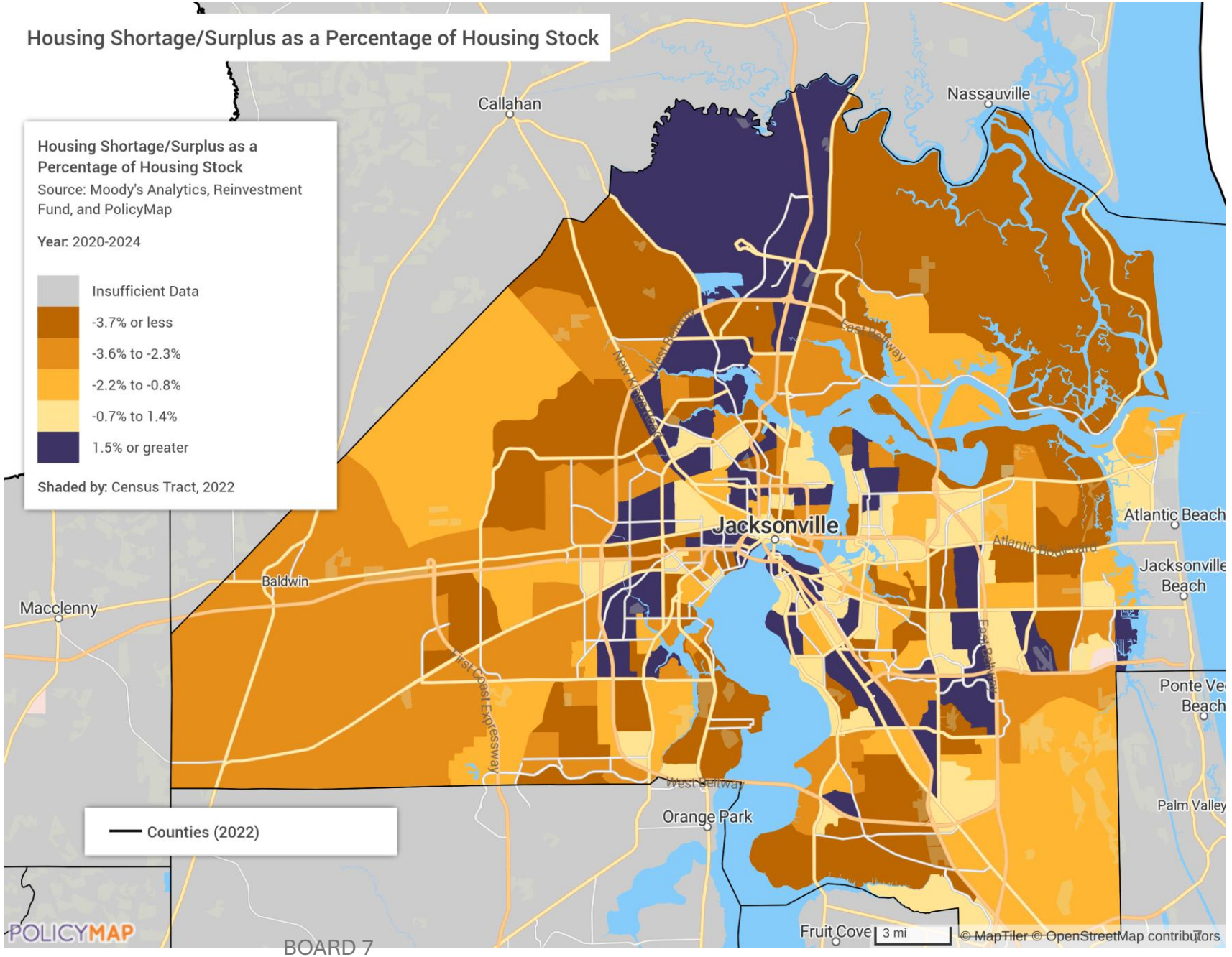
SAME problem.

Different scale.

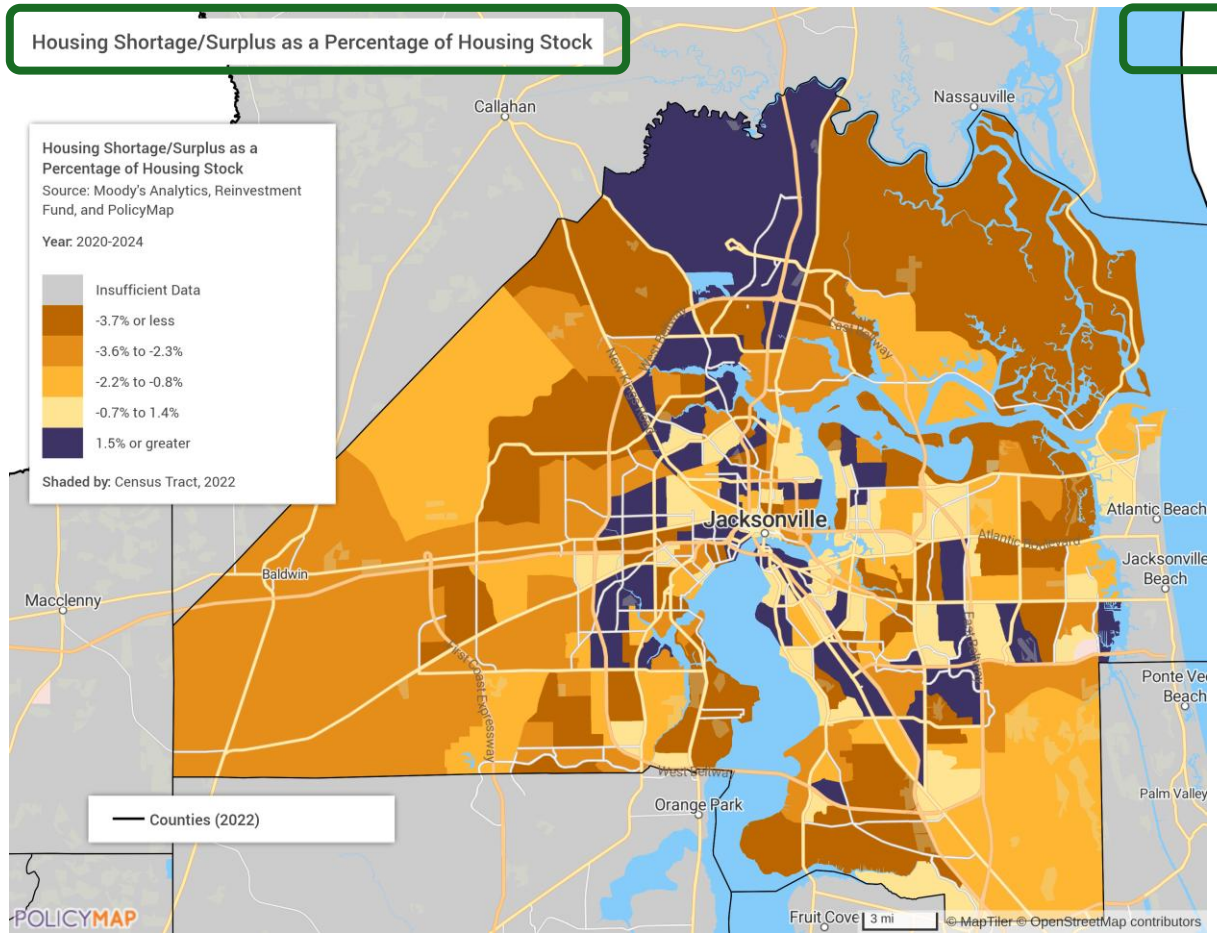


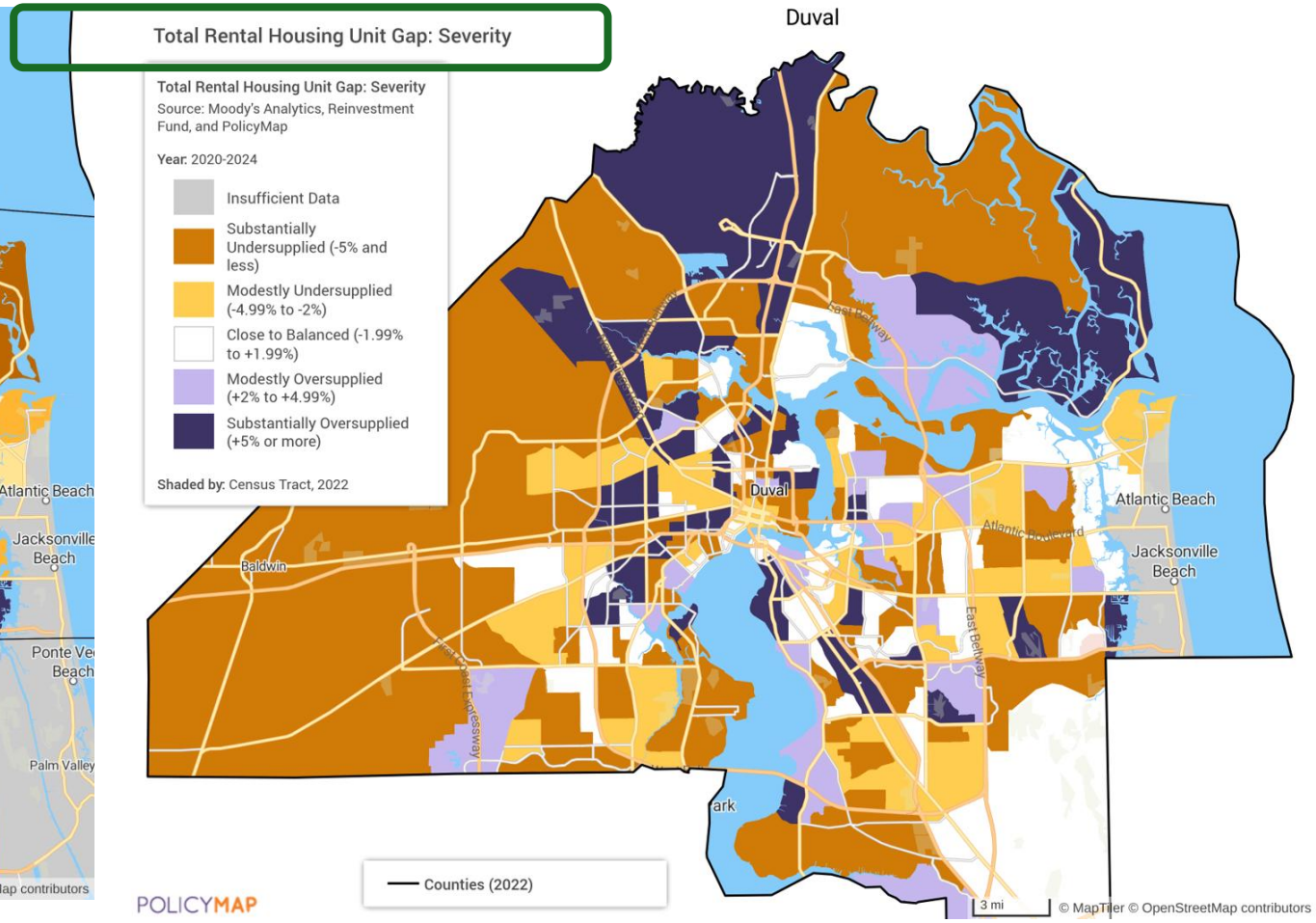
Shortage by Percentage: Three Cities

Same cities.
Now see the percentage.
Does the story change?
(1 of 3)



Compare Housing Shortage/Surplus –to- Rental Housing Unit Gap (Board 4) for the same cities. (1 of 3)

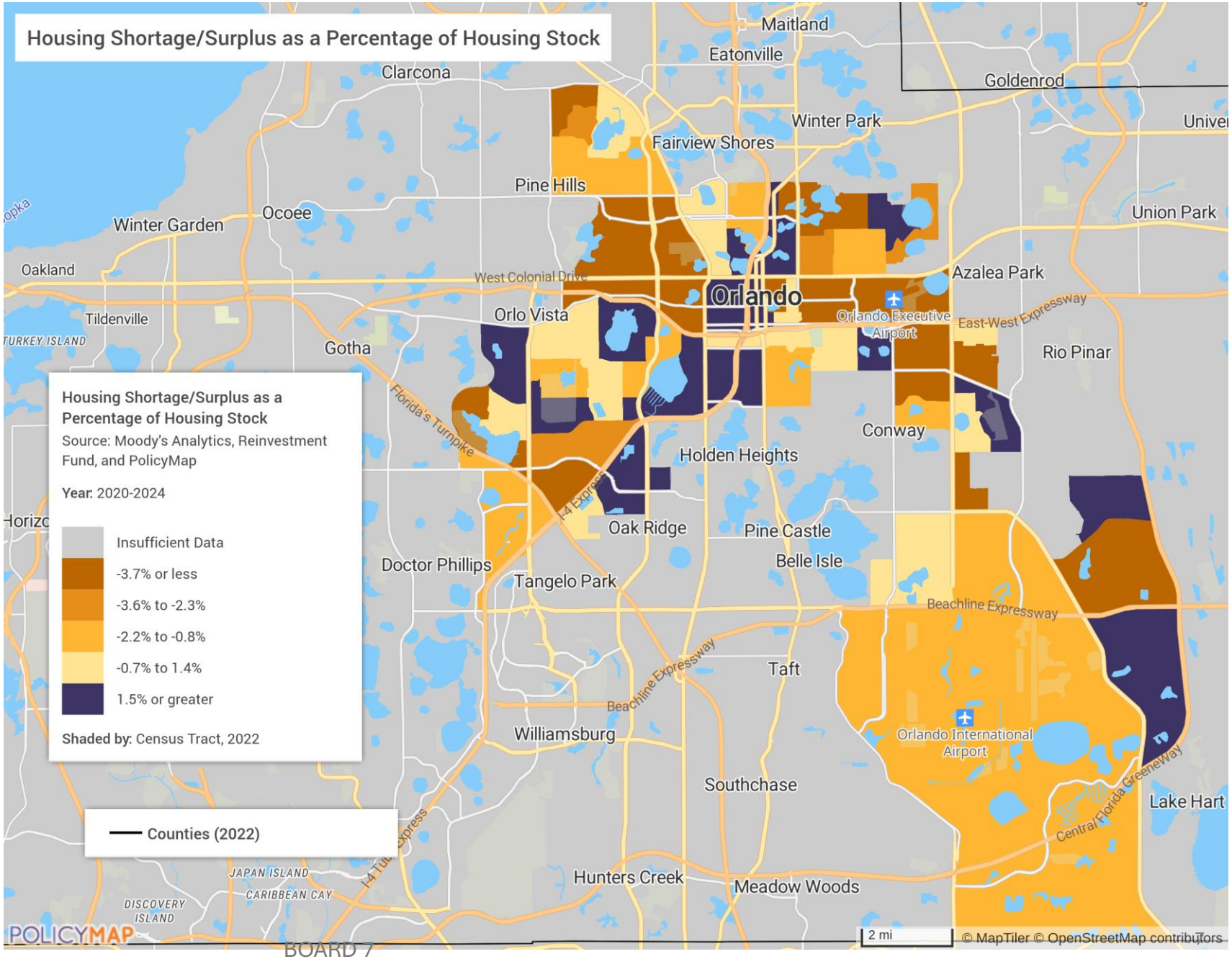




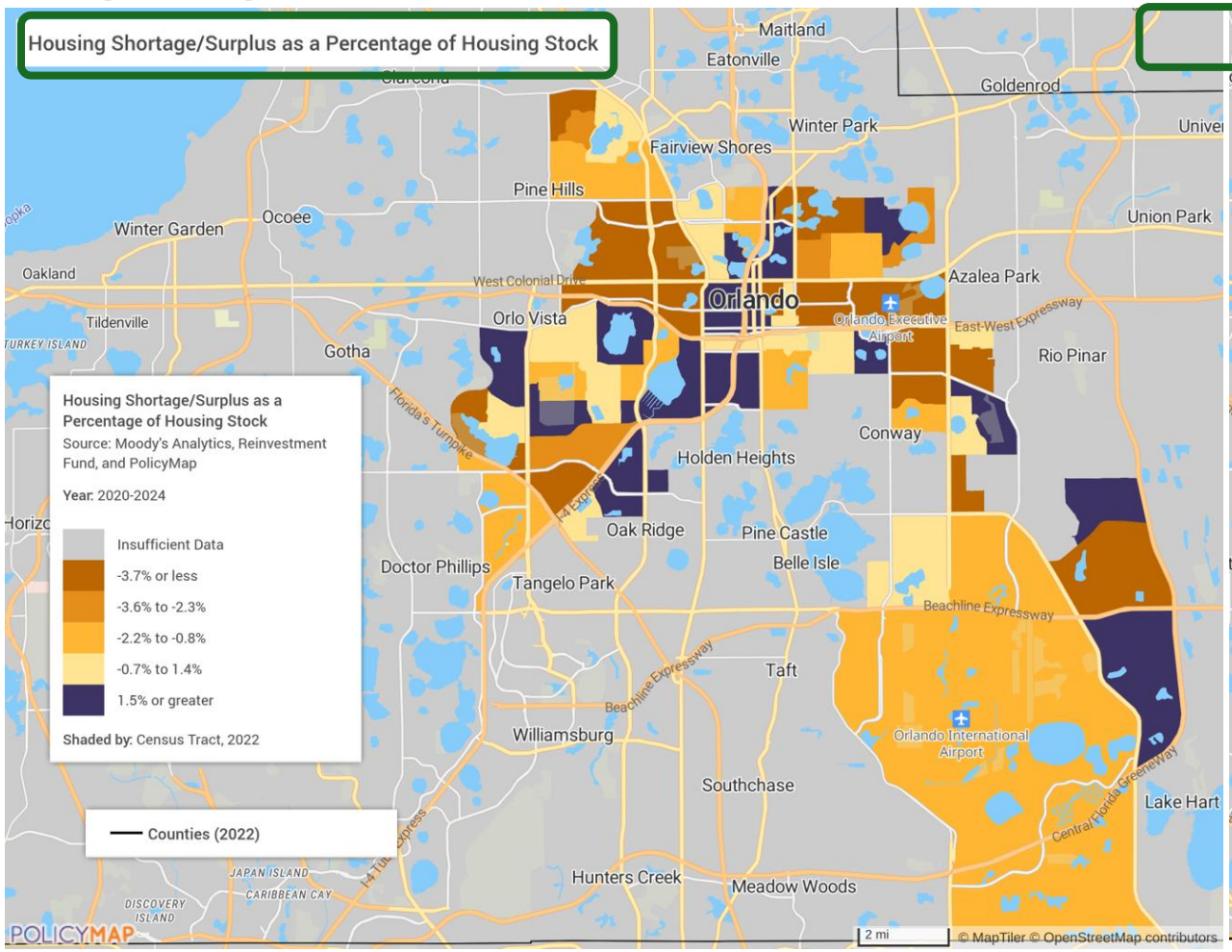
Where do the two data sets agree? Where do they tell a different story?

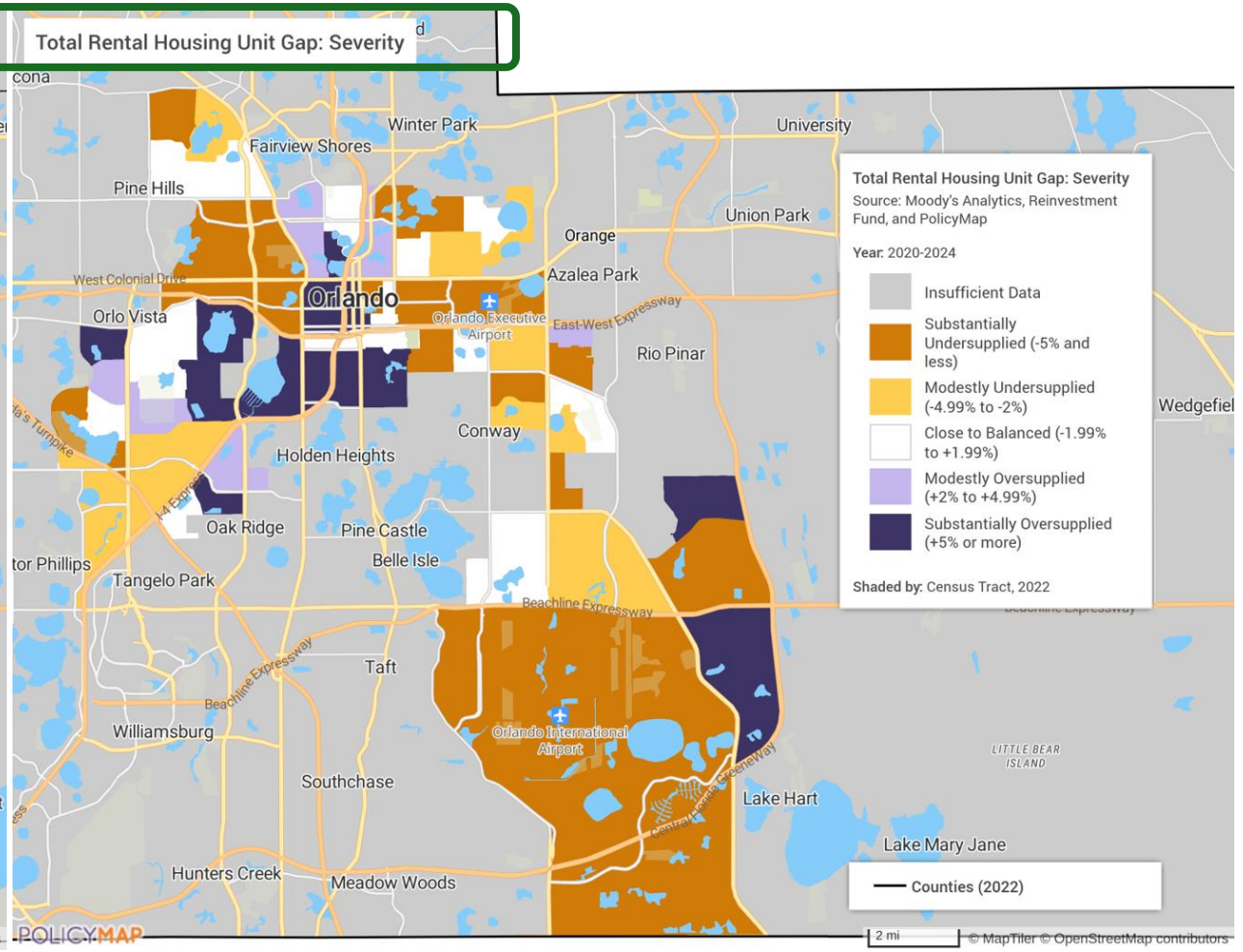
Shortage by Percentage: Three Cities

Same cities. Now see the percentage. Does the story change? (2 of 3)



Compare Housing Shortage/Surplus –to- Rental Housing Unit Gap (Board 4) for the same cities. (2 of 3)

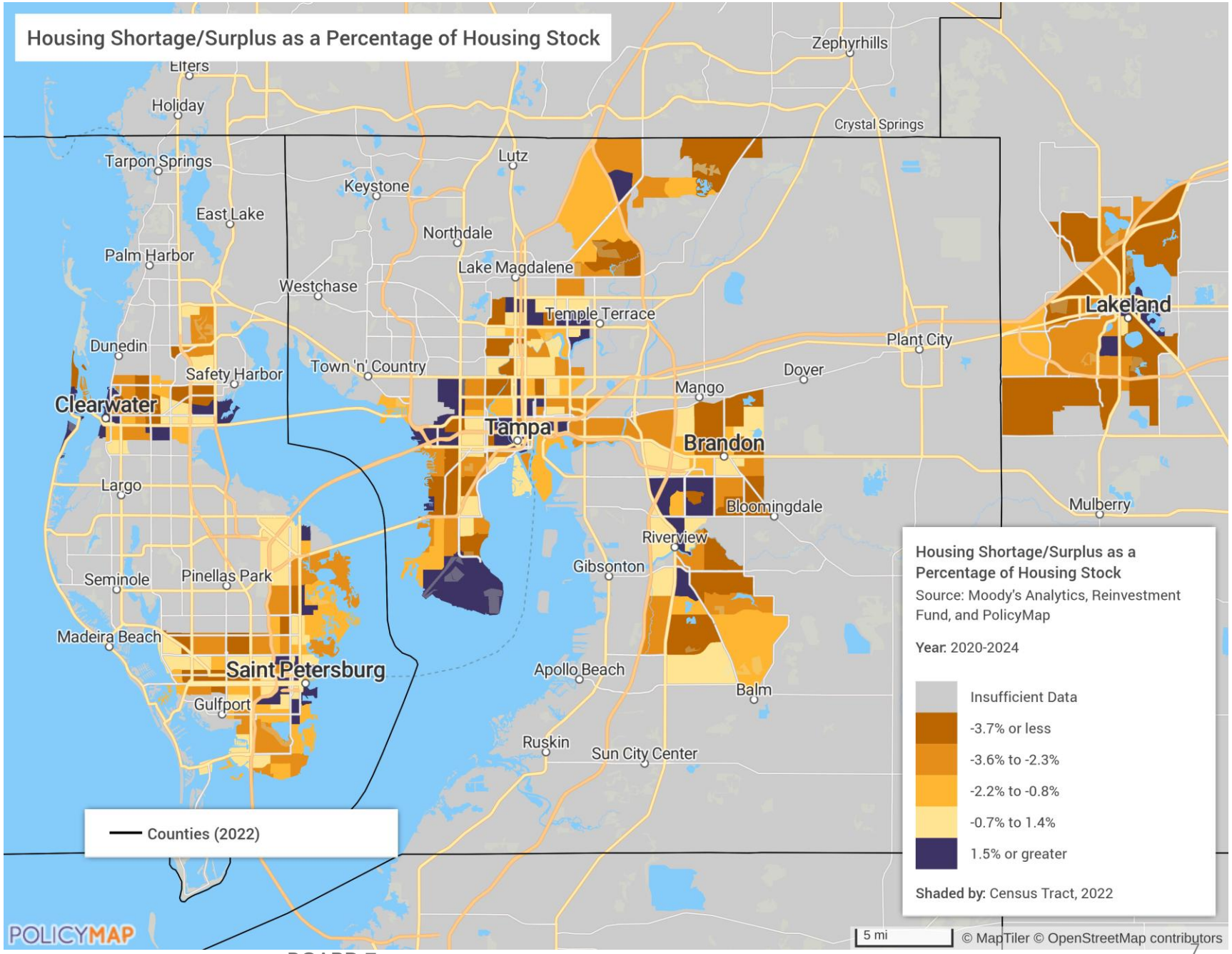




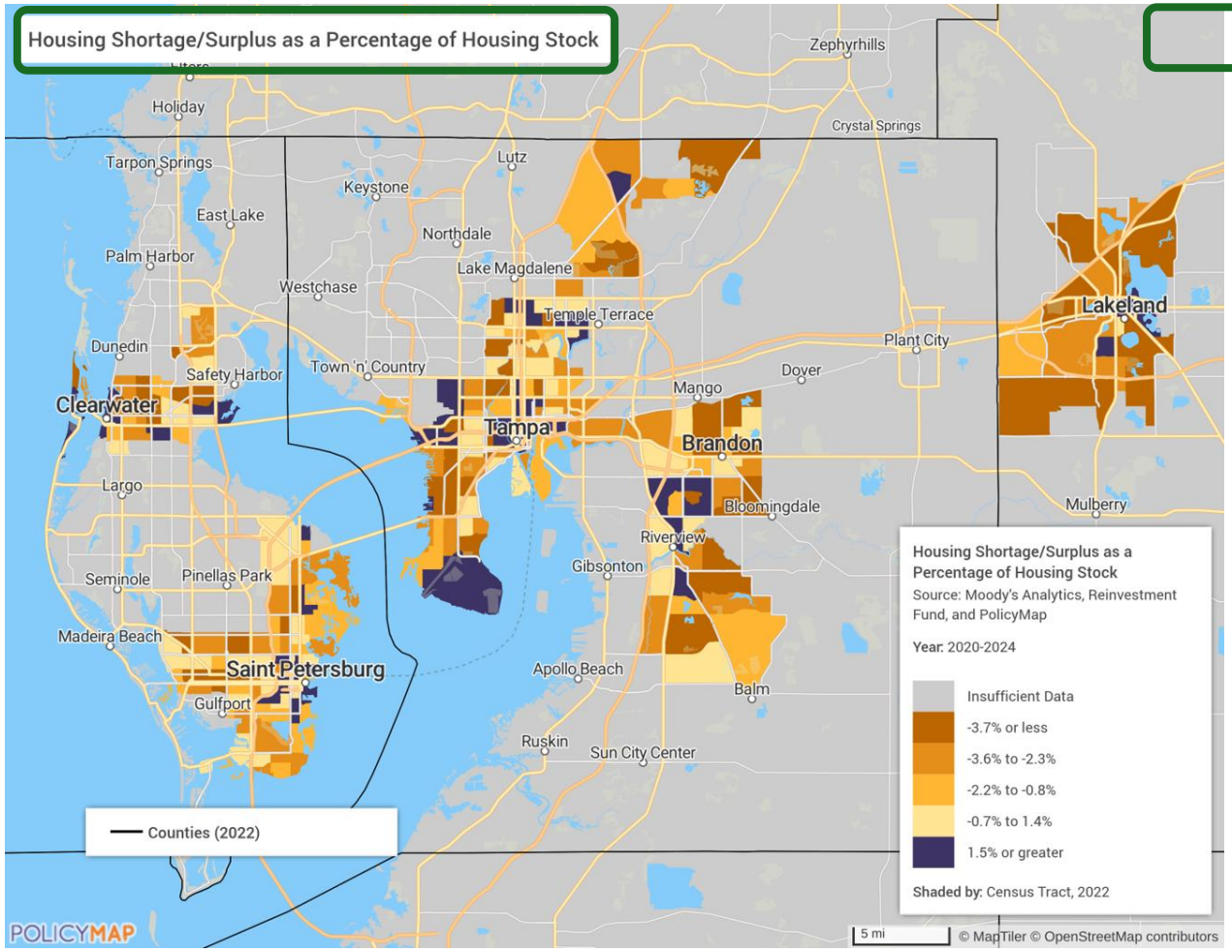
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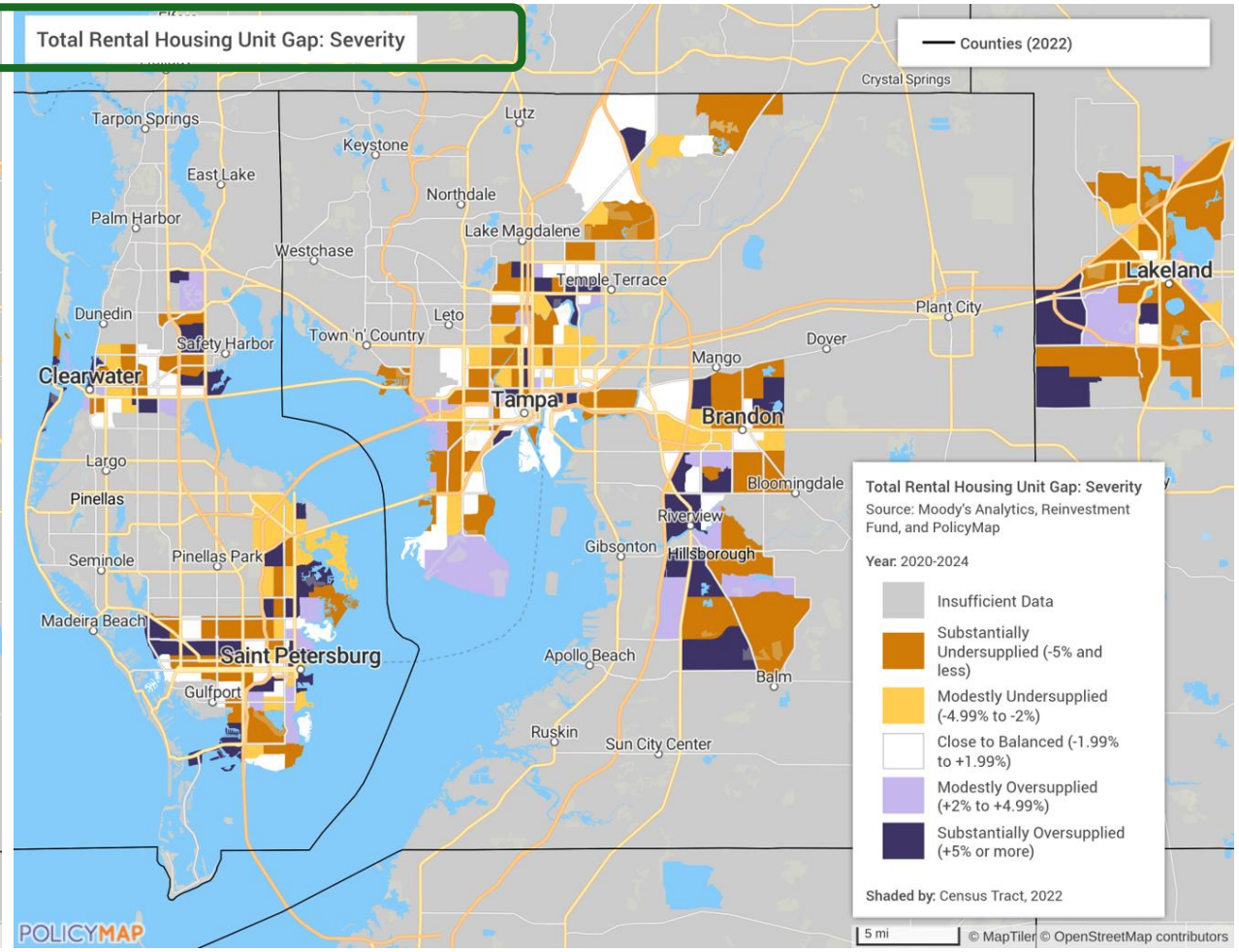
Shortage by Percentage: Three Cities

Same cities.
Now see the percentage.
Does the story change?
(3 of 3)



Compare Housing Shortage/Surplus –to- Rental Housing Unit Gap (Board 4) for the same cities. (3 of 3)





Where do the two data sets agree? Where do they tell a different story?

Lehigh Acres: Shortage and Surplus Side by Side

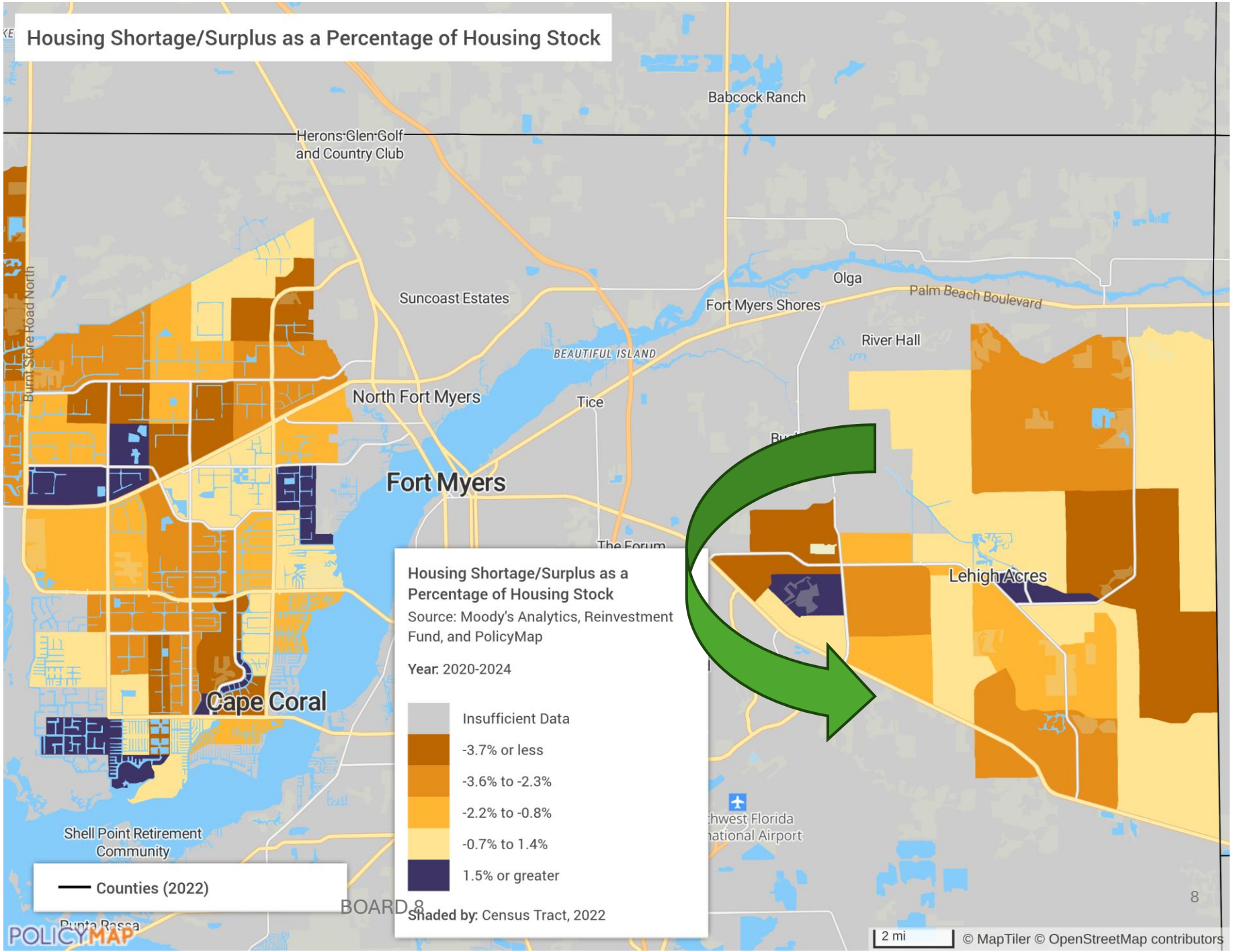
The percentage tells a different story than the count. Look closer. (1 of 3)

Lehigh Acres in Lee County shows a patchwork of shortage and surplus in the same area.

What might explain that?

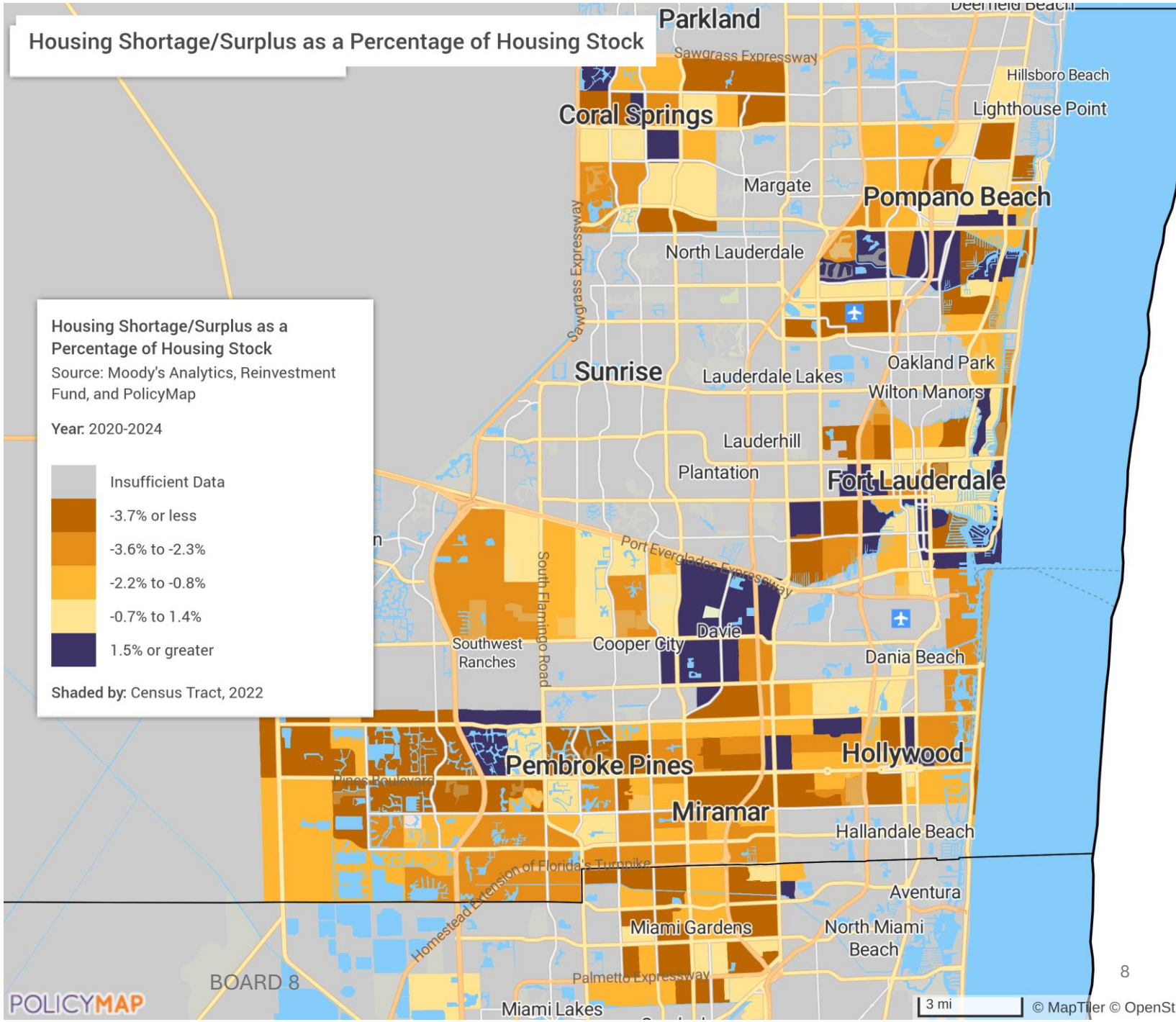
SURPLUS ≠ AVAILABLE

Units may be vacant, seasonal, short-term, or priced out of range for low-income renters.



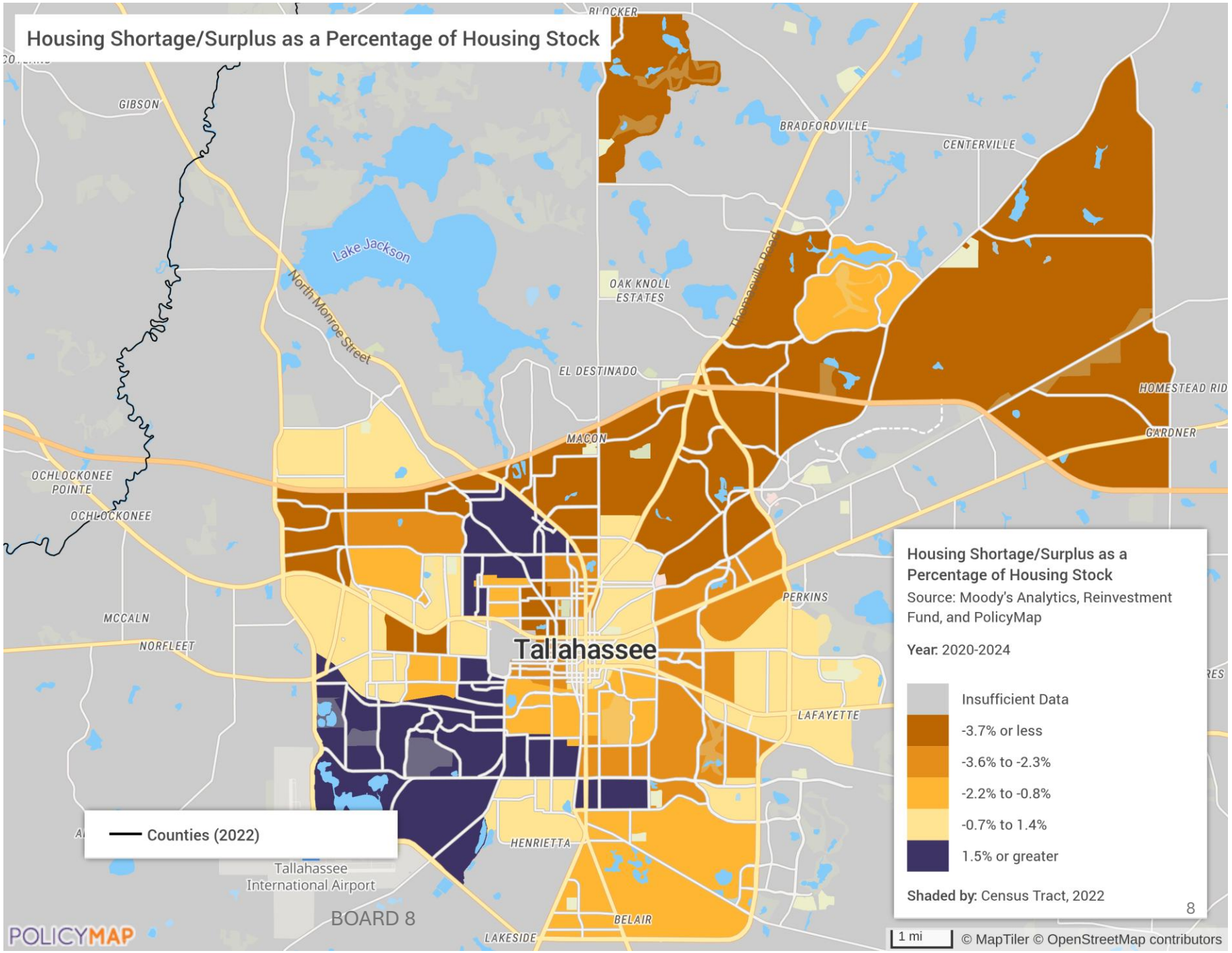
Shortage and Surplus Side by Side

The percentage tells a different story than the count. Look closer. (2 of 3)



Shortage and Surplus Side by Side

The percentage tells a different story than the count. Look closer. (3 of 3)





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Does your organization work in communities w
housing shortage and surplus exist side by side?

0 YES

0 NO

0 SOMETIMES

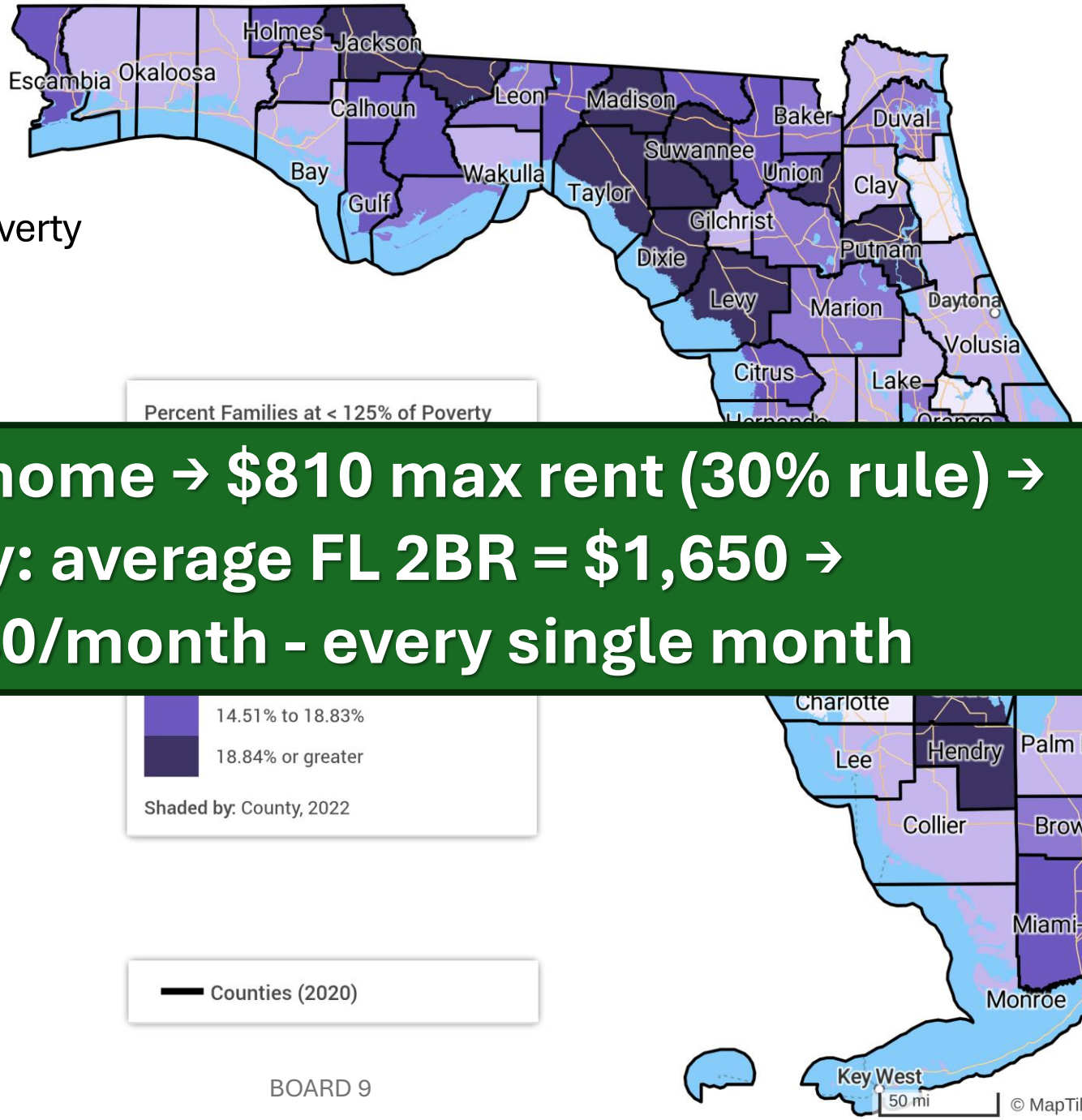
0 I DON'T KNOW

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0

Working Families Below 125% of Poverty

Working. Earning.
Still not enough.



$2,700 take-home → $810 max rent (30% rule) →
Reality: average FL 2BR = $1,650 →
Gap: $840/month - every single month

What does that family have to choose between this month?

Deep Poverty in Florida

Below the poverty line isn't the bottom. This is.

Deep poverty is often invisible to funders and policymakers.

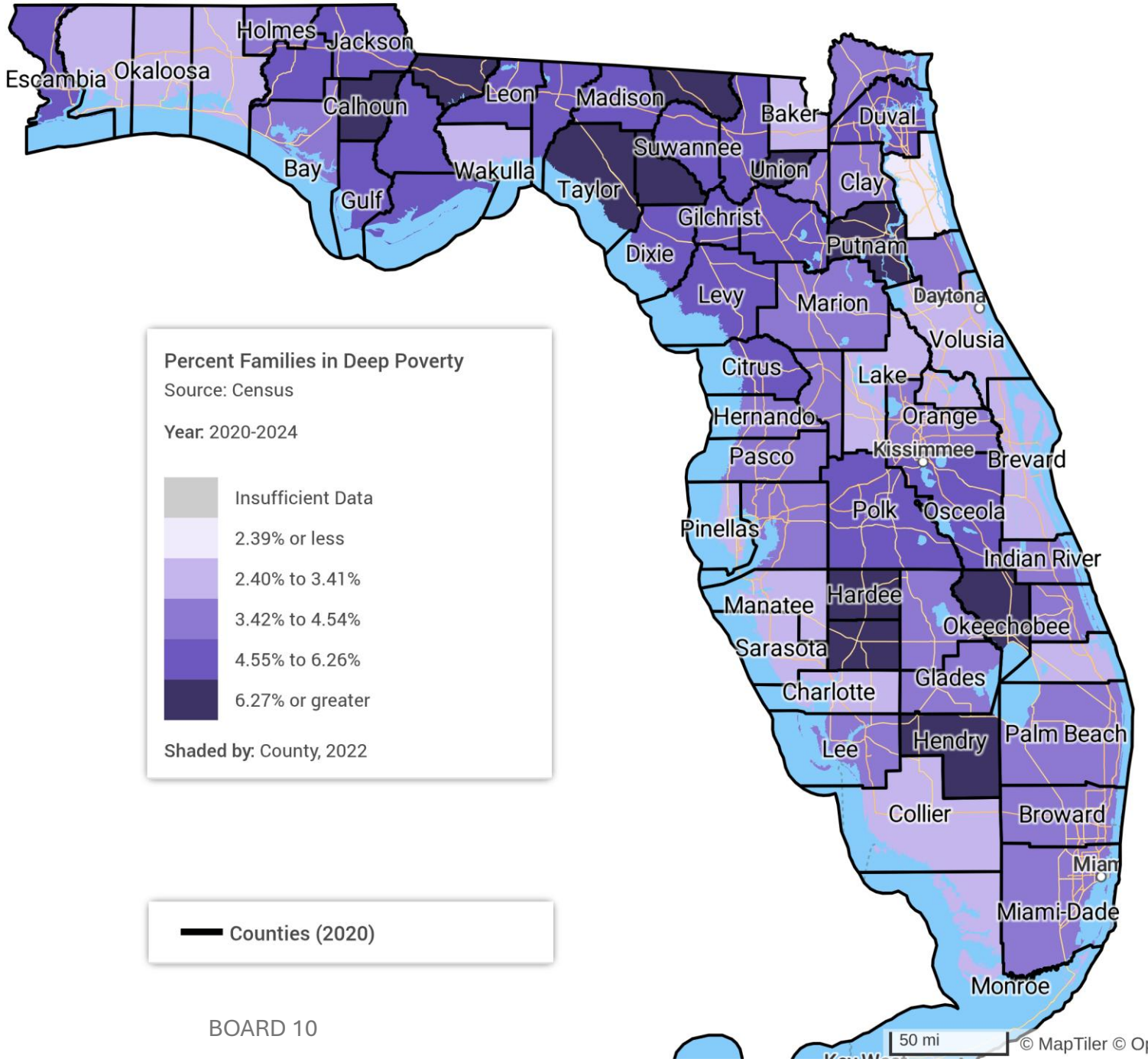
How does your organization make this population visible in your reports?

Poverty threshold reference card.

Federal Poverty Level (2024, family of 4): *$31,200.*

125% FPL: *$39,000.*

50% FPL (deep poverty): *$15,600.*



POLICYMAP

How well is your organization currently reaching families in deep poverty?

1

5



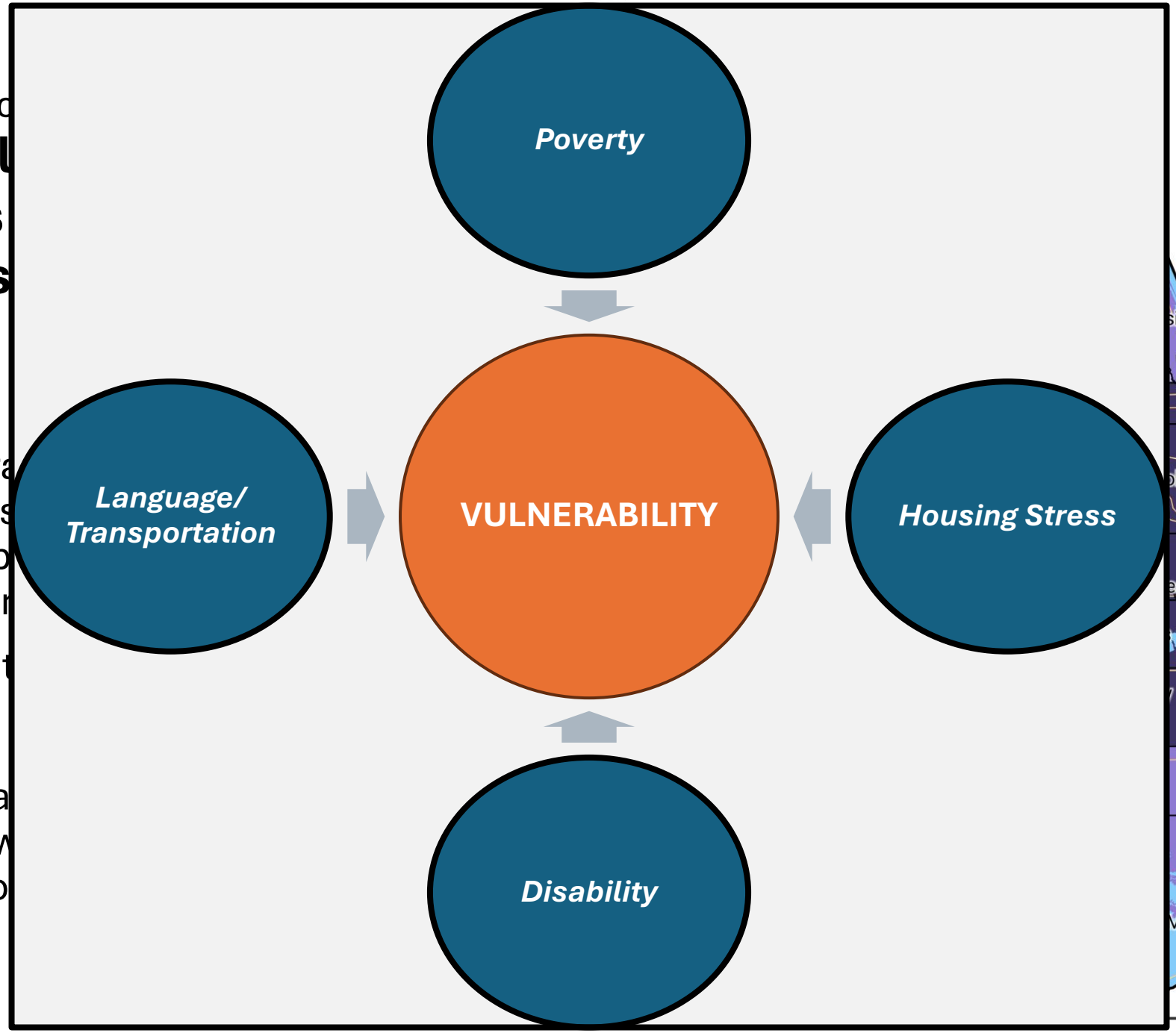
Health and Enviro

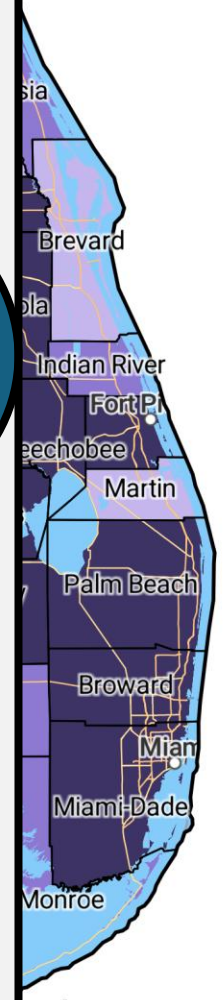
Where you l
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Community Investment

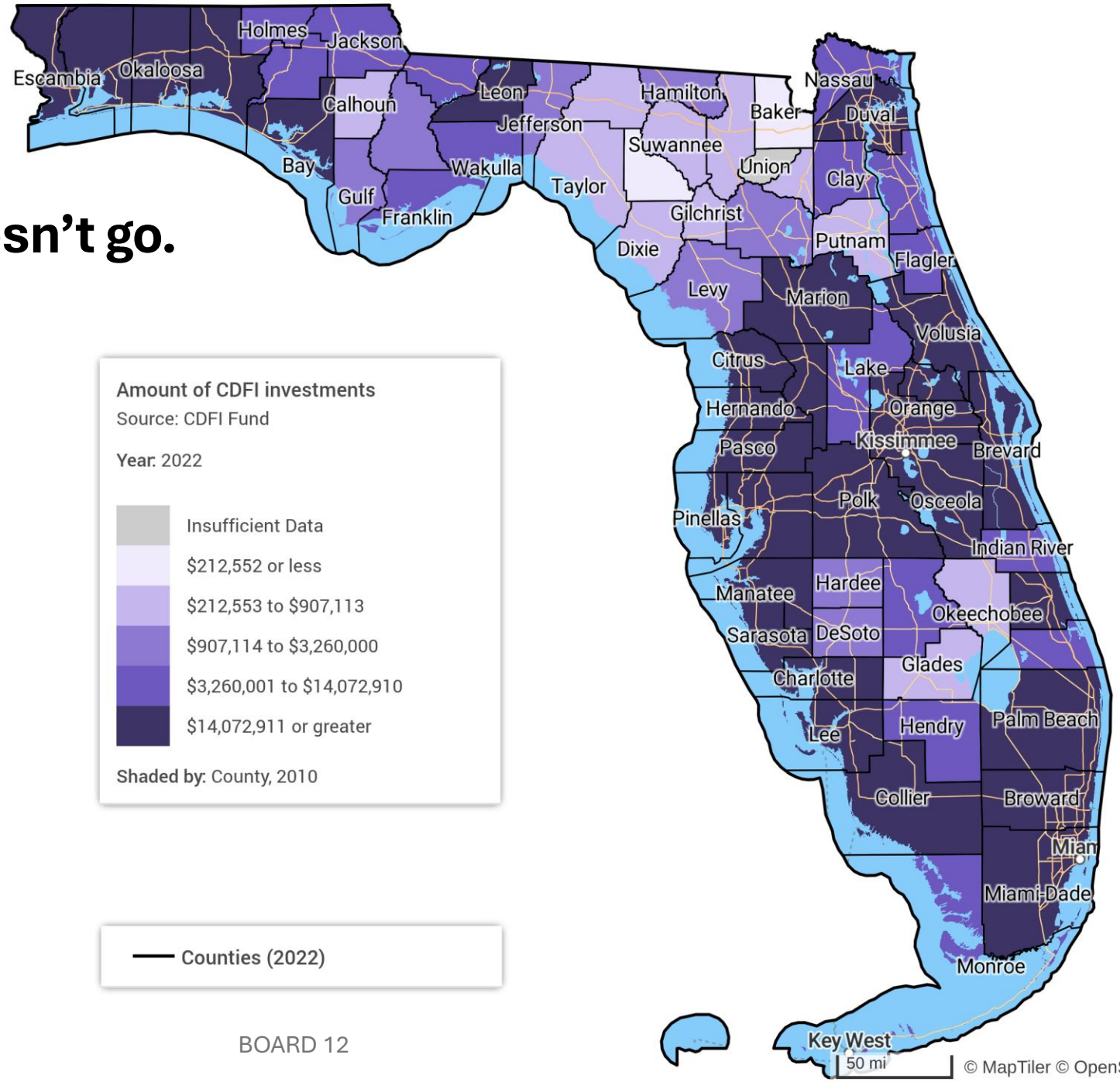
Follow the money.
Then notice where it doesn't go.

Compare this map to the vulnerability map at Station 3.

(Next Slide)

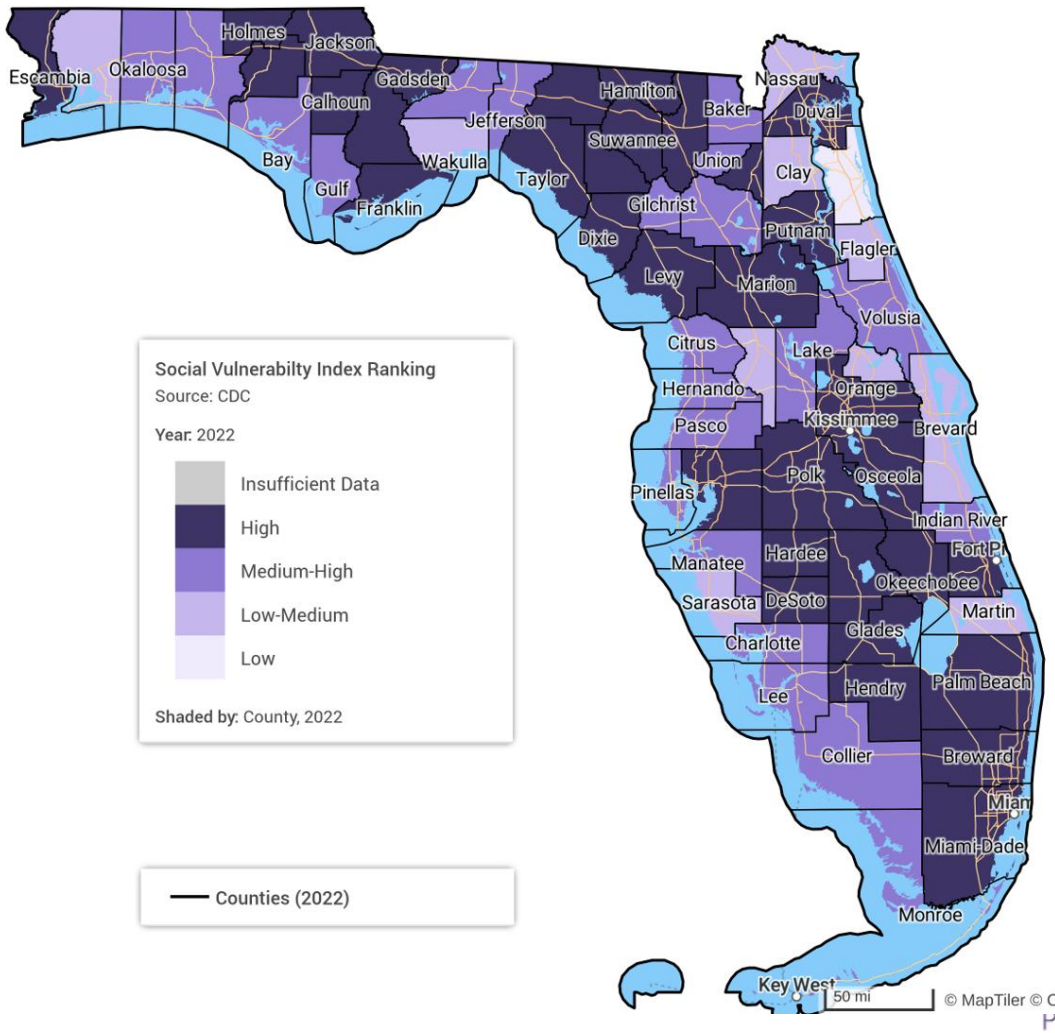
Where is CDFI capital flowing?
Where is it NOT

— and who lives in those places?



Social vulnerabilty index (SVI) quartile ranking as of 2022

Florida



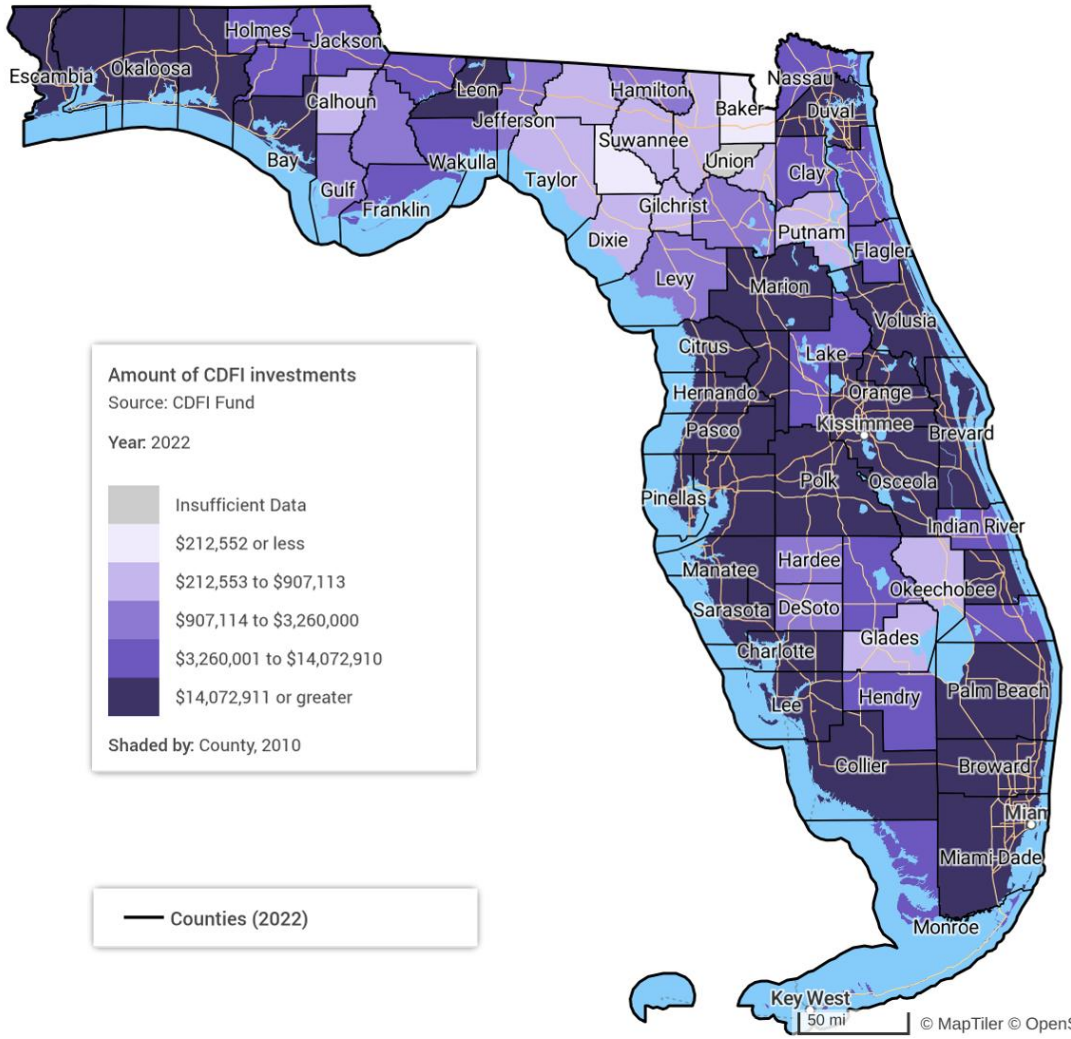
POLICYMAP

SVI MAP

(WHERE VULNERABILITY IS).

Total dollar amount of CDFI investments that closed in 2022.

Florida

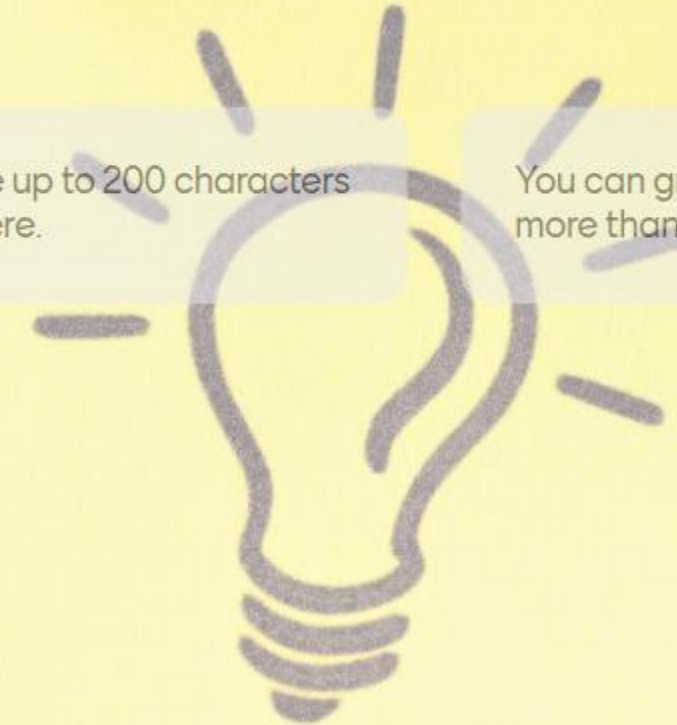


POLICYMAP

CDFI MAP

(WHERE INVESTMENT GOES).

Complete this sentence: After today, the one data point I'm going to use in my next grant pro



Responses can be up to 200 characters and will appear here.

You can group responses if you get more than 10.

Turn on voting so people can flag their favorite responses.

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0

Now Let's Build the Story

Please find your seat. We're moving from the data to your story.

You've spent time walking through the numbers.
Now we ask: what will you do with them?

Your Story Builder Framework

Use the card you collected at each board. Fill in the four parts.

1

THE NUMBER

What data point from today stays with you?

Write the statistic. Write what it measures.

2

THE FACE

Who does this number represent in your community?

Give it a face — real or composite. Make it human.

3

THE INTERVENTION

What does your organization actually do about this?

Name one specific program or action.

4

THE CHANGE

What is different because you did that?

Measured outcome, behavior change, or community shift.

Table Exercise

You have 8 minutes. Share at your table:

1. **Share one number you wrote on your Story Builder card.**
2. **Who is the face behind that number for your organization?**
3. **Name one thing your organization does about it.**
4. **What changes because you do that work?**

One person from each table will share one story with the full group, if time permits.

"The data tells us where the crisis is. Your story tells us why we fight."

Thank you for being part of this work.
Your presence here is a statement of intention.

Take your Story Builder card. Use it.
Next time someone asks what you do — you'll be ready.

FLORIDA ALLIANCE FOR COMMUNITY SOLUTIONS
Creating Better Communities