



Impact Report 2019-2020



casanc.org

CASA

624 W Jones St, Raleigh NC
919-307-3435



CASA's mission is to provide access to stable, affordable housing for people who are homeless or at risk by developing and managing rental communities.

the solution to homelessness



is housing

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CASA's core values are compassion, respect, service, and excellence. Putting those values into practice, we renew our commitment to justice, diversity, and inclusion. We stand in solidarity with people of color across the Triangle and across the nation. #BlackLivesMatter

An extraordinary time



Dear friends,

We present this annual Impact Report to you at a truly extraordinary time in our community and in our organization. We started the year with big goals and lots of energy and optimism. Like you, we've faced the stress and uncertainty of the health crisis, social upheaval, and economic uncertainty. We've been moved by the resilience of our residents and the generosity of our partners. We've been inspired by their innovation and creativity, as well as the demand for justice and equality sweeping our nation. It has been, for all of us, quite a year.

We've shifted our work in so many ways - revamping our application process, welcoming new staff and leaders, and moving our agency to a virtual workplace. We've continued to scale up the support for our residents, who are disproportionately affected by the ongoing pandemic and economic fallout.

We've remained firmly and steadfastly focused on our mission to end homelessness for as many of our neighbors in need as we can. We're simultaneously launching new developments in all three counties across the Triangle for the first time in CASA's history, including our largest new development to date: King's Ridge in Raleigh. We are on track to meet our strategic goal of adding 500 new affordable homes over the next five years. Because of the generous community that supports our work, we find ourselves still optimistic, full of the energy we need to tackle these problems together.

I'm so proud of CASA's Board of Directors, staff, and all of our supporters. You make this work possible. We have lived through some difficult days in 2020, but we know that the work of ending homelessness cannot pause. Access to affordable housing is more important now than it has ever been. And while the problem is complex, the answer is simple: **the solution to homelessness is housing.** Thank you, more than ever, for being part of the solution.

Mary Jean Seyda, CASA CEO

Dear supporters,

As the chair of CASA's Board of Directors and a member of the King's Ridge Campaign Leadership Committee, I want to thank you for being a part of CASA's community and the solution to homelessness. We've heard the phrase "We're all in this together" so many times in 2020. This is true not only as we work together to defeat the COVID-19 pandemic, but also as we work together to solve the epidemic of homelessness in our community.

When COVID-19 arrived in North Carolina, CASA donors and neighbors stepped up immediately to provide rental assistance and other relief to our residents who lost employment and access to the most basic services. You did this even as your own families were facing a health and economic crisis, selflessly giving during a time of deep uncertainty. Thank you.

In the next pages and in the coming months, you'll hear more about how your support makes a real difference to CASA's current residents and the individuals and families who will soon have a place to call home, thanks to you. We really are all in this together - thank you for being with us.

Stewart Witzeman, CASA Board Chair



CASA's COVID Response

The generosity of our community during the COVID crisis has been truly uplifting. During the first three months of the pandemic, CASA supporters gave \$160,000 toward our COVID Response Fund. Here's how we used your gifts:

Wellness calls: Our staff started working from home in mid-March and housing specialists hit the phones right away, calling each one of our residents to make sure they were okay.

Rent relief: CASA tenants were hit hard by the job losses in the restaurant, transportation, and retail industries. Donors provided relief when our residents couldn't pay rent, to ensure that no one will face insurmountable debt when the crisis is over.

Groceries: The pandemic has only heightened concerns about food insecurity among our low-income neighbors. Many of our tenants struggled to get enough food due to the temporary closing or supply problems at food pantries, fewer in person services from social workers and case managers, and loss of school meals or income. CASA used your gifts to deliver groceries to individuals and families in need.



CASA Staff Latrise Hines with donated supplies



Foundation Director Heather Thompson

The REALTOR® Foundation of Wake County was the first of many partners to step up in those first chaotic weeks of the pandemic. They provided financial assistance to CASA and delivered hard-to-find supplies to our residents. As the weather warmed up, they also provided three emergency back up AC units - one for each county - to make sure CASA tenants were safe and comfortable in their homes. Thank you, friends!

Going Virtual

The pandemic has changed the way we work in 2020.

Lease signings: Move in days are times of celebration as residents sign their leases, receive a welcome home basket, and get ready to spend that first night in their apartments. Since March, **20** residents have moved in using our new virtual lease signing process - paperwork is signed electronically, keys are left in a lockbox, and a welcome home gift is waiting for our new tenants inside.

Safety: CASA's maintenance team has equipped our main office and meeting spaces with plexiglass safety shields, hands-free thermometers, and hand sanitization stations. They have distributed hundreds of masks and rolls of toilet paper to our residents, and they are outfitted with PPE so they can continue to complete work orders and provide the in-person contact that many of our residents enjoy.

Events: CASA's annual fall fundraiser became an online event in September 2020, but that didn't slow down our donors! You gave over \$100,000. Thank you.

"I am so grateful to be able to sit under your umbrella! As I think about the COVID-19 pandemic and the physical, mental, and financial impact it's having on so many people, I have to just let you all know I appreciate you and I am so thankful for CASA."

-Pam, CASA tenant



Building Community

For the first time in CASA's history, new developments are in the works in all three counties to add over 250 new homes in the Triangle.

- In Wake County, the King's Ridge Apartments will be home to 100 households - CASA's single largest community to date.
- In Durham, CASA expects to build up to 20 affordable apartments along with office and community space on North Duke Street. A site on Carroll Street will become a new community for 16 formerly homeless families. We are currently working with elected officials to move this project forward.
- In Orange County, CASA will build a tax credit community on Merritt Mill Road, adding 48 apartment homes. CASA is a partner in a development project on Homestead Road, where we will develop approximately 72 new homes.



Merritt Mill

Merritt Mill will be the first of CASA's upcoming communities to break ground in 2021. This unique development straddles the Chapel Hill-Carrboro border in Orange County and will be home to 48 households who earn less than 60% of the area median income. Tenants will pay between \$350 and \$950 per month, depending on the income of each household. Some of the apartment homes will be reserved for people living with disabilities.

The project will be funded with support from Orange County, the Town of Chapel Hill, and the Town of Carrboro, as well as a low-income housing tax credit allocation from the North Carolina Housing Finance Agency. We're looking forward to breaking ground in early 2021.



CASA's King's Ridge Apartments in Raleigh are in memory and celebration of our longtime CEO, Debra K. King. Debra, who died in 2018 after a battle with cancer, served as CASA's leader for 23 years. "It's an honor to name this new community after our friend and mentor, Debra," says current CEO, Mary Jean Seyda. CASA is in the early stages of the King's Ridge Capital Campaign. For more information, please contact Missy Hatley, Sr. Director of Resource Development: mhatley@casanc.org.

Avery Square

This year, CASA undertook the rehabilitation of one of our own aging communities. Avery Square, a 20-unit community in Garner, serves low-income families in spacious, 3-bedroom apartments. Through a loan from Wake County, CASA refinanced existing debt on the property and undertook exterior renovations including new roofs, sewer line repairs, and all new HVAC systems.

Through a construction loan provided by North State Bank, in 2021 CASA will repave the parking lot and renovate all 20 units, replacing cabinetry, counters, and flooring in all kitchens and baths and updating lighting and appliances. This investment will mean not only beautiful new interiors for our current residents but will extend the life of the community to serve families for many more years.



WAKE

King's Ridge Apartments

Expected capacity: 100 homes for individuals and families

Capital Campaign goal:
\$13.7 million

ORANGE

Merritt Mill Apartments

Expected capacity: 48 homes for individuals and families

Homestead Road

Expected capacity: 117 affordable homes
~72 CASA units

DURHAM

North Duke Street

Expected capacity: up to 20 homes + community and office space

Carroll Street

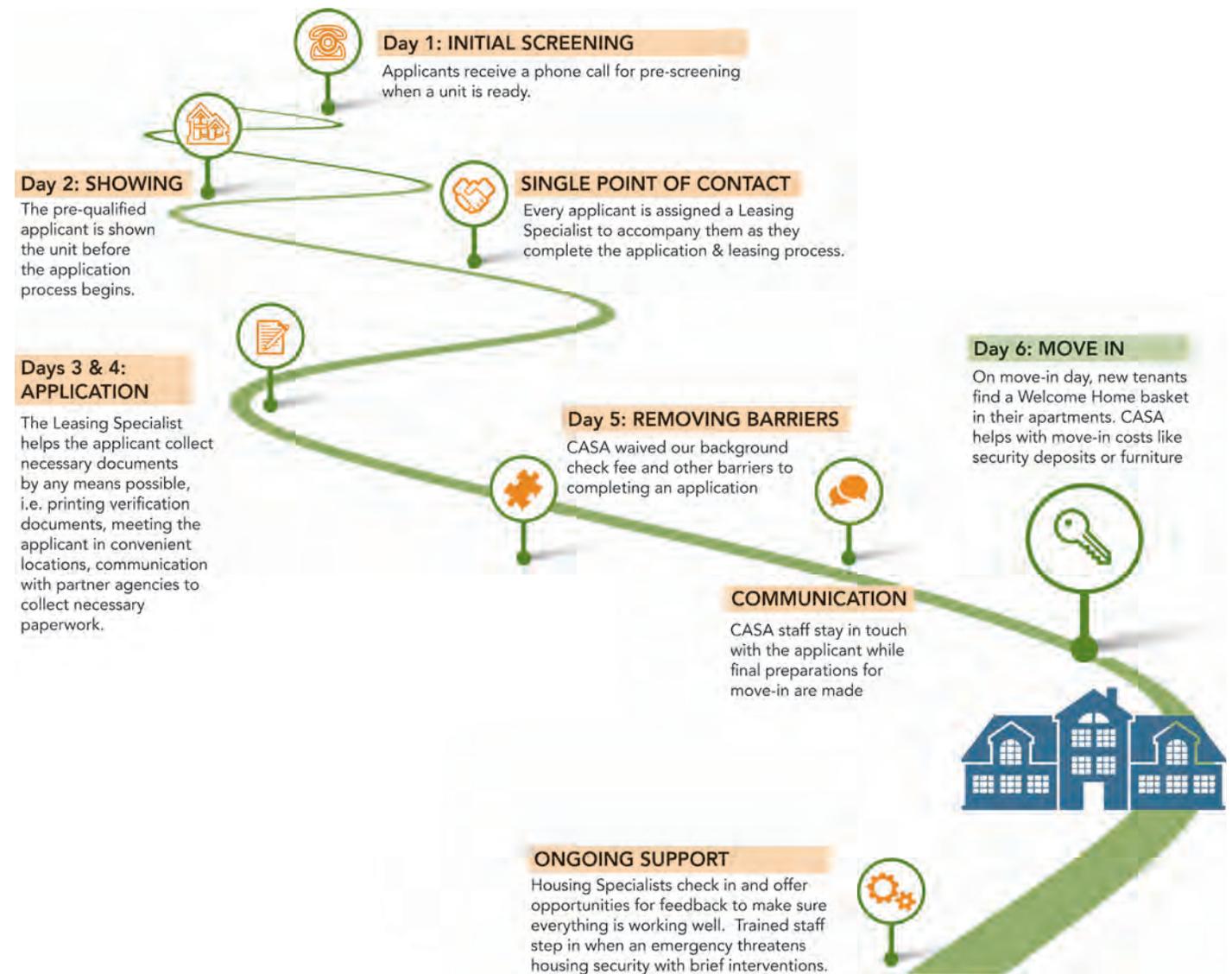
Expected capacity: 16 homes in phase one



CASA Operations staff got away from their home offices for the day to put out mulch and celebrate the completion of exterior repairs at our Maplewood and Underwood Apartments in Durham. CASA has completed 52 of 79 interior renovations and is converting the onsite office at the community (now unused due to COVID-19) into an apartment for rent.

Getting from Hello to Home

In the fall of 2019, CASA's Operations Teams underwent a training known as "Lean Process" and applied the technique to our housing application process. The team eliminated many of the steps required to complete an application, added individual support for applicants, and significantly reduced the amount of time it takes for an applicant to move from the initial application to move in day.



Promoting Stability

In 2019, CASA established two new programs to offer enhanced support to tenants to ensure stability and wellbeing long after move in day:

CASA's **No Place Like Home Fund** provides one-time emergency assistance to tenants who are facing a crisis that may threaten their housing stability.

The **Behavioral Health Intervention Team** provides brief case management to tenants who are not receiving adequate services elsewhere, offering resource connection and personalized support.

Volunteers

A Place Called Hope Church



Delivering Hope

During the pandemic, a group of friendly and cheerful volunteers from A Place Called Hope Church began making regular deliveries of supplies, groceries, and fresh produce and meat to CASA's veteran tenants at Hulls Landing in Raleigh.

The Orr Family



From our home to yours

The Orr family, who often arrange homecooked meals for Durham residents in normal times, adjusted their meal plan to bring out brown bag lunches, decorated by hand, to residents at CASA's Denson Apartments for Veterans.

Denson Apartments for Veterans



Breaking Bread

Before the arrival of COVID-19, volunteers from Mars Hill Baptist Church and Orange County Outdoors Ministry delivered a Thanksgiving meal and frozen venison and shared a meal with CASA residents.

King's Ridge Campaign Chair, Molly Painter



Building Homes

Molly Painter has been a community volunteer for years and joined CASA this year as the chair of our King's Ridge Capital Campaign. She is working tirelessly to raise funds and spread the word about our future community in Raleigh.

Who We Serve

GENDER



49% male
37% female
14% other or unknown

ETHNICITY



62% African American
17% Caucasian
1.5% American Indian, Asian,
or Alaskan Native
1.5% Hispanic
18% other or unknown

VETERANS



101 (18%) CASA tenants
are U.S. veterans

45 apartments are reserved
specifically for veterans who
have been homeless and are
living with disabilities

AGE



9% CASA residents are
children under the age of 18

45% CASA residents are
seniors over the age of 55

INCOME



The average income
for a CASA household
is **\$14,734 a year.**

HOUSING FOR DIFFERENT NEEDS



71% CASA households include
someone living with a disability

50% CASA households are
living below the poverty line

18% households are families



The Eviction Crisis

Even before the pandemic, the high rate of eviction was a serious problem in our country and here in the Triangle. An eviction on your record - no matter the reason - can disqualify an individual or family from new housing for decades. Now, after months of lost wages and economic downturn, a new wave of evictions is threatening to cripple households with mounting debt by destroying credit and marking people too risky for a new lease.

CASA has made a commitment not to evict any tenant for nonpayment of rent during the pandemic, using donations to cover missed rent payments so residents don't face an insurmountable mountain of debt when the crisis is over.

Housing as Healthcare

Having a home means different things to different people. For many, it means stability - a foundation on which they can build a life and pursue goals they care about. It's a chance to save money, an address for school or to receive medication in the mail. It can also mean a fresh start, a chance to heal, and a place to belong.

During the pandemic, housing is even more than a place to call home. Housing keeps our neighbors and our communities safe and healthy. Permanent housing in particular is a vital tool in the key to stopping the spread of COVID-19. When people are sleeping in shelters or on the streets, it is nearly impossible to follow guidelines about personal hygiene or social distancing. Temporary or transitional housing is helpful in the short term; but when people reach the end of their time in a limited program, they are again faced with the risks of being unhoused while others are sheltering in place.

Permanent supportive housing is one of the most important services we can provide to keep people safe and curb the spread of a disease like COVID-19. We can remove the dangers that come from a lack of distance while, at the same time, protect individuals and families from accumulating debt, evictions, and other stressors.



NEW MOVE INS



71 households moved into their new homes in FY19-20

20 households have moved into their new apartment homes during the pandemic

DEVELOPMENT



5 sites in pre-development:

Kings Ridge, Raleigh
Merritt Mill, Chapel Hill-Carrboro
Homestead Rd, Chapel Hill
N Duke St, Durham
Carroll St, Durham

YEARS WITH CASA



94% CASA tenants have lived in their homes for 1 year or more

38% CASA tenants have lived in their homes for 5 years +

18% CASA tenants have lived in their homes for 10 years +

MENTAL HEALTH



77% CASA tenants reported improved **mental health** after moving into their CASA apartment

PHYSICAL HEALTH



56% CASA tenants reported improved **physical health** after moving into their CASA apartment

QUALITY OF LIFE



88% CASA tenants reported improved **quality of life** after moving into their CASA apartment

Stories of home

I am happier, less anxious

sleeping better, and in less pain

This year, having a home where you can shelter in place, recover from illness, go to school, or participate in a virtual work place is more important than ever. We are inspired by stories from our residents, who already face challenges and have had to find ways to overcome the disproportionate effects of the health and economic crisis as well. As always, we are grateful when they are willing to share their stories of resilience, fortitude, and grace.



Manny, Jasmine, and Cristina

Manny, Cristina, and Jasmine are originally from Queens, NY. They moved to North Carolina to be near Cristina's family but fell on some hard times during which Manny was briefly hospitalized. The family landed in a Raleigh shelter for families. "The shelter was kinda difficult," Cristina remembers, "But I was very grateful that we were able to stay in a safe place." The shelter staff helped them apply for and move into a CASA apartment six years ago.

"It's cozy," Manny smiles. "It feels like home here. I was able to re-establish myself and get a job. I work for Home Depot. I have a great place to stay to build my life with my wife and my daughter. So far, thank God, so good."

Manny has been fortunate to keep his job throughout the pandemic and economic downturn. If they didn't have their apartment during the pandemic, he and Cristina agreed they'd feel stressed and anxious. "Thank God we're here during these very hard times," Manny says. Cristina is especially grateful for the supportive services she enjoys at her apartment, through her close relationship with her CASA housing specialist, Divida, and CASA's partnership with the Women's Center of Wake County, which provides on-site services for the residents in her community.

"Our apartment is letting us rebuild our lives," Manny explains. "It's great to rebuild your life in a safe place and a safe environment."

I am at peace

I feel safe and secure and very blessed

everything getting much better day by day

Sharon

Sharon lives with her teenage daughter in a CASA community for families with children. Even since she moved into her apartment, Sharon has been working toward her lifelong goal of graduating from law school. Despite the pandemic, Sharon reached another milestone in her journey this summer - her undergraduate diploma!

Still working as many hours as she can at a local restaurant, Sharon finished up her credits at William Peace University and immediately started studying for the LSAT exam. Her daughter, Keshira, is at home too, attending high school on a laptop alongside her mom. Sharon was a little sad she didn't get to walk across the stage to get her diploma, but knows that she'll have another chance when she graduates from law school.



Joseph



Having my own apartment has been a very big help in my life

When CASA purchased the Sunnybrook Apartments in Raleigh in 2015, we inherited a remarkable tenant named Joseph. A retired truck driver, Joseph owned his own rig and was keeping a busy volunteer schedule taking it to schools for show and tell. When the COVID crisis hit, Joseph's old trucking buddies called him and said they needed his help. So, now he's driving again, delivering food all over the country during the crisis. He keeps in touch with his CASA leasing specialist to let her know when he's away from his apartment and on the road for weeks at a time. It makes him feel good to be able to help people in need.

I'm able to go to dr. more often

When Phil moved into his CASA apartment many years ago, he remembers, "I didn't have nothing but my bag." Moving out of the shelter and into his own apartment meant that his partner, Marquita, could live with him. A few years later, he was reunited with his two sons, who moved from New Jersey to join them and their new little brother. They celebrated their first Christmas together in 2017 and started planning for even bigger days.

Settled in and stable, Phil and Marquita had been planning their wedding for years when the coronavirus ruined their plans for a June ceremony with lots of friends and family.

Phillip said that after speaking with his mom, he and Marquita decided to go ahead with a small, socially distanced ceremony rather than wait. They were married at their church, Redeeming Love Missionary Baptist Church in Raleigh, in May.

Since their wedding, Marquita has gotten a new job and Phil has been recognized for his outstanding service to his CASA community, where he regularly helps with clean up and maintenance tasks.



Phillip and Marquita

Donors

THANK YOU

Our list includes donors between July 1, 2019 and June 30, 2020 who gave \$250 or more, cumulatively. Contact Emma with questions about the list or your gift: 919-307-3451 or ehansen@casanc.org.

\$50,000+

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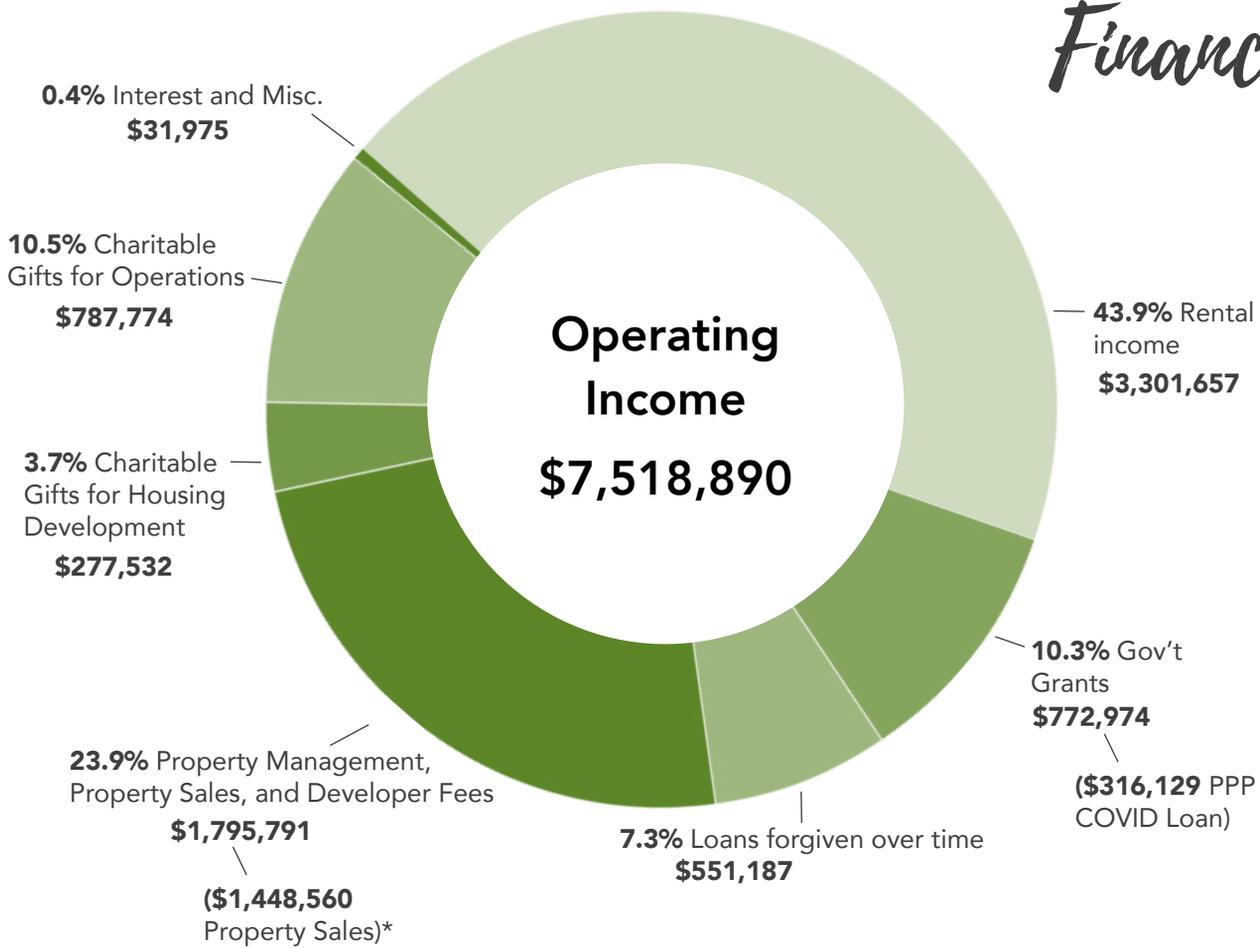
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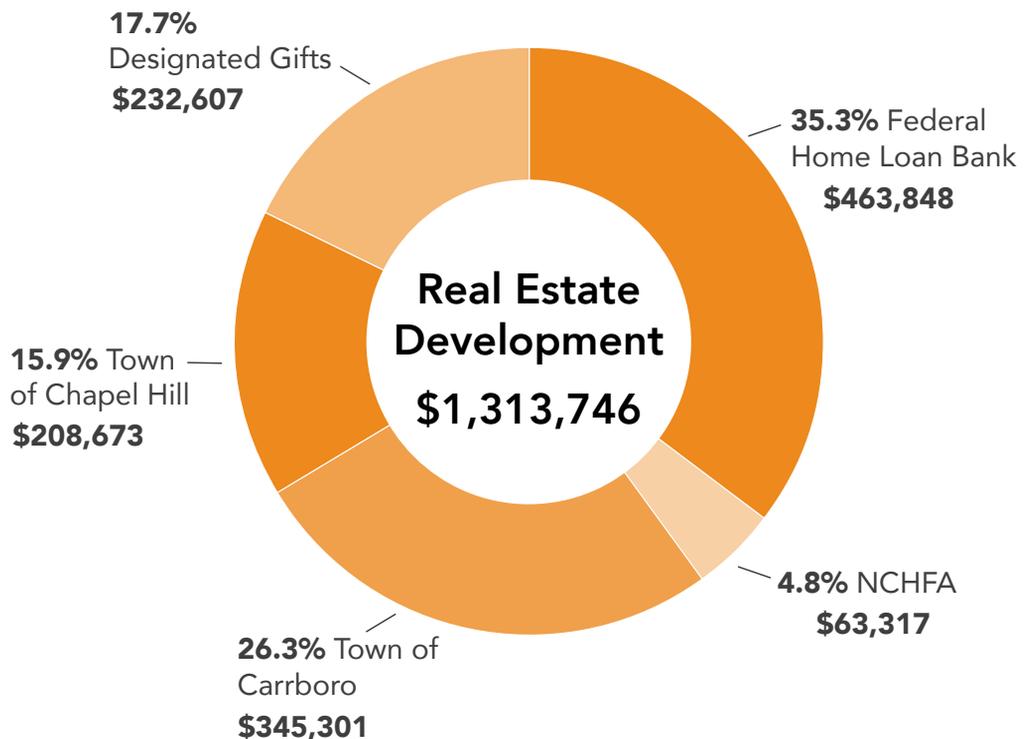


Financials



*In 2019-20, CASA's revenue for Property Management and Developer Fees exceeded budget expectations due to the sale of an apartment building in downtown Raleigh. The proceeds of this sale were reinvested in CASA's mission in three ways: to support ongoing operations, increase operating reserves, and reinvest in future developments.

Finance & Asset Strategy Committee
 Responsible for monitoring and advising on regular financial activities and asset strategies
 Rob Griffin
 Carol Blue
 Sylvia Jurgensen

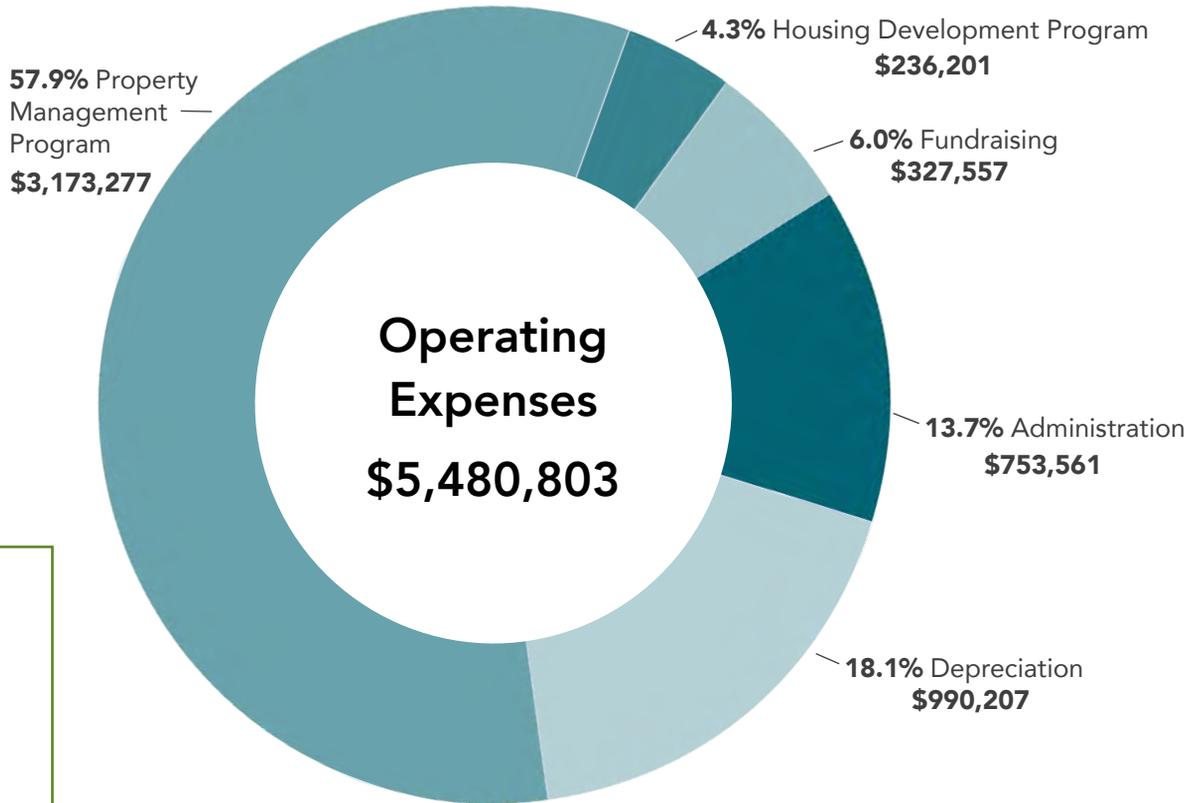


Based on FY19-20 Audited Financials.
 CASA will provide financials upon request.



CASA welcomes CFO Daneene Barton

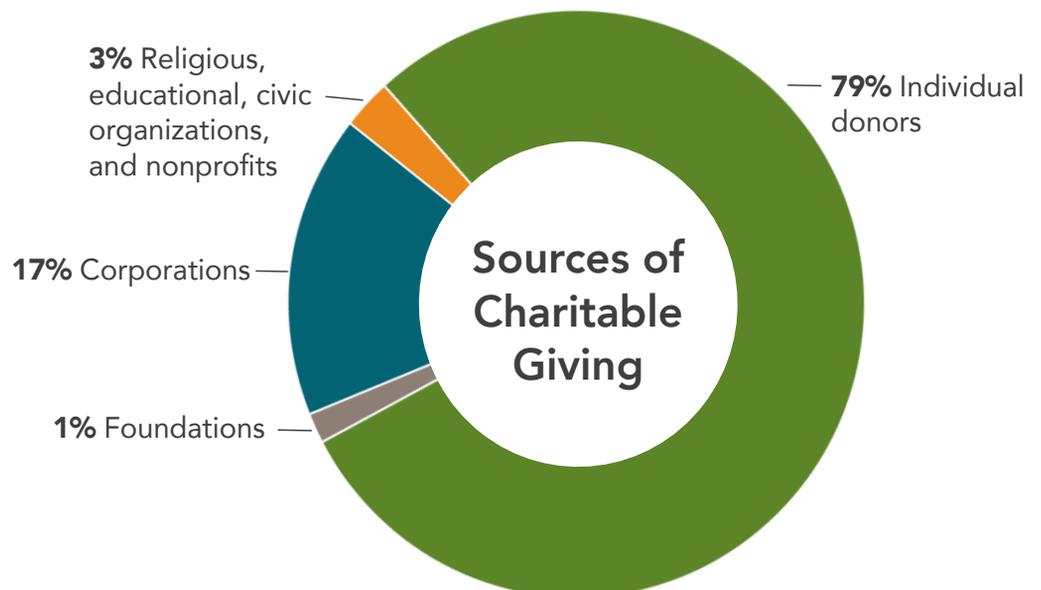
Daneene (Dee) came on board as CASA's second CFO in March 2020. She brings 20 years of experience in finance, an MBA, and a PhD in Leadership and Education. Dee is focused on the agency's day-to-day financial management and long term sustainability.



CASA's Fundraising Committee

Responsible for supporting CASA's fundraising efforts, including events, campaigns, direct mail and online giving campaigns, corporate giving and grant opportunities.

- Casey Angel, chair
- Maria Allende Barnard
- Nancye Bryan
- Teresa Caldwell
- Kelly Dixon Perkins
- Fred Donovan
- Rob Griffin
- Jean Gross
- Brian Gwyn
- Nella Johnson
- Julie Knight
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- Tim Morgan
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- Emily Usher



Board of Directors

Welcome to six new members of CASA's Board of Directors!



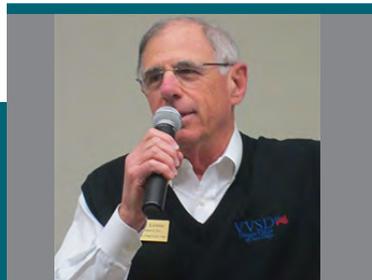
Casey Angel is VP of Policy & Engagement for the Raleigh Regional Association of REALTORS®. He believes that homelessness and housing instability can affect anyone in our community and is honored to be part of a group helping those in need.



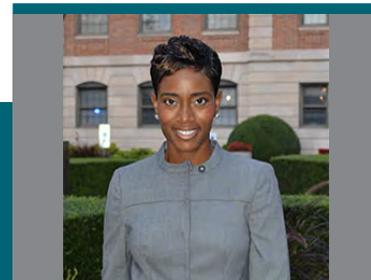
Marcia Baltimore is a retired 21-year veteran of the US Army, a property investor, a residential real estate broker, and an advocate. She believes homelessness should not exist in a country with our wealth and hopes to advocate for change and solutions.



Jennifer Johnson is a CPA, licensed real estate broker, and biopharmaceutical company executive where she leads a number of global teams. As someone who has experienced homelessness, she is especially passionate about how having a home can make a difference.



Phil Landis is the former President/CEO of a non-profit organization that serves over 3,000 veterans and others a year, most of whom are homeless. He maintains a core belief in the mission of providing frameworks for all to succeed and thrive.



Sharonda Arnold Ocean is a Clinical Social Worker. As someone who has experienced and worked with people who are homeless, she is passionate about ending homelessness and healing the trauma that often results.



Johnathan David Williams is a Medical Device Representative for Boston Scientific. He believes that everyone should have access to affordable housing, especially our veterans who have sacrificed so much for our country.

Executive Committee

Stewart Witzeman
Chair

Rebecca Joyner
Vice Chair

Sylvia Phillips Jurgensen
Treasurer

Carol Blue
Secretary

Members

Casey Angel
Sharonda Arnold Ocean
Marcia Baltimore
Rob Griffin
Dr. Keith Hull
Jennifer Johnson
Phil Landis
Steven Peden
Johnathan David Williams
Samuel Speicher
(non-voting student member)

Nominating Committee

Responsible for extending and reviewing applications for board membership, ensuring diversity, a broad range of skills, and board compliance with bylaws.

Rebecca Joyner
Steven Peden
Sam Speicher

The Housing Solution Fund



Welcome Home

CASA's first priority is to move as many people out of homelessness and into a permanent affordable home as we can. Tenants pay 30% of their income on housing, no matter what their income is.



Housing Specialists

Individualized, compassionate property management pairs one staff person with each tenant to provide assistance with paperwork and conflict resolution, a point person for questions, and an ally when needed.



Maintenance Technicians

24-hour emergency maintenance services and preventative support help keep our apartments safe. Our team conducts monthly wellness checks and individualized service.



Ongoing Support

Sometimes people need a little extra support when a health or financial crisis arises. CASA is prepared to offer connections to resources, brief case management, or other services as needed.

\$3,300 a year keeps a family, a veteran, or a person living with a disability off the streets and in an affordable, high quality, permanent home.

\$1,650 supports a CASA household for six months.

\$275 supports a CASA household for one month.

Your support provides individualized and compassionate property management, 24-hour maintenance services, and resources to develop more affordable apartments in our community.



Help CASA Grow

For the first time in CASA's history, we are developing new affordable homes in every county across the Triangle at the same time! In Durham, Orange, and Wake counties, projects to add more than 270 new homes are in different stages of planning and development.

In some cases, the funding has been secured and we'll be breaking ground in 2021. In others, we are still seeking supporters and donors at every level to help us welcome more of our neighbors home.

To help, you can give to support our current tenants or contact us to learn more about how to support future communities.

To support our Housing Solution Fund, please visit www.casanc.org/donate or contact Kim Westermann, Housing Solution Fund Manager: kwestermann@casanc.org or 919-307-3431.

To learn more about The Campaign for King's Ridge in Raleigh, visit casanc.org/kingsridge or contact Missy Hatley, Sr Director of Resource Development: mhatley@casanc.org or 919-307-3435.

Sign up for email updates: www.casanc.org.

Follow us on social media:

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