the solution to homelessness is housing
In January, CASA Board and staff members began the work of creating our next five year strategic plan. Our 2025 vision clarifies CASA’s mission and goals. It’s an ambitious plan to improve our internal capacity, expand access to affordable housing, and to do more to end homelessness for our neighbors in need.

The strategic plan process has been an opportunity to hear from our stakeholders, donors, and our incredible tenants. Every group told us the same thing: serve more people.

As we build our bold vision for the future to do and serve more, we are aware that nothing from CASA’s past or future is possible without you. Because of you, we plan to add 500 affordable homes by the year 2025. Because of you, we’ll continue to serve more and more people each year, and we’ll expand our services to make sure our tenants are secure in their homes for as long as they choose to live with us.

Because of you, we’ll continue to say “yes” to tenants and prospective tenants when others say “no.” Because of you, we’ll continue to take a leadership role in our community as affordable housing experts and advocates.

Throughout this report, you’ll see statistics and stories from the last year as well as our ambitious plans for the future. You’ll read about our commitment to improve processes for our tenants and applicants and to grow our fundraising program to raise more than $1 million a year. We’ll accomplish these goals and more, thanks to your support, trust, and investment.

We know the causes of homelessness can be complex, but we believe the answer is simple: the solution to homelessness is housing. Thank you for being part of the solution.

“BECAUSE OF YOU, WE CAN SAY YES WHEN OTHERS SAY NO.”
1 in 4 CASA tenants are veterans
Your impact

Quality of Life

89%
Tenants report that their quality of life improved after moving into their apartments

Physical Health

66%
Tenants report that their physical health improved after moving into their apartments

Mental Health

80%
Tenants report that their emotional health improved after moving into their apartments
3 in every 4 CASA tenants are living with a disability of some kind

“CASA made things so much less stressful. You have a safety net. You have something you can come into and be safe. You can just be you.”

-Tyler

46% of CASA tenants were homeless just before they moved into a CASA home.

For Pam, moving directly out of homelessness into her new home gave her a safe and quiet place to focus on her physical and mental health after years on the street or in shelters.

“All I’m doing right now is healing. This place, my home, is healing me.”

-Pam

“I don’t know any other way. I’ve been working since I was fourteen. You have to manage. I live paycheck to paycheck but I do have a roof over my head.”

-Emma

10% of CASA tenants are children under the age of 18

“My daughters are really happy, they’re getting back involved in wanting to do stuff. They make plans now. Now it’s like they’ve got hope for their future. I’m so happy.”

-Shelia

Average annual income for CASA tenants: $14,584
TENANTS LIVED WITH CASA FOR 10 YEARS +

$630,012 GIVEN TO SUPPORT CASA’S MISSION

90 NEW HOUSEHOLDS MOVED INTO A CASA APARTMENT

5 NEW SITES IN PRE-DEVELOPMENT FOR AFFORDABLE HOUSING

99 VETERANS HOUSED

164 TENANTS LIVED WITH CASA FOR 5 YEARS +

381 TENANTS RENEWED THEIR LEASE

5 TENANTS LIVED WITH CASA FOR 1 YEAR +

50 CHILDREN HOUSED

633 PEOPLE SERVED

51 DURHAM HOMES RENOVATED

591 DONORS GAVE

99 SENIORS (55+) HOUSED

50 CHILDREN HOUSED

445 TENANTS LIVED WITH CASA FOR 1 YEAR +

61 TENANTS LIVED WITH CASA FOR 10 YEARS +

213 SENIORS (55+) HOUSED

61 CHILDREN HOUSED

50 SENIORS (55+) HOUSED

381 TENANTS RENEWED THEIR LEASE

5 NEW SITES IN PRE-DEVELOPMENT FOR AFFORDABLE HOUSING

99 VETERANS HOUSED

164 TENANTS LIVED WITH CASA FOR 5 YEARS +

381 TENANTS RENEWED THEIR LEASE

5 NEW SITES IN PRE-DEVELOPMENT FOR AFFORDABLE HOUSING

99 VETERANS HOUSED

164 TENANTS LIVED WITH CASA FOR 5 YEARS +
CASA OWNS AND MANAGES 468 APARTMENTS ACROSS MORE THAN 50 PROPERTIES IN WAKE, DURHAM, AND ORANGE COUNTIES. OUR IN-HOUSE LEASING AND MAINTENANCE TEAMS BUILD RELATIONSHIPS WITH TENANTS IN ORDER TO ENCOURAGE HEALTH, STABILITY, AND PERMANENCY.

Dr. Trina Clayeux joined CASA’s team as Chief Operations Officer in June 2019. Under her leadership, CASA has undertaken a rigorous capacity building effort to improve the application process and enhance the customer experience for our tenants and prospective tenants. Through a series of pilot programs, staff are expanding services and seeking creative new partnerships to support our tenants in their homes.

Graduate school interns from the UNC School of Planning and the NC State School of Social Work have been exploring new ways to encourage stability among our tenants. Staff have formed a Behavioral Health Intervention Team to engage with tenants who face challenges that put their safety or housing at risk. Another new initiative will help tenants with one time financial assistance when a crisis threatens their housing security. And social work interns are providing case management to tenants who could use a little extra one-on-one assistance.

Our goal is to improve the entire tenant experience - creating a leaner application process, reducing the wait to move in, and putting more supports in place to assist residents for as long as they live in a CASA home. Drawing on research about trauma-informed care and the social determinants of health, we’re focused on helping our tenants access the economic, educational, social, environmental, and health care services they need so they can thrive at home and in the world.

As the 2020 election draws nearer, you can vote your way into a better community by supporting candidates who:

- ADVOCATE for the vital need for housing vouchers for veterans, low income families, and people with disabilities
- PROMOTE expanded access to affordable housing through increased spending or bond initiatives
- FIGHT FOR walkable neighborhoods and improvements in public transportation
- ENDORSE zoning that promotes mixed income housing types
- SUPPORT land banking near transportation and employment opportunities

YOUR VOICE, YOUR VOTE!
King’s Ridge Apartments, Raleigh

In August, CASA purchased six acres of land near Wake Med as the future site of the King’s Ridge Apartments. The complex will be named in memory of CASA’s former CEO, Debra King. CASA’s Real Estate Development team is creating the site’s master plan and funding strategy. These future homes will include family housing and offer access to public transportation and health care, making it an ideal location.

WAKE COUNTY

Carroll Street, Durham

In spring 2019, Durham City Council approved CASA’s rezoning request for the land that was home to the Durham Army Reserve Center on Carroll Street, in the West End neighborhood. The future multi-family apartment complex will be constructed in phases over several years to serve individuals and families who are moving directly out of homelessness. Future tenants will enjoy preserved green space as well as access to a nearby community center, greenways, and public transportation. CASA is currently waiting for the go-ahead from the federal government to begin construction on the site.

DURHAM COUNTY

Merritt Mill, Chapel Hill-Carrboro

CASA plans to build 48 units on land that falls in both Chapel Hill and Carrboro on Merritt Mill Road. The land and rezoning have been secured. CASA is currently seeking funding options.

ORANGE COUNTY

Homestead Road, Chapel Hill

CASA has been selected as a member of the development team for a new, mixed-income housing community on Homestead Road in Chapel Hill. CASA is working with partners to plan and secure funding for this project.

ORANGE COUNTY

Collins Ridge, Hillsborough

CASA will be the affordable housing partner in a new community in Hillsborough. Currently, CASA is waiting on the conveyance of a parcel of land from the developer and exploring funding options.

ORANGE COUNTY
Jimmy spent a long time living in shelters or on the streets before he moved into his CASA apartment. He moved around a lot looking for work but could never save up enough for a home. He used to sleep outside a church in downtown Raleigh at night and hide his bag of clothes in a secret spot in the woods to keep them safe during the day. “I was worried about where I’m gonna sleep at night,” he says. “Now I can really relax. My life will be a whole lot different now. I had a lot of tough memories, but I made it, I’ll be alright. It’s sorta like a dream.”

Edna came to Raleigh 20 years ago after living in shelters in several different cities. “I always had a job, I was always working. But it was kinda hard for me to stay stable.”

Moving into a CASA home changed everything. “Now that I’m settled down,” she says, “I can enjoy people, making friends, and enjoying the holidays and getting together with family. That’s where it’s all at. Makes you feel good inside, when you all get together.” Edna loves to clean her apartment, to get mail, and to draw. “I came a long ways,” she smiles. “Now I’m happy.”

As soon as CASA finished the first phase of an apartment complex for veterans in Raleigh, Bill moved in. He had been living in a men’s shelter for two years. “I used to live in a house, owned my own business, and then I lost everything,” Bill remembers. “I can’t believe how far I’ve come since then.” The apartment means a lot to Bill. “It has planted my feet on the ground more,” he says. “I feel very supported now. As long as you want to stay here, they’ll let you stay. CASA is a great support.” Bill loves living in a community of veterans. “I love it here,” he says. “We take care of each other.”

68 year old Geraldine has been in her CASA apartment for 12 years. “When I moved here,” she remembers, “I was happy. I finally felt whole.” After her marriage of 32 years ended, Geraldine had to stay at a homeless shelter for three months. “I was really depressed,” she remembers. Having her own apartment has given Geraldine the confidence that she can live independently and happily. She enjoys chatting with her neighbors, reading, and talking on the phone. “I’m just so grateful,” she says. “In this apartment, I finally found Geraldine.”
CASA VOLUNTEERS HELP TO END HOMELESSNESS IN SO MANY WAYS! THEY STUFF ENVELOPES, SPREAD MULCH, ENTER DATA, ATTEND MEETINGS, PLAN FUNDRAISERS, SERVE ON OUR BOARD, MAKE PHONE CALLS, CREATE GIFT BASKETS, SELL RAFFLE TICKETS, RAKE LEAVES, POWERWASH BUILDINGS, AND PREPARE MEALS.

Volunteering at CASA allows me the honor to contribute to an organization that makes real progress to address the need for affordable housing. It is a pleasure to be in the office with such a positive, collaborative group. I always leave in a better mood.

“I don’t know what we would do without them,” says Kathleen DeRubio, Volunteer Coordinator at CASA. “We really have come to depend on our volunteers - they’re a part of our family.” Her dedicated group of office volunteers helped with some major administrative projects this summer, as CASA works to streamline procedures and communicate with current and prospective tenants more effectively. We love our volunteers!

CASA’s Volunteer Program grows every year. In 2019, CASA volunteers were members of an active and expanding fundraising committee; interns from graduate programs at UNC, Duke, and NC State; a steady crew of office warriors ready to tackle any project; realtor groups who furnish apartments and make our properties look great; gift basket creators; and many others willing to take on any task to help our tenants.

“CASA understands that we can talk about all the wonderful things that housing does, but none of it matters until we get our friends and neighbors into the stable housing that changes their lives for the better and impacts our families not just today, but for real generational change.”

Casey Angel, CASA Fundraising Committee Chair
WELLS FARGO volunteers endured a hot day mulching at CASA’s Sunnybrook Village in May.

LENNAR employees collected thousands of items and assembled nearly 100 welcome home baskets for CASA tenants in December.

The TRIANGLE SALES AND MARKETING COUNCIL mulched at three Raleigh properties in November.

REMAX volunteers came out with the REALTOR® Foundation of Wake Co to furnish a family’s new apartment in October.

REALTORS® Associations in Raleigh and Durham volunteered to landscape and furnish apartments on their June Day of Service.
When Debbie White joined CASA as its very first Chief Financial Officer in 2005, the agency managed 135 apartments. Since then, CASA has more than tripled the number of stable, affordable apartments it owns and manages across the Triangle. After fifteen years of service, Debbie plans to retire in early 2020. She will work with her successor to ensure a smooth transition. After that, she plans to travel and spend time with her young grandchildren and husband, Malcolm. CASA is deeply grateful to Debbie for her many contributions as a long-time leader and colleague.
CASA has a strong track record of securing federal and local government support for developing affordable housing. However, the timetable for government funding does not always align with the fast-paced Triangle real estate market. In order to be competitive and make gains in affordable housing, CASA must have funds available to make initial investments for properties that will meet the needs of our tenants.

CASA’s Affordable Housing Accelerator Fund is a response to our rapidly changing housing market. An investment in the Accelerator Fund immediately impacts a current project, and also impacts future projects. Our goal for the Fund is to raise $1 million for the Fund’s restricted use. To learn more, contact Missy: 919-307-3435 or mhatley@casanc.org.
the solution to homelessness is housing.

CASA Supporters

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Anonymous Foundation
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Charitable Service Trust
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James Griffin
Gail Hafley and Chris Merrill
Mary E. Hafley
Worth and Ann Harris
Rosemary and Bill Herhold

6th Annual Cabin for CASA

September 19, 2019

$141,537 RAISED

Thank you!
thank you for being part of the solution!

HH Architecture
Allyson and Larry Hobbs
Holy Infant Catholic church
J.R. Lane Plumbing Co., LLC
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Sam and Nancye Bryan
Jim and Lori Eichel
Larry and Allyson Hobbs
To learn more about giving options, contact Missy Hatley, Sr. Director of Resource Development: 919-307-3435, mhatley@casanc.org

Our list includes donors between July 1, 2018 and June 30, 2019 who gave $250 or more, cumulatively. Contact Emma with questions about the list or your gift: 919-307-3451 or ehansen@casanc.org.
CASA’S NEW STRATEGIC PLAN IS OUR ROADMAP FOR PUTTING OUR MISSION TO WORK THROUGH 2025.

FOUR AREAS OF FOCUS

1. Operations & Tenant Success
2. Financial Management
3. Resource Development
4. Real Estate Development

FIVE YEAR GOAL HIGHLIGHTS

• Ongoing evaluation, succession planning, and board development and recruitment to ensure a highly engaged staff and board
• Implementation of cost-saving, efficient technology
• Commitment to creating safe and welcoming office space
• Provide excellent internal and external communications
• Enable and foster a culture of continuous improvement to add value to tenants and staff
• Maintain financial health and determine optimal investment strategies
• Grow CASA’s fundraising program to raise **$1.2 million annually**
• Develop and implement an asset management plan for each CASA property
• Pursue diverse real estate development and funding opportunities to allow for ongoing growth to serve more people
• Define and implement CASA’s role in community advocacy
• Add **500 additional affordable housing units**

**CASA’s Core Beliefs**

1. We believe that the solution to homelessness is housing.
2. We believe in the power of an affordable home to transform lives.
3. We encourage the sense of hope that tomorrow can be better than today.
4. We take seriously our responsibility to strengthen the fabric of neighborhoods.

“I worked in the affordable housing industry for over 25 years before joining the CASA team. Unlike other housing providers, CASA affords opportunities to those who are underserved and least likely to qualify for housing. And we are doing everything we can to make sure they are successful in their homes. I am proud to be doing this amazing work at CASA!”

▲ Senior Director of Property Management Evelyn Worthy
board and staff

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Evergreen Construction
Stewart Witzeman, Vice Chair
Sylvia Phillips Jurgensen, Treasurer
Wells Fargo Private Banking
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Deborah White
Chief Financial Officer
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Preventative Maintenance Tech
Brian Anderson
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Sharon Marshall
Leasing Assistant
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Receptionist
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Jeremy Ritter
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Neil Ritter
Project Manager
Janice Verbic
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Michael Waldron
Maintenance Technician
Kim Westermann
Annual Fund/Communications Mgr.
Evelyn Worthy
Sr. Dir, Property Management

CASA Fundraising Committee
volunteers Tina Konidaris and Julie Knight at the Cabin for CASA fundraiser in September.

Leasing and Program staff receive an award from Alliance Health in June.
We know the causes of homelessness can be complex, but we believe the answer can be simple: the solution to homelessness is **housing**.

CASA’S SOLUTION CAMPAIGN

$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.