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PROTECTING THE INTERESTS OF AFFORDABLE HOUSING PROPERTY MANAGERS AND OWNERS

## **XPRIZE Names NAHMA Milestone Winner in Adult Literacy Competition**

*Alexandria, Va., April 3, 2019* — The National Affordable Housing Management Association (NAHMA) is proud to have been named one of 24 finalists selected as a milestone award winner in the first phase of the Adult Literacy XPRIZE Communities Competition, which is the proposal stage of the competition. NAHMA moves onto the implementation of its proposal as part of the next phase of the competition, consisting of promoting the download and use of free adult literacy learning apps. Grand prizewinners will be announced in the fall. To learn more about NAHMA's efforts in supporting the literacy campaign, or to promote and download the adult literacy app, visit the [Transforming Lives Through Literacy](https://www.nahma.org/transforming-lives-through-literacy) webpage under the About Us tab at [nahma.org](https://www.nahma.org).

"NAHMA is thrilled to have been named one of the winners in phase 1 of the XPRIZE adult literacy competition," Kris Cook, CAE, NAHMA executive director, said. "We are uniquely situated to reach the low- to moderate-income Americans who are residents of affordable rental housing that are working hard to improve the financial status of their families. We believe they will be interested in taking advantage of the literacy app to improve their reading and English skills, since the app is free, self-supported and self-paced."

With research showing that 77 percent of Americans now own a smartphone, the competition aims to dramatically change the way the U.S. meets the needs of the 36 million adults with low literacy skills, by tackling the largest obstacles to achieving basic literacy—access, retention and scale.

The [Communities Competition](#) continues the momentum of the \$7M Barbara Bush Foundation Adult Literacy XPRIZE presented by the Dollar General Literacy Foundation, which recently culminated with the announcement of two grand prize winners. In this second phase, the Communities Competition incentivizes organizations, communities and individuals to recruit adult learners to download and use the apps developed by four of the finalist teams in the Adult Literacy XPRIZE. Each app demonstrated literacy gains in participating learners, who took a pre- and post-test in a 12-month field test in 2018.

"Low literacy is a silent crisis in this country—one that needs more attention, more voices, more resources and more ideas. We know that lack of opportunity, not lack of motivation, is what most often prevents adults from improving their literacy skills. That's why we're leveraging the power of technology to reach adult learners where they are—giving them more opportunities to learn where they live, work, pray and play," said British A. Robinson, president and CEO of the Barbara Bush Foundation for Family Literacy. "The Communities Competition is a critical step in our ongoing efforts to improve outcomes by broadening the reach and deepening the impact of adult literacy learning resources."

"Meeting individuals where they are, when they are ready to learn is powerful," said Denine Torr of the Dollar General Literacy Foundation. "The impetus of the Adult Literacy XPRIZE was to reach potential students who, for a variety of reasons, cannot attend classes at a typical brick and mortar location and to empower teachers to expand their capacity to serve. The Communities Competition allows us to

provide free apps, which have proven results, to adults in rural communities to metropolitan centers across the country. Access to these apps place the power of learning at students' fingertips at times when it is convenient for them. That's exciting!"

"The Communities Competition is a one-of-a-kind effort to scale the impact of the Adult Literacy XPRIZE and transform lives through literacy," said Shlomy Kattan, executive director of the Adult Literacy XPRIZE. "The passion, dedication and thoughtfulness of these competing communities is critical to reaching learners from diverse geographies and backgrounds. We have an array of teams, from educational institutions, to nonprofits, NGOs, government agencies, corporations, and individuals who are all critical to our goal of empowering adult learners to take learning in their own hands."

#### **About NAHMA**

NAHMA is the leading voice for affordable housing management, advocating on behalf of multifamily property managers and owners whose mission is to provide quality affordable housing. NAHMA supports legislative and regulatory policy that promotes the development and preservation of decent and safe affordable housing, is a vital resource for technical education and information and fosters strategic relations between government and industry. NAHMA's membership represents 75 percent of the affordable housing industry, and includes its most distinguished multifamily owners and management companies. Visit [www.nahma.org](http://www.nahma.org) for more information.

#### **About XPRIZE**

XPRIZE, a 501(c)(3) nonprofit, is the global leader in designing and implementing innovative competition models to solve the world's grandest challenges. Active competitions include the Lunar XPRIZE, the \$20M NRG COSIA Carbon XPRIZE, the \$15M Global Learning XPRIZE, the \$10M ANA Avatar XPRIZE, the \$7M Shell Ocean Discovery XPRIZE, and the \$5M IBM Watson AI XPRIZE. For more information, visit [xprize.org](http://xprize.org).

#### **About Barbara Bush Foundation for Family Literacy**

The Barbara Bush Foundation for Family Literacy has been the nation's leading advocate for family literacy for three decades. The Foundation was established by former First Lady Barbara Bush in 1989, inspired by her vision of fostering the opportunity for every man, woman, and child to secure a better life through literacy. Today, the Foundation is a public charity that remains committed to Mrs. Bush's vision, providing innovative programs and services to ensure that every American has the opportunity to learn to read and write. To learn more, visit [www.BarbaraBush.org](http://www.BarbaraBush.org).

#### **About Dollar General Literacy Foundation**

The Dollar General Literacy Foundation is proud to support initiatives that help others improve their lives through literacy and education. Since its inception in 1993, the Foundation has awarded more than \$160 million in grants to nonprofit organizations, helping more than 10 million individuals take their first steps toward literacy, a general education diploma or English proficiency. To learn more about the Dollar General Literacy Foundation, visit [www.dgliteracy.org](http://www.dgliteracy.org).

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