



The solution to homelessness is **housing**

Robert, CASA resident and musician  
featured on page 4



# Impact Report 2020-2021

[casanc.org](https://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.

Additionally, for the first time in our near 30-year history, CASA has developments in the pipeline in all three Triangle counties. We've never been busier, we've never been more optimistic, and we've never been stronger.

As the Chair of CASA's Board of Directors, I want to thank you for your support and for helping us solve homelessness in the Triangle. In the following pages, you'll learn about the difference you helped CASA make over the past year. Homelessness is an incredibly complicated issue, but we know the answer is simple: it's housing. Thank you for being part of the solution.

*-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 ourstanding 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](http://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.

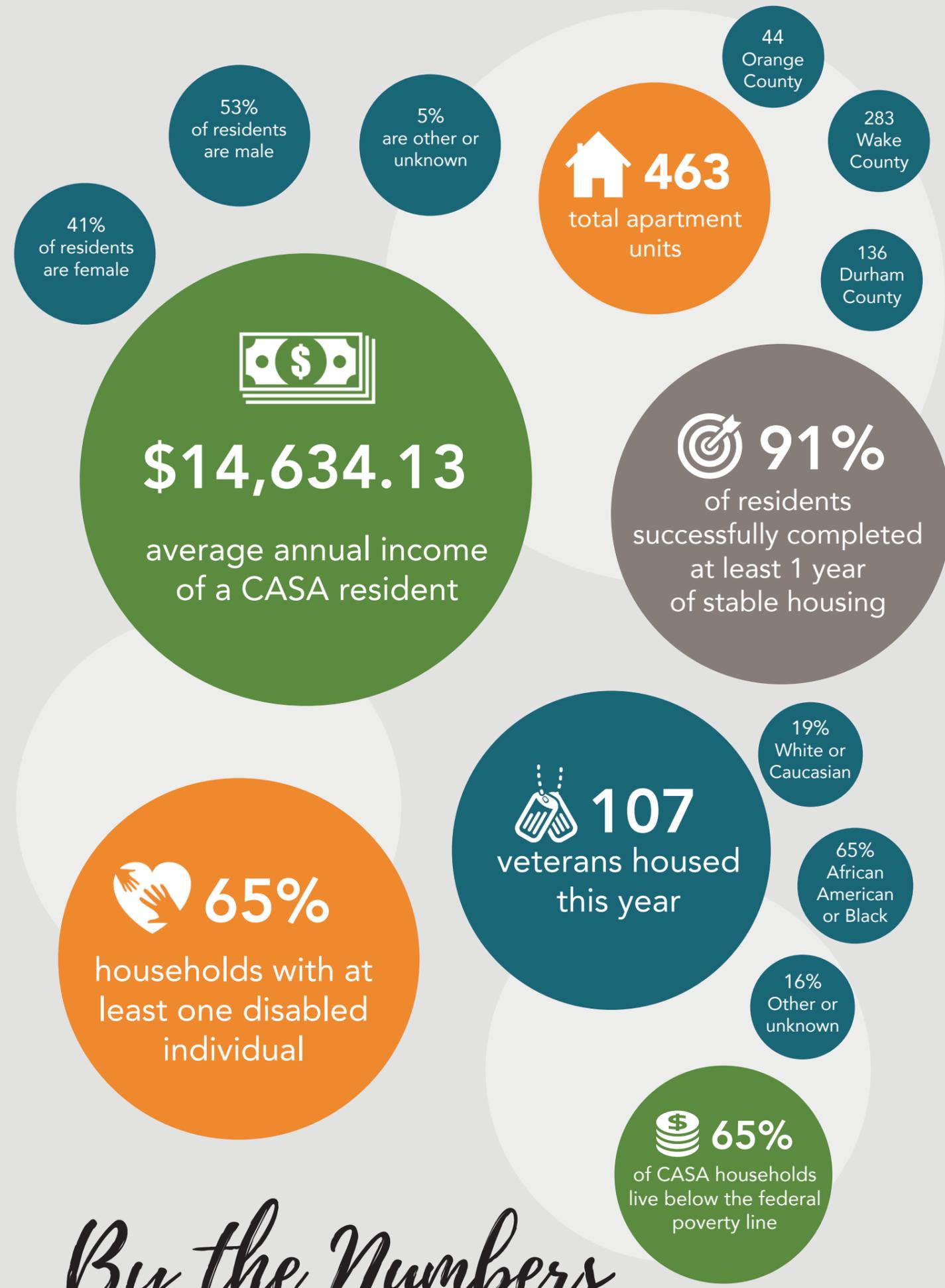


**Tina Konidaris**

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](https://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."



## Under Development

As part of CASA's 5 year strategic plan, we've committed to adding 500 affordable apartment units to our portfolio by 2025. In 2021 we've worked to get five different properties, consisting of 324 apartments, in the development pipeline.

## 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

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 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.

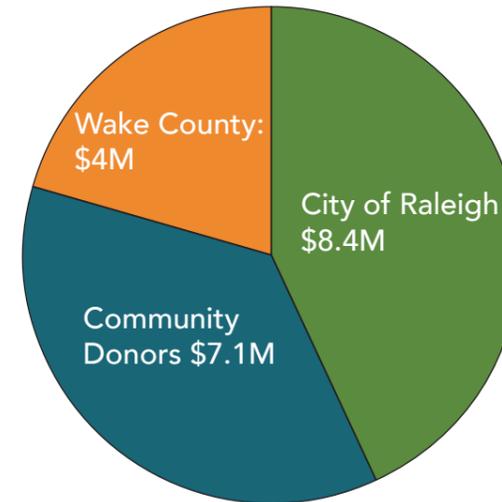
The property main floor will include community space, offices, and access to wraparound supports like case management and integrated primary and mental healthcare. The site is well located minutes from downtown Raleigh with a public bus stop across the street.

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.

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

- Debra King

## 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.

## 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%

For more information or to make a King's Ridge gift, visit [casanc.org/kingsridge](https://casanc.org/kingsridge).

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.



# 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  
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Pacific Western Bank  
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## \$5,000-\$9,999

Cameron Charitable Trust  
Christ Episcopal Church  
DRB Group  
Duke Energy Foundation  
Susan Frazier  
Bill and Rosemary Herhold  
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Westminster Presbyterian Church  
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## \$2,500-\$4,999

Samuel and Dixie Boyce  
**Jess Brandes**  
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## Bruce and Julie Swanson

Walmart #1579  
Larry Wood

## \$1,000-\$2,499

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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](http://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

## \$25,000-\$49,999

Chip and Judy Anderson  
Claren and Wesley Englebreth  
Scott and Molly Mahoney  
Stephen and Marcie Porterfield

## \$10,000-\$24,999

Cooper and Sam Bratton  
Barrett and Curt Brewer  
Dr. James A. Burruss and Dr. Mary H. Fontaine  
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Anne Dahle  
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## Gail Hafley and Chris Merrill

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Rebecca Joyner  
Margaret and Bruce King  
**Brian Lee and Catherine Clodfelter**  
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Fraley and Charles Marshall  
Jill Painter Morris  
Sharonda Arnold Ocean  
Virginia Parker  
Joe and Britt Parrish  
John J. Pohanka Family Foundation  
Jesma and David Reynolds  
Gregg and Heidi Sandreuter

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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](https://casanc.org/donate), or contact Alexis Trell, Annual Fund Manager, at [atrell@casanc.org](mailto: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](mailto:mhatley@casanc.org), or (919) 307-3435.



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