

# THE CAMPAIGN FOR KING'S RIDGE

## ROOM FOR EVERYONE

**KING'S RIDGE: COMING SOON!**

The solution to homelessness is housing.



# KING'S RIDGE: COMING SOON



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 as planned.

While construction costs have increased significantly since we launched the campaign in 2020, we know that the individuals and families who are homeless today cannot wait. Please join us in continuing the momentum of the campaign for King's Ridge to address increased construction costs, equip the community with trauma-informed design and durable furnishings, build programs, and complete the Sustainability Endowment goal for long-term sustainability.



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“I never thought that I would be homeless.”

*I slept in shelters for a long time. I remember standing in line trying to get a bed. On some nights, there wasn't enough room for me, so I slept outside. Sometimes I went home with strangers who offered to help me because it was too cold to sleep outside. I think about that time and all the risks I took just to have a place to sleep and I can't believe it.*

*When I first moved into my CASA apartment, I stayed in my bedroom all the time. It took me a year to heal from the trauma I had been through and to come out of my apartment and do things. Today, I take art classes and I'm working again.*

*My favorite thing about my apartment is how it feels like freedom. I can be at peace.*

# FAMILIES

Family homelessness, once viewed as brief and situational, has become a reoccurring and long-lasting reality. Families make up 30% of those experiencing homelessness in Wake County's 2019 Point in Time count.



Studies have shown that people who were homeless in their youth are five times more likely to be homeless as an adult. By giving families access to housing at King's Ridge, we can disrupt the cycle of homelessness.

Affordability is a primary driver for family homelessness. Many families pay motels over \$1,000/month because they have low incomes, previous evictions, or poor credit. Families who are issued housing vouchers often struggle to find a landlord who accepts them.

In addition, connections between trauma, violence and homelessness are undeniable. 92% of homeless women have experienced severe physical or sexual abuse in their lives. Often, this violence forces women and children into homelessness as they seek safety from abusive living situations.

**Housing is essential for families who have experienced the trauma of homelessness, but it is not enough. They also need integrated primary and mental health, counseling, education, and employment.**



**"Access to affordable housing can change the trajectory of a child's life for years to come."**

- Sharonda Ocean, *CASA Board and Campaign Leadership Committee volunteer*

King's Ridge will offer **30 apartments** for families exiting homelessness with **2- and 3-bedroom options**

\* <https://nnedv.org/content/housing-policy/>, National Network to End Domestic Violence.

# WOMEN & MEN

Every night in downtown Raleigh and across the Triangle, women and men sleep on the streets or, if there is room, in shelters.

**At King's Ridge, we will provide what they need most: a stable, affordable home. Then, we will offer wrap-around supports to help them build and work toward life goals beyond how to keep themselves safe and where to sleep at night.**

People who are chronically homeless are at higher risk for infections, traumatic injuries, violence, and death due to extreme conditions. Many live with chronic health problems that go untreated. The Covid-19 pandemic highlights the exposure of our most vulnerable neighbors as they navigate crowded shelter conditions, poor nutrition, and lack of access to healthcare.

Across the country, permanent, supportive housing models lead to significant reductions in the use of expensive services like shelters, emergency rooms, hospital stays, recovery centers, and jails.



King's Ridge will offer **70 apartments** to men and women exiting homelessness with **studio and 1-bedroom options**

**"My volunteering with homeless women became befriending, and befriending became an education. I have seen firsthand the battles they must fight daily. They are resilient amidst the hardest of circumstances and I want to be a part of their success story."**

- Molly Painter, *Chair, Campaign Leadership Committee volunteer*





# KING'S RIDGE

## 200 Michael J. Smith Lane

- Reduce Wake County homelessness by 10%.
  - Redirect focus from managing homelessness to ending it.
  - Build Raleigh's first apartment community specifically designated to end homelessness since 2015.
  - Replicate the best permanent housing models across the country.
  - Remove housing barriers to serve the hardest to house and provide supportive services.
- The upper floors will be residential housing – a place to call home. The main floor will include community space, offices for supportive services, leasing and maintenance support, and links to:
- Case Management
  - Integrated physical and mental healthcare
  - Employment
  - Childcare support
  - Spaces to build community and belonging
  - On-site services, classes, clinics, and volunteer events

# PHASE 2 FUNDING OPPORTUNITIES



## Construction Capital

Purpose: To address increased construction costs



## Outfitting King's Ridge with Love

Purpose: To maximize trauma-informed design and 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.

### PERMANENT, AFFORDABLE HOUSING

King's Ridge apartments will end homelessness for individuals and families earning less than 50% of the area median income (AMI), with an emphasis on those earning less than 30% AMI\*. Residents will pay one-third of their income for rent and can renew their lease year after year.

\*In Wake County, 30% AMI for a family of four is \$24,060.

With 30 years of experience developing and managing affordable apartments and a portfolio of nearly 500 units, CASA is strategically prepared to develop King's Ridge. CASA is highly respected for providing permanent solutions to ending homelessness with both public and private support.

Most affordable housing under development in Wake County does not prioritize or serve people experiencing homelessness. In fact, King's Ridge will be the first new housing development designated to end homelessness in Raleigh since CASA completed Hull's Landing for Veterans in 2015.

CASA will not only draw on its own success as a housing developer and property manager, but will collaborate with on-site partners to provide case management and support to the residents of King's Ridge.

At King's Ridge, access to primary healthcare, employment assistance, childcare resources, counseling and case management will ensure residents have the support they need to build upon their goals in stable housing.



## Key Components

### Housing First.

This approach prioritizes providing permanent housing first, recognizing that having a safe place to be is essential before effectively addressing other complicated challenges, such as unemployment, physical and emotional health, substance use and parental support.

### Improving Health.

Housing is a key social determinant of health. Similar models include on-site access to primary and behavioral health care.

### Aging in Place.

King's Ridge will be designed as a community where residents can age in place. Units will be designed with space for modifications due to mobility issues. Services will match resident needs in each phase of life.

### Applying Trauma-informed Design.

The main floor of King's Ridge will include welcoming spaces that support trauma-informed care. Open spaces and clear sight lines promote feelings of safety and self-reliance. Outdoor space will include walking trails, bike paths, and vegetation that connects to nature.

Last year **91%** of CASA's nearly **500** households

completed at least **one year** of stable rental housing.

The average income of all CASA households last year was **\$14,634.**



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

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

**– Debra King**

*King’s Ridge is named in memory of the late Debra K. King, who served as CASA’s CEO for 23 years.*

To make a gift or request more information about The Campaign for King’s Ridge, contact Missy Hatley: [mhatley@casanc.org](mailto:mhatley@casanc.org) or 919-307-3435.

