



2016-2017 ANNUAL REPORT to the COMMUNITY



the solution to homelessness is housing

Thank you for supporting CASA! You made so many amazing things happen last year, including:

- Welcoming 67 new households home and renewing leases with 330 households.
- Completing construction on the Denson Apartments for Veterans in Durham and celebrating the homecoming of 12 formerly homeless veterans.
- Holding our annual Cabin for CASA fundraiser in memory of founding Board member Lynn Robertson DeMent.
- Celebrating our 25th Anniversary at a luncheon fundraiser with \$94,000 in donations.
- Agreeing to purchase land in Chapel Hill - Carrboro where we'll develop a new affordable housing complex for families, veterans, and individuals living with disabilities.
- Acquiring 79 one bedroom units - our biggest acquisition to date! - preserving affordable homes near downtown Durham.

Every day, we are humbled by your support and commitment to our community. **YOU** help end homelessness for veterans, hard-working families, and people living with disabilities every time you share CASA's story, volunteer with us, or make a gift.

The solution to homelessness is housing. Thank you for being part of the solution.

With grateful hearts,



Debra King, CEO



Nancye Bryan, Chair



CASA is a nonprofit affordable housing developer and property manager.

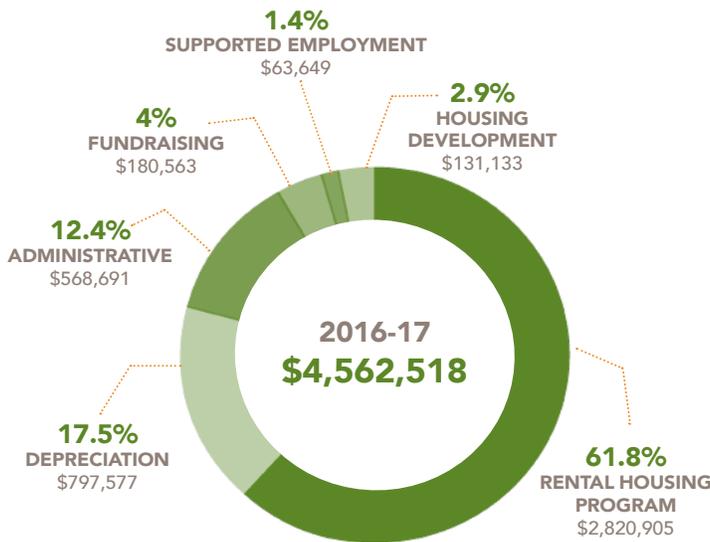
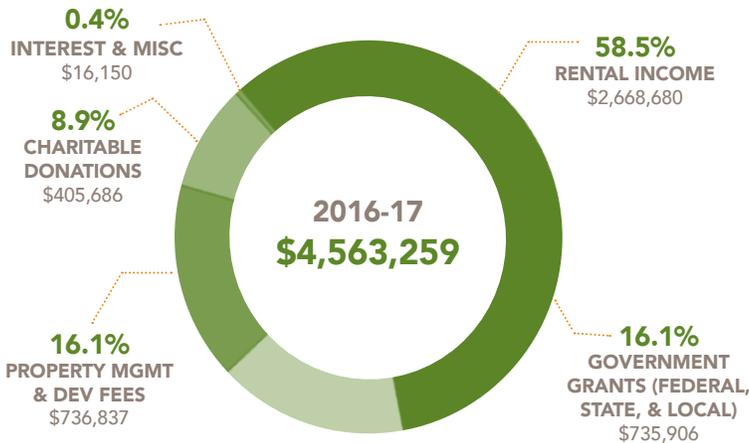
We own and manage 490 units in Wake, Durham, and Orange counties, with plans to build additional apartments already in our pipeline.

CASA provides permanent supportive rental housing for people living with disabilities and workforce housing for low-income working individuals and families.

Our goal for our tenants is that they never face homelessness again. To that end, CASA provides skilled and compassionate property management and partners with service providers in the community so tenants are successful in their homes.

**CASA's mission is to develop and manage affordable housing,
providing opportunities for successful living.**

OPERATING REVENUE



OPERATING EXPENSES

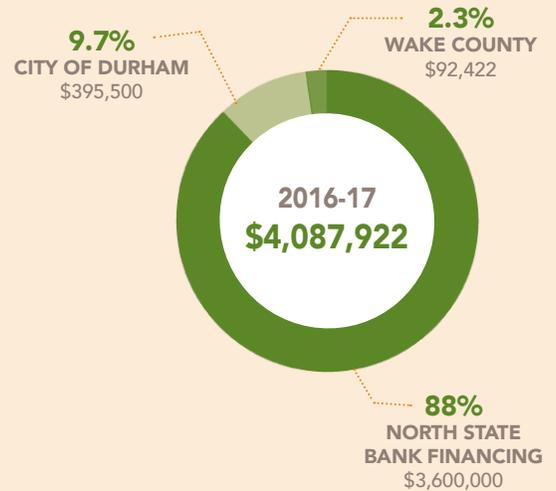
84% of CASA's operating budget supports housing development and property management programs.

Based on Audited Financials. CASA will provide financials upon request.



CASA Board member Rob Griffin (second from right) with tenants James, Paul, and Thomas at the Denson Apartments opening.

CONSTRUCTION FINANCING



In 2016-17, CASA completed 12 new apartments for veterans in Durham and finished exterior repairs to 53 units purchased last year in Raleigh.

In July, North State Bank helped finance the purchase of 79 apartments in Durham.



Durham Mayor Bill Bell and Durham Mayor Pro Tem Cora Cole-McFadden celebrated the completion of CASA's Denson Apartments for Veterans.

THIRD ANNUAL CABIN FOR CASA MEMORIAL FUNDRAISER

On September 15, 2016, Rusty and Nella DeMent hosted the Third Annual Cabin for CASA fundraiser in memory of Rusty's mom, Lynn Robertson DeMent, a founding Board member of CASA. The event drew 150 people and raised over \$50,000 to support CASA's affordable housing mission.

Each year the Cabin for CASA features a silent auction and raffle, live music, and food and drink. This year, the Cabin raffle had an added twist - an exclusive drawing for donors who became monthly donors. CASA's Board of Directors collected over \$800 in gift cards from their favorite area stores and restaurants as the prize - CASA volunteer Jon Parker was the lucky winner. CASA's monthly giving program took off as a result - growing from just a handful of recurring donors to over 33 monthly supporters contributing nearly \$6,000 a year to CASA's budget. Monthly donations provide an ongoing and steady stream of support for CASA, providing resources for our current tenants and helping CASA grow.

To become a monthly donor, visit us online: casanc.org/donate.



The Third Annual Cabin for CASA was held at the Knightdale home of Rusty and Nella DeMent.

CITRIX LAUNCHES *FACES OF CASA* CAMPAIGN

In the fall of 2016, CASA and technology giant Citrix paired up to imagine solutions to problems that CASA staff face in their everyday work. The solutions that Citrix staff proposed turned into some real-life tools for CASA:

- Citrix graciously donated software to improve CASA's file sharing and communication;
- Citrix employees launched the *Faces of CASA* campaign to feature stories of CASA's mission. The effort produced a mini-documentary shared with over 150 colleagues and friends at a launch party in spring 2017;
- Citrix employees volunteered to complete landscaping projects at CASA properties; and
- Citrix employee Jan Lewis joined CASA's Board of Directors.



Citrix volunteers planted flowers at CASA's Jones Street office in the spring.

25TH ANNIVERSARY LUNCHEON DRAWS OLD & NEW FRIENDS

CASA held a luncheon to celebrate our 25th anniversary year on May 4, 2017. 250 donors, friends, and partners came out to celebrate 25 years of ending homelessness for individuals and families across the Triangle.

CASA tenants Sharon and Keshira Jones were among the speakers at the event. Eleven year old Keshira wrote a poem for the occasion:

*Life can be the sunshine on peaceful days with bright blue skies
Or life can be the raindrops that fall like tears squeezed from your eyes.*

*Life can be heaven that you'll only reach through hell
Since you won't know that you're happy if you've not been sad as well.*

*Life can teach hard lessons but you'll be wiser once you know
That even roses need sunshine and a touch of rain to grow.*



CASA's first CEO, Eric Stein, introduced CASA's current CEO, Debra King at the Anniversary Luncheon. Eric served as CASA's CEO 1992-1995. Debra has served as CASA's CEO for 22 years.



Tenant speaker Keshira Jones had a great time meeting emcee Penn Holderness at the Anniversary Luncheon.



Over 250 people attended CASA's first luncheon fundraiser at the Sheraton Raleigh Hotel. The event raised over \$94,000 to support CASA's mission.

Gold Sponsor

Citrix

Silver Sponsors

Dan Ryan Builders; North State Bank;

Kerry & Stewart Witzeman

Bronze Sponsors

CAHEC; CICCAR; PNC; Wells Fargo

EVENT SPONSORS

DENSON APARTMENTS FOR VETERANS COMPLETED IN DURHAM



On Sept 27, 2016, CASA gathered with partners, tenants, and friends to celebrate the completion of the second and final phase of The Denson Apartments for Veterans in Durham, NC. The community is home to 23 veterans living with disabilities, named in honor of Judge Alexander B. Denson, a retired federal judge and former CASA Board Chair. Phase One was completed in 2014.

The City of Durham and The Home Depot Foundation were Construction Funders for Phase Two. At the Dedication and Open House, CASA joined Mayor Bill Bell in celebrating the end of chronic homelessness among veterans in the City of Durham. We're grateful for our partners and friends in Durham and across the Triangle who are dedicated to ending homelessness among our neighbors who served in the military.



The Patriot Guard Riders of North Carolina stood at attention to honor veterans during the Dedication Ceremony. Representatives from HUD, the Veteran's Administration, Home Depot, the City of Durham, and other community sponsors also participated in the community celebration.



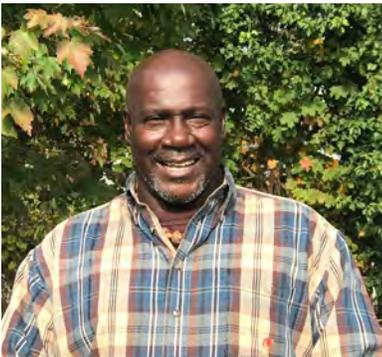
New Denson tenant Andre shopped for furniture and household items at The Green Chair Project. The Green Chair provides furniture and household items to tenants moving out of homelessness. As a special treat, Little Guy Movers donated their services to help the veterans get moved in right away.

No veteran should face homelessness in America. We've made a lot of progress in the fight to end veteran homelessness, yet HUD estimates that nearly 40,000 veterans were homeless in 2016. America's veterans remain at higher risk of homelessness than the general population, and more than half of veterans who are experiencing homelessness also have a disability, often as a result of their service.

At CASA, we understand that the reasons for veteran homelessness can be complex, but the answer is simple: **the solution to veteran homelessness is housing.**

CASA's VETERAN TENANTS

CASA operates veteran-specific apartment communities in Durham and Raleigh. Veterans also live at other CASA properties. More than 100 veterans call CASA home.



Ernest Originally from Henderson, NC, Ernest was involved in the Civil Rights Movement as a teenager. As a young man, he struggled with depression and substance abuse. "I was homeless about eight years," he remembers, "in and out of hospitals and shelters." Ernest loves his CASA apartment. "It's real freedom," he says with a smile. "It's a blessing, having your own place, feeling home in that place and in myself. And that's what I've come home to."



Janet Janet served in the military for ten years. After leaving the Army, she traveled the country. "My feet just wouldn't sit still," she laughs. Fifteen years ago, Janet was diagnosed with a benign brain tumor that forced her to quit her teaching job. She feels safe in her apartment, she says, "Everybody knows everybody...we look out for each other." Janet's health has improved since she moved in. She's improving her credit score and hopes to buy a home one day.



Sandra Sandra left an abusive relationship and lived in her car before moving into her CASA apartment. She was working but couldn't save enough to put down a deposit for an apartment and utilities. At CASA, she's gotten to know her neighbors who look in on her regularly. "It took me a while to get used to it and to realize that this was my home and nobody was going to take it away from me," she remembers. "It's peace of mind."

impact

98%

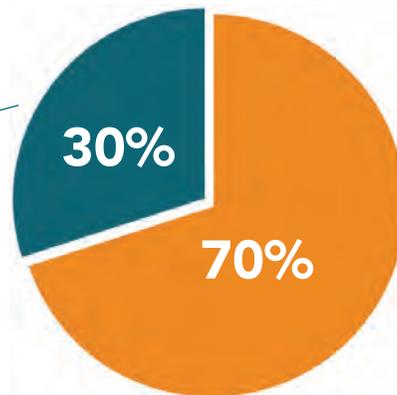
of CASA's tenants last year celebrated one or more years in their homes



28% of CASA's tenants celebrated 5-9 years in their homes

12% of CASA's tenants celebrated 10+ years in their homes

Workforce Housing units for people earning a very low wage



Permanent Supportive Housing units for people living with disabilities



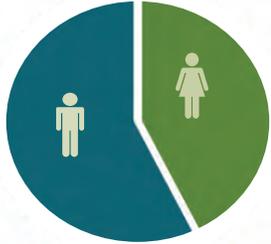
63% of CASA's Supportive Housing tenants and **18%** of CASA's Workforce Housing tenants live below the poverty line



\$12,060 for one person



57%
male tenants



43%
female tenants



84%

of CASA households had at least one member with a disability



10%

CASA occupants were under the age of 18

27%

CASA tenants were veterans



CASA households spend **30%** of their income on housing and utilities



\$9,444

average annual income for a CASA Supportive Housing tenant

\$25,821

average annual income for a CASA Workforce Housing tenant

impact

CASA PRESERVES 79 AFFORDABLE APARTMENTS IN DURHAM

In July 2017, CASA made its largest acquisition to date, adding 79 apartments in Durham's West End. The purchase of the two properties - Maplewood and Underwood Apartments - preserved already affordable units, protecting the current tenants from the rent hikes or displacement that can come with new ownership in a rapidly gentrifying neighborhood. CASA began exterior and interior repairs right away. Over the next year, improvements to the parking lot, stairwells and catwalks, landscaping and other needs will be completed.



The Underwood Apartments are located across the street from their sister property, Maplewood Apartments. Both developments provide one-bedroom units with access to public transportation and amenities.



CASA Leasing Specialist Larayshea Jackson will provide onsite support at CASA's Maplewood office. A maintenance tech will work from the new office to provide preventative and emergency maintenance for CASA's 135 Durham units.



Robert and Carol When news spread that the Maplewood apartments would soon have new owners, Robert and Carol's neighbors were nervous. "There was a lot of fear in the air about what CASA was going to do," Carol said. She admits that they were scared too. "I didn't know what the outcome would be or if we'd have to move," she remembers. "But I'm not scared of CASA any more. It's gonna be better. CASA has already been doing what they said they were going to do."

Robert is an Army veteran. He and his wife moved to Durham 7 years ago and had an apartment, but they fell on hard times and moved into a shelter where they had to stay apart from each other. "There was a men's side and a women's side," they explained. Robert lives with a disability. They moved into Maplewood four years ago. When CASA purchased the building in July, "I read up on it," Robert says. "I like the mission that you guys are doing because it's to end homelessness."

13 of the apartments at Maplewood and Underwood Apartments will be reserved for clients of Alliance, a managed care organization for behavioral healthcare. Alliance is the first MCO in the state to contribute funds to the purchase of property for people living with disabilities. Additionally, 8 of the units will be reserved for veterans.



The solution to homelessness is **housing**.

Join CASA's Solution Campaign to end homelessness across the Triangle.

CASA's Solution Campaign supports all aspects of our work to end homelessness:

Supporting tenants

Maintaining properties

Building community

\$3,000 keeps a family, a veteran, or a person with a disability in an affordable home for a full year.

\$1,500 supports a CASA household for six months

\$250 supports a CASA household for one month

Your gift provides individualized and compassionate property management, 24 hour maintenance services, and the resources to add more affordable apartments to our community.

Learn more at www.casanc.org/donate.

REUNION MARKETING PARTNERS WITH CASA

In May 2017, Reunion Marketing CEO Dave Spannhake heard about CASA through a friend and reached out to talk about how his company could assist with online marketing and spreading the word about CASA's housing mission. The conversation led to an incredible gift: Reunion now donates its social media, website, analytics, and online advertising services to CASA for free. Their hard work has led to improved online communications and the ability to reach more people to share our message. More people are visiting our website than ever before! Many thanks to this dedicated and talented team!



Staff from Reunion Marketing volunteered to beautify CASA's Carlton Place property in November 2017

WITZEMAN FUND SUPPORTS FUTURE FAMILY HOUSING

A former school teacher, Kerry Witzeman knew that she and her husband had to do something about kids facing homelessness in Wake County. In 2015, they established CASA's Witzeman Fund, "to support struggling families in having the safety, security, and firm foundation that a stable home provides." Thanks to their generous giving and commitment, the Witzeman Fund's balance is now more than \$100,000 and growing. These restricted funds are designated to help CASA buy land and buildings that serve families.



Kerry and Stewart Witzeman, founders of CASA's Witzeman Fund

CASA VOLUNTEERS MAKE ALL THE DIFFERENCE



Volunteers from Accenture cleaned up the courtyard and laid mulch at a downtown Raleigh property in March 2017.

115 volunteers
donated
830 hours
in FY16-17



This volunteer group from Bank of America came out early on a Saturday morning to spruce up CASA's Cary property, with some help (and donuts!) from one of the tenants.



Home Depot spent a hot summer day doing all kinds of landscaping projects to improve the outdoor space at CASA's Hulls Landing Community for Veterans in Raleigh.





CASA's Management Team: Mary Jean Seyda (COO), Debra King (CEO) and Debbie White (CFO)

Celebrating 25 years of affordable housing with you has inspired us and strengthened our resolve to keep working until everyone in our community has a place to live.

We know the causes of homelessness are complex, but we believe the answer is simple: **the solution to homelessness is housing.**

Thank you for being part of the solution for 25 years and counting.



**CELEBRATING
25 YEARS**

casanc.org

the **solution** to **homelessness** is **housing**



624 W. Jones Street, Raleigh NC 27603
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the solution to homelessness is housing

Thank you for being part of the solution!

CASA Staff

Management Team

Debra King, CEO*
Mary Jean Seyda, COO**
Deborah White, CFO

* Medical leave, fall 2017
**Acting CEO, fall 2017

Arnetta Adams-Brown
Curtis Alston
Annie Baumann-Mitchell
Phil Brickle
Jess Brandes
Bill Ciesielczyk
Andy Clement
Kathleen DeRubio

Missy Hatley
Joyce Hicklen
Jermaine Hunter
Larayshea Jackson
Pansy Jones
Bill Lawler
Ashley Louden
Veronica Kirkland

Sharon Marshall
Kelly Myers
Neil Ritter
Janice Verbic
Kim Westermann
Karla Williams

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