



The solution to homelessness is housing



Robert, CASA resident and musician
featured on page 4

Impact Report 2020-2021

casanc.org

CASA
624 W Jones St.
Raleigh, NC 27603



Our Mission

to provide access to stable, affordable housing for people who are homeless or at risk by developing and managing rental communities

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CASA's core values are compassion, respect, service, and excellence. In 2021, we strengthened our commitment to diversity, equity, and inclusion (DEI) because we know it makes us stronger as an organization. We welcome people from all races, religions, ethnicities, countries of origin, sexual orientations, gender identities, and abilities.

To our Friends and Supporters



We present this year's Annual Report to you during a time of growth and change for our organization. As Mary Jean Seyda retires from her role as CEO, we welcome Everett McElveen as our next leader. We're confident that his experience in nonprofit leadership, specifically in the affordable housing sector, will be a perfect match for CASA.

-Rebecca Joyner, CASA Board Chair



Honoring Mary Jean Seyda

Mary Jean Seyda has retired from her role as CASA's CEO. Mary Jean has been CEO for 4 years, and was previously COO for 16 years. Throughout her 20 year career with CASA, she has guided our organization through twists and turns, through heartbreak and celebration, and through periods of stability and periods of growth.

There are few that have worked as long and as hard as Mary Jean to aid those experiencing homelessness in the Triangle. Her dedication is admirable, and we hope she reflects on her career knowing she made a positive difference in so many people's lives.

As a first-step toward retirement, Mary Jean has joined CASA's Fund Development team as a part-time Senior Advisor and will be focusing on our newest developments.

Introducing CASA's new CEO, Everett McElveen



After a comprehensive, national search that attracted outstanding candidates, we're excited to announce Everett McElveen as CASA's new CEO.

Everett comes to us with more than 20 years of nonprofit leadership experience in housing, homelessness, employment, healthcare, and food security. For the last 17 years, he has worked in Pittsburgh where he most recently served as CEO of Community Human Services (CHS) which has a budget of more than \$13M and a staff of 130. Everett also served as President and CEO of Life's Work of Western Pennsylvania, a nonprofit providing opportunities to people living with disabilities and/or mental illness and those with barriers to employment.

Everett began his work with CASA in November.

We can't wait to introduce you to our new CEO!

To learn more about Everett and the CEO Transition, visit www.casanc.org

Board of Directors

Members

Rebecca Joyner, Chair
Sharonda Arnold Ocean, Vice Chair
J. Stewart Witzeman, Secretary
Jennifer Johnson, Treasurer
Casey Angel
Marcia Baltimore
Sheneque Brawley-Duncan
Rob Griffin
Lauren Hubbard, non-voting student member
Dr. Keith Hull, Jr.
Tina Konidaris
Steven Peden

Executive Committee

Provides leadership to the CASA Board of Directors and support to the CEO.

Rebecca Joyner
Sharonda Arnold Ocean
J. Stewart Witzeman
Jennifer Johnson

Development Committee

Recruits prospective new Board members and assists with orientation.

Marcia Baltimore
Rebecca Joyner
Steven Peden
Sheneque Duncan
Lauren Hubbard

Welcome new members



Sheneque Brawley-Duncan

Sheneque is a marketing consultant who helps organizations set and achieve business goals. She believes safe, affordable housing should be viewed as a right of all, rather than a privilege for some.



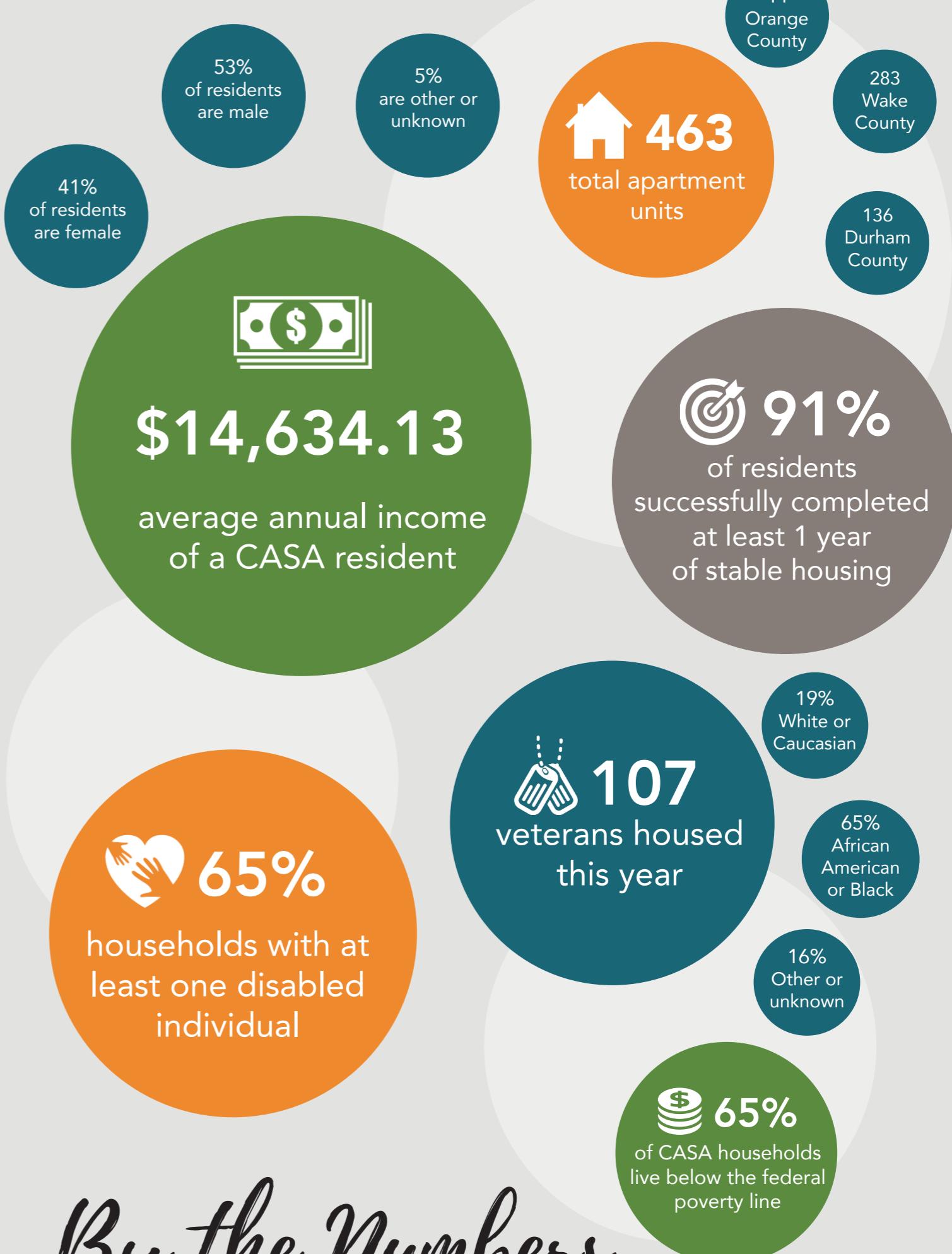
Tina Konidaris

Tina is in the mortgage business, and year after year has been in the top 1% of originators nationwide. As someone that has experienced homelessness, Tina understands how frightening it can be to have no where of your own to call home.



CASA's Board of Directors are a volunteer group of professionals with diverse backgrounds from throughout the Triangle. Their guidance and expertise on multiple subject matters proves invaluable as we navigate this period of growth.

By the Numbers



Stories of Home



Meet Robert

Originally from Dunn, Robert moved to Raleigh after he lost his home in a fire. Robert is epileptic. While cooking, he had a seizure, and as a result his kitchen caught fire. "I'm afraid to use the stove now," he says. "I didn't have insurance on the house, so I just left. I had to start over again."

After a period of homelessness, Robert moved into his CASA apartment. "That apartment is like a mansion to me. I've got plenty of room, I've got my privacy, and I've got room to put my keyboard!"

Robert's passion is his music. "When I play I'm kind of in my own zone. It's so relaxing. It's a feeling I can't explain. It seems like when I start playing, I close my eyes and God just guides my fingers. It's so fantastic."

See more stories from our residents at casanc.org/tenant-stories



Edna

Edna's husband had always taken care of the bills, so when he passed away, Edna had few options. "With tears in my eyes, I got on the computer and I looked and I found CASA." Edna has been a preschool teacher for over 40 years, and could not afford a market rate apartment on her salary. She says her apartment has been a blessing. "I didn't know where I was going. When I came here and saw the apartment, I was so proud."



Tremayne

Tremayne is a Navy veteran and moved into his apartment a little over a year ago when his previous landlord stopped accepting his housing voucher. He has big plans for the future, and is currently in school at Wake Tech studying radiology. One day, he hopes to open his own business and do mobile radiology. He also says that one day "...I wanna go skydiving because I never did when I was stationed in Hawaii."



Sandra

Sandra is a veteran, and has lived in her CASA apartment, specifically for veterans that have experienced homelessness, since 2015. Since moving here, she's formed a true sense of community with her neighbors. One of Sandra's neighbors has actually become her best friend. They check in on each other almost everyday. Sandra says, "The good thing is, I have a roof over my head. I hope I never have to be homeless again."



Bryan Place

Named in honor of Nancye Bryan, a longtime CASA Board member, volunteer, and housing advocate.



Bryan Place will be located on N. Duke St. in Durham, very close to Duke Regional Hospital. Community facts:

- 16 1-bedroom units
- Serve those living at or below 30% of the area median income (earning less than about \$20,000 annually)
- Special focus on those experiencing homelessness
- On-site community meeting space
- Very close to bus stop

CASA hopes to break ground on this community in the spring of 2022.

Perry Place straddles the border between Chapel Hill and Carrboro. It will contain 48 1- and 2-bedroom apartments, 24 in each town. The community will serve families and individuals earning less than 60% of the area median income (AMI). A portion of the apartments will be reserved for people living with disabilities.

This is CASA's first Low Income Housing Tax Credit (LIHTC) property.

Construction is now underway.



Perry Place

Named in memory of Velma Perry, Northside leader, activist, and affordable housing advocate.

CASA is the affordable housing partner for an 88-unit community in Hillsborough. CASA is currently waiting on the conveyance of a parcel of land from the developer and exploring funding options.

Collins Ridge



CASA has been selected as a member of the development team for a new, mixed-income housing community on Homestead Rd. in Chapel Hill. Other partners include Self Help, Community Home Trust, Habitat for Humanity of Orange County, and UNC Horizons.

CASA will construct 72 affordable apartments at this site. Construction is on track to begin in 2022.

Homestead Gardens

King's Ridge
featured on next page

King's Ridge

King's Ridge is named in loving memory of the late Debra K. King, who served as CASA's CEO for 23 years. It is CASA's largest and most ambitious project to date.

"The greatest gift we can give people is the chance to be who they are without labels."

- Debra King



The Vision

In 2019, CASA purchased six acres of land in Raleigh near WakeMed as the future site of the King's Ridge Apartments.

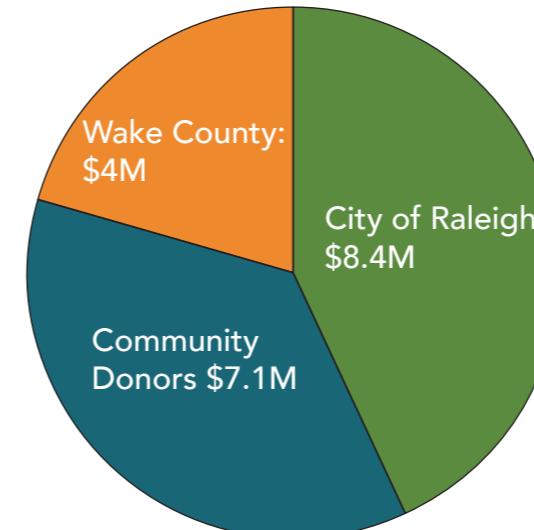
CASA's vision for King's Ridge is to emulate Charlotte's Moore Place community, and other nationally recognized supportive housing models, as a high-quality, affordable apartment community that ends homelessness. King's Ridge will provide permanent housing for 100 households, serving both individuals and families.

The property main floor will include community space, offices, and access to wraparound supports like case management and integrated primary and mental healthcare. The site is well located minutes from downtown Raleigh with a public bus stop across the street.

King's Ridge will target chronic homelessness among those earning less than 50% of the area median income (AMI) with an emphasis on those lower than 30% AMI.

For more information or to make a King's Ridge gift, visit casanc.org/kingsridge.

King's Ridge Phase 1 Progress: \$19.5M



Thanks to the generosity of our community and public-private partners working together to create this housing solution, the King's Ridge community will begin construction in 2022 as planned.

The first phase of the Campaign for King's Ridge raised \$19.5M for construction. With more than 90% of construction dollars raised, we are moving forward with construction.

Phase 1 of the King's Ridge Capital Campaign ended on November 17th, 2021 with the announcement of the City of Raleigh's \$8.4M contribution.

King's Ridge Phase 2: CASA continues to fundraise for the following needs

Construction Capital | Purpose: To address increased construction costs

Outfitting King's Ridge with Love | Purpose: To provide permanent furnishings that maximize the spaces in each apartment and common area to promote safety and compassion throughout the community.

Program Support | Purpose: To underwrite the salary of the King's Ridge Director, provide programming materials and logistical support, and cover 24-7 onsite security for the first three years of operations.

King's Ridge Sustainability Endowment | Purpose: To provide operating support for King's Ridge in perpetuity.

King's Ridge will reduce the number of people experiencing homelessness in Wake County by more than

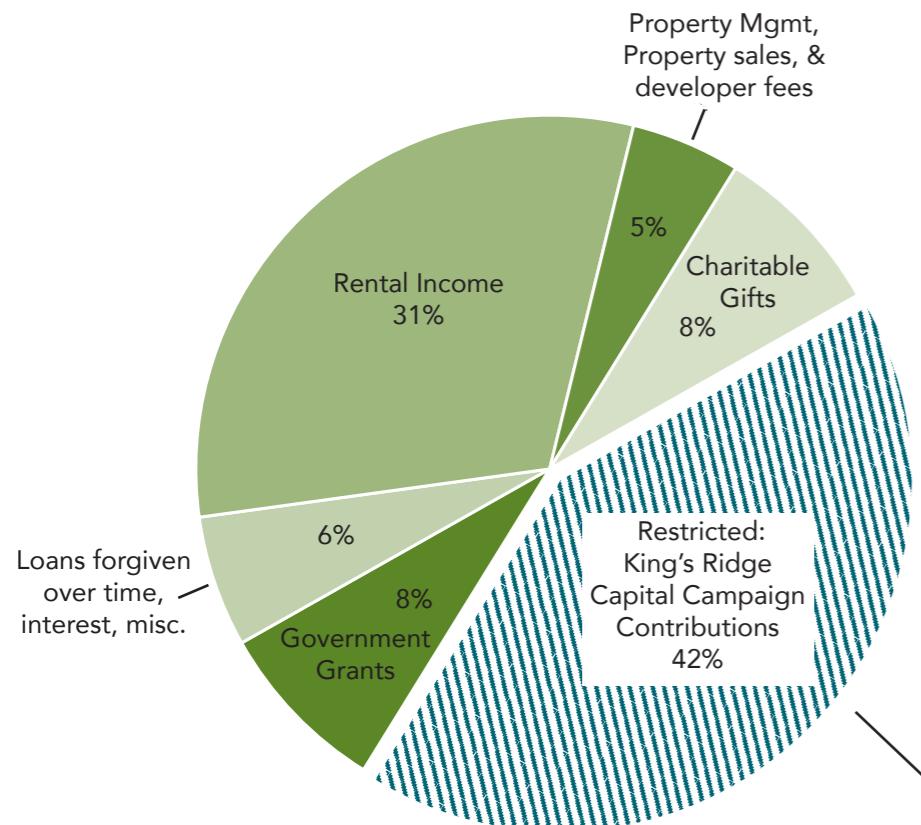
10%

The Campaign for King's Ridge is led by a Campaign Leadership Committee of dedicated, passionate volunteers. They aid CASA in fundraising and use their expertise to guide us in decision making around King's Ridge. Molly Woodruff Painter (right) chairs the committee and has been instrumental in the level of support we've received thus far.



Financials

Based on 2020-2021 Audited Financials. Income exceeds expenses due to construction funds raised for King's Ridge. King's Ridge will be built in 2022. CASA will provide full Audited Financials upon request.



Income

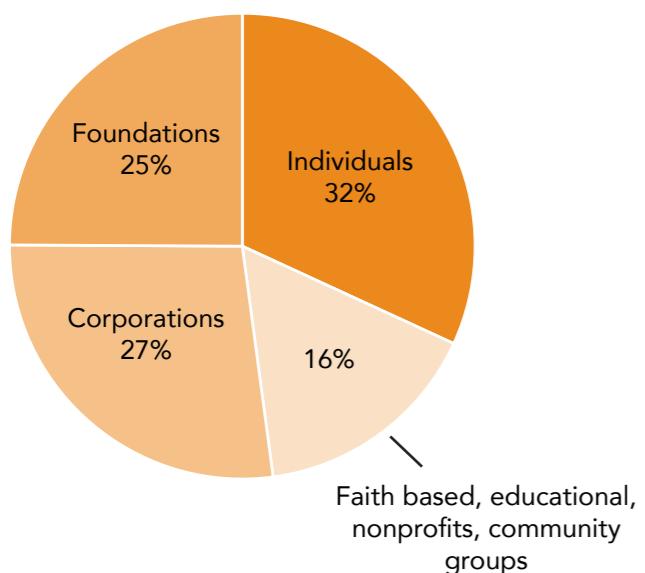
\$10,207,807

Quick notes

- CASA launched its King's Ridge Capital Campaign and raised \$4.2M between June 2020-July 2021 to support the building's construction (see pages 6 & 7). Funds will be expended when construction begins.

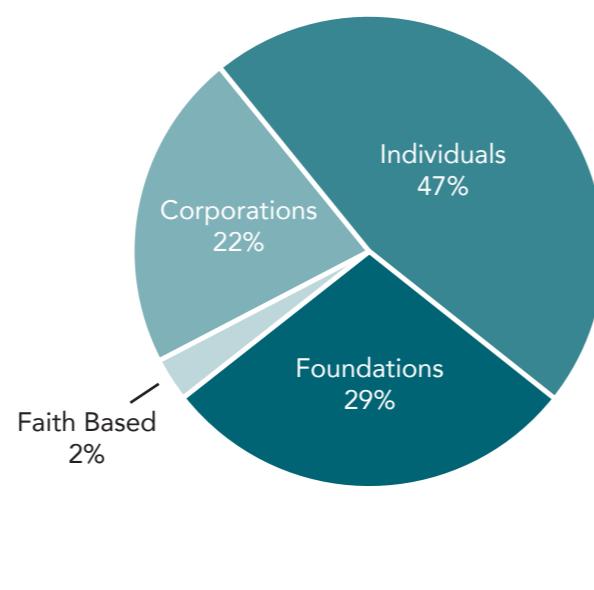
Sources of Charitable Giving

excludes gifts to the King's Ridge Capital Campaign



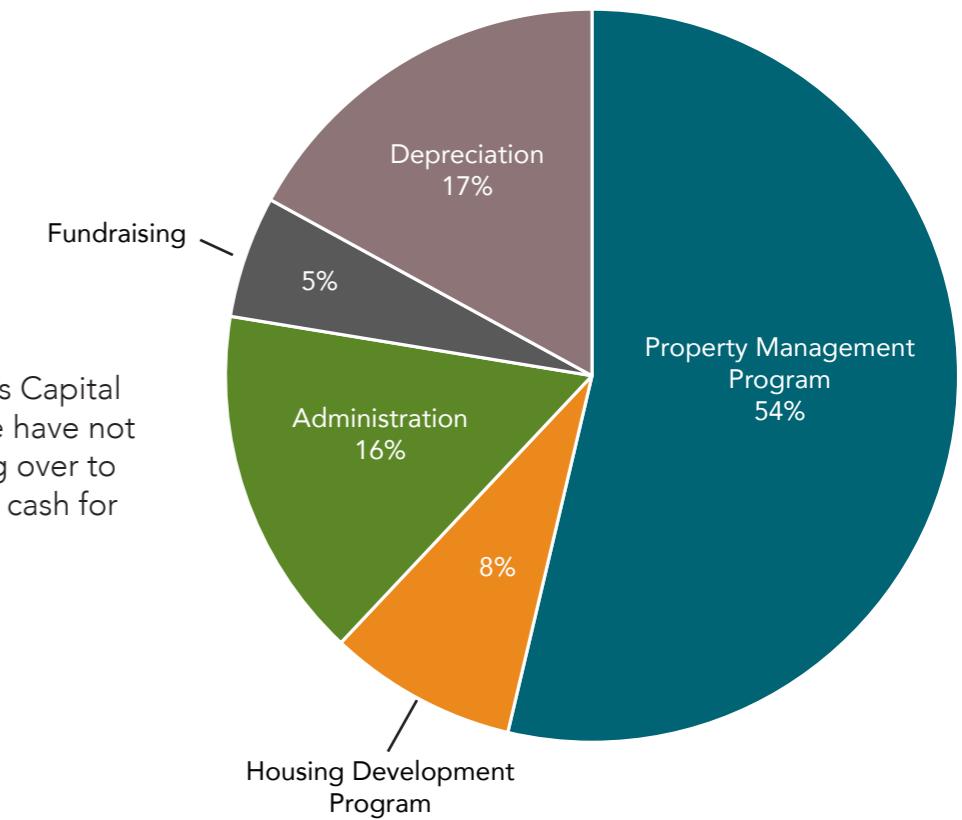
King's Ridge Capital Campaign

Reflects funds raised between June 2020 and July 2021



Expenses

\$6,025,298



Quick notes

- Funds dedicated to CASA's Capital Campaign for King's Ridge have not been spent, and are rolling over to next Fiscal Year to provide cash for the building's construction

Dear Friends,

I am so proud of the work CASA's staff, volunteers, and donors have put into ensuring that our residents receive the safe, affordable housing they deserve. Every dollar we received last year was put to good use and helped us drive our mission forward.

We know that our expenses will continue to grow as we open more properties and expand to serve even more of our community. There are so many people in need throughout Wake, Durham, and Orange Counties, and we hope you'll continue to be there for us with financial and volunteer support as we solve homelessness together. Thank you for your continued support.



Sincerely,

Daneene Barton

Chief Financial Officer

Thank you, CASA donors!

Our list includes donors between July 01, 2020 and June 30, 2021 who gave more than \$1,000 cumulatively. Contact Emma Hansen with questions about the list or your gift: (919) 307-3451, or ehansen@casanc.org

\$50,000+

Bank of America
Cannon Foundation
Disabled American Veterans
Charitable Service Trust
Tom and Pat Gipson Fund at the Triangle Community Foundation

\$25,000-\$49,999

Clay Foundation East
Coastal Federal Credit Union
Duke Office of Durham and Community Affairs
The Forest at Duke
Reunion Marketing
United Way of the Greater Triangle
Wells Fargo

\$10,000-\$24,999

Sam and Nancye Bryan
eyeNET Security, Inc.
John William Pope Foundation
Rebecca Joyner
Millard and Debbie Kirk
Tina Konidaris and Jeff Turpin
Macy's
Pacific Western Bank
Truist

\$5,000-\$9,999

Cameron Charitable Trust
Christ Episcopal Church
DRB Group
Duke Energy Foundation
Susan Frazier
Bill and Rosemary Herhold
Sandra Herring
Highland United Methodist Church
Jerry and Mary Cynthia Monday
Stephanie Norris and Colleen Kochanek
North State Bank
Jay and Kathryn Peters
Stroud Roses, Inc.
Verizon
Westminster Presbyterian Church
Stewart and Kerry Witzeman

\$2,500-\$4,999

Samuel and Dixie Boyce
Jess Brandes
Brightway Insurance

Nicci and Martin Gafinowitz

Lyle and Rhonda Gardner
David and Karen Jessee
James and Tracy Joseph
Vernon Matzen
Tim and Denise Morgan
NC Realtors Housing Foundation
The REALTOR Foundation
Bruce and Julie Swanson

\$1,000-\$2,499

American Legion Auxiliary Unit 116
Casey and Ivanna Angel
Brenda Baker
Ballentine Associates, P.A.
Blue Cross Blue Shield of North Carolina
Blue Heron Asset Management

Broadcom
Cadence
Edwin Cadet
CAHEC
Centrant Community Capital
Chapel Hill-Carrboro Sunrise Rotary Club
George and Cresha Cianciolo
Citrix
Vince and Camille Conzola
Coulter Jewell Thames, PA
DataTech Law
Stephen and Gladys Deaton
DeRonja Real Estate
Phyllis Donohue
Joe and Michele Doss
Duke-Durham Neighborhood Partnership
Enterprise Community Investment
Evergreen Construction
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FMI Corporation
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NAIOP Raleigh Durham
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Mikki Paradis
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Lucy Stokes
Ty Summers
Rosemary Thorne
Wake Radiology
The Warner Fund Inc.
Anne Wein
Gordon Whitaker and Bob Hellwig
Malcom and Deborah White
Jane Williams

Donors listed in green are **CASA Champions**- donors who make monthly, sustaining gifts to support CASA's day to day work. Thank you, CASA Champions!

Learn more at www.casanc.org/casa-champions

The Housing Solution Fund

CASA's 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. This creates a gap between what a CASA tenant pays in rent and our cost to maintain their high quality homes. Donations to the Housing Solution Fund bridge that gap and keep people safe at home no matter what.



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

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

\$275 supports a CASA household for one month.

King's Ridge Donors

\$500,000+

A.J. Fletcher Foundation
Alliance Behavioral Health
Bank of America
The Miller Family Foundation
Molly and Michael Painter

\$250,000-\$499,999

The Ann C. and C. Hamilton Sloan Foundation

\$100,000-\$249,999

Jim and Gina Anthony/APG Advisors
Baker Roofing
Lyle and Rhonda Gardner
Jay and Janice Jester
Dean and Lisa Painter
Cecil and Linda Sewell

\$50,000-\$99,999

Edenton Street United Methodist Church
Matthew and Katherine Fritter
North State Bank
Julia and Matt Peterson
Janet and Munther Qubain
St. Michaels Episcopal Church
Wake Stone Corporation
Stewart and Kerry Witzeman
Rosemary and Smedes York

Our list includes donors between July 01, 2020 and June 30, 2021 who gave more than \$10,000 to the Campaign for King's Ridge. Contact Emma Hansen with questions about the list or your gift: (919) 307-3451, or ehansen@casanc.org

Lindsay and Courtney Sewell
Henry and Sally Tanner
Michelle and James Tanner
Jeffery and Shannon Williams
Mark and Patricia Wilson
Leon and Bonnie Woodruff

Forever Home Society

CASA legacy and planned giving

Chip and Judy Anderson
Sam and Nancye Bryan
Jim and Lori Eichel
Allyson and Larry Hobbs



To support CASA's Housing Solution Fund, please visit casanc.org/donate, or contact Alexis Trell, Annual Fund Manager, at atrell@casanc.org, or (919) 307-3431.

To learn more about King's Ridge or to make a contribution, contact Missy Hatley, Sr. Director of Resource Development, at mhatley@casanc.org, or (919) 307-3435.



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