

THE CAMPAIGN FOR KING'S RIDGE

ROOM FOR EVERYONE



The solution to homelessness is housing.



“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.

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

From **2009** to **2015**
WAKE COUNTY lost
approximately **5,000**
affordable apartments
for households earning
less than **\$39,000***



**source: Wake County Affordable Housing Plan, 2017.*

There's no question that Raleigh offers a great quality of life. Last year, Raleigh was voted one of the top places to live in the nation by U.S. News and World Report, livability.com and Forbes magazine, just to name a few.

These accolades overlook the rising number of families and individuals experiencing homelessness and housing instability.

The causes of homelessness are complex. Like many cities, a lack of affordable housing is the primary reason that Raleigh's shelters are full, people are sleeping on the streets, and families are living in their cars or at budget motels.

Emergency shelters are a life-saving resource in our community, yet we must also focus on the long-term solution: building affordable housing.



**“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*

The number of Wake County's school-age children living in motels has increased by **225%** over the past three years, rising to roughly **1,000 children.**

*source: Wake County Schools, McKinney-Vento Services, 2018

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

single 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.

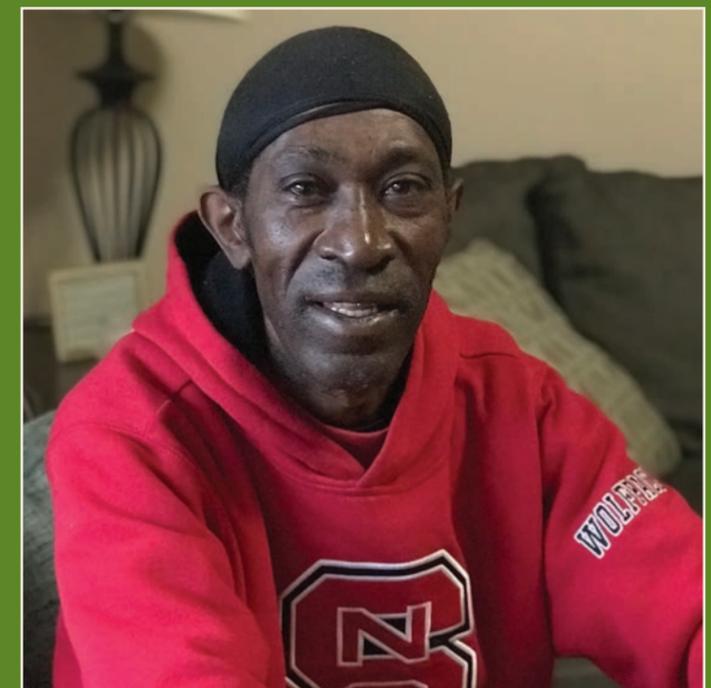
At Charlotte's Moore Place, resident use of emergency rooms decreased **81%** and hospitalization decreased **62%** in the first year, when comparing those same users over the two prior years before they moved into housing.

Thomas, M. Lori, et al. "Moore Place Permanent Supportive Housing Evaluation Study Final Report," 2015



"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

- 6 acres of undeveloped land
- Minutes from downtown Raleigh and community amenities
- Adjacent to Wake Medical Center
- Across the street from a bus stop

CASA's vision for King's Ridge is a permanent, affordable apartment community with on-site services and a supportive environment.

- A mix of up to 100 apartments serving both single adults and families
- On-site staff, security, and supportive services working collaboratively

Room for Everyone



IMPACT

- 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

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 28 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.



Last year **94%** 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 **\$15,038.**

An icon representing a diverse group of people, including men, women, and children of various ages and ethnicities, standing together.

Learning from Successful Models:

King's Ridge is modeled after successful permanent housing models across the country, such as:



Moore Place, Charlotte NC: Created in 2009, this community offers 120 apartments for chronically homeless individuals with a main floor of services and an on-site health clinic. Moore Place saved Mecklenburg County \$2.4M in taxpayer-paid hospital expenses alone over two years.*



Community of Hope, Washington DC: This 40-year old agency works in the intersection of housing and health with a focus on families. In 2019, they served 131 families with permanent, supportive housing. 100% of families remained stably housed or exited to another positive permanent housing destination.



Jamboree Housing, Anaheim CA: At the Rockwood Apartments, Jamboree offers a variety of apartment sizes to serve both families exiting homelessness and single adults with a mental health diagnosis. Resident services include adult and family programs, which benefit from multigenerational involvement.



KING'S RIDGE will say yes to families and single adults such as:



Belinda. She has been homeless in Raleigh for seven years as she lives with mental illness, traumatic stress disorder, and several chronic health conditions. Belinda lived in transitional housing once but was unable to maintain steady employment and ended up back on the streets. She lost touch with her family years ago and relies on services at a local women's shelter. Most nights, she sleeps outside with other homeless women. Belinda qualifies for supportive housing and has been on several local waiting lists for years. She lost hope that she will ever leave homelessness behind.



Martin and Christy. They are living in a budget motel with their two young children. They were evicted last year when Martin lost his job as a custodian. He found a new job at a grocery store but nearly all of his paycheck goes to paying the motel more than \$1,200 each month. Sometimes the family sleeps in their car. Even though they can pay rent, their applications are denied because of their credit and past eviction. Their biggest fears are that they cannot keep their children safe and that their car will break down.



Kanisha. Now 20 years old, Kanisha grew up in foster care and had to move out of her foster family's home when she turned 18. She alternates between sleeping on friends' couches and on park benches, visiting shelters for food assistance and to shower. She has experience working in the hospitality industry but has trouble getting to work on time without a home base and transportation. Kanisha worries about her safety when she sleeps outside and believes if she could find an affordable place, she could make put all the pieces of her life together again.



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.



200 MICHAEL J. SMITH LANE
 RALEIGH, NC
 MARCH 12, 2020

CONCEPTUAL SITE PLAN

Sustainably impacting Wake County's homeless population requires a bold vision and a bold investment in building a housing community.

In 2019, CASA invested \$1 million to purchase the land for King's Ridge.

Now, CASA invites the community to invest in the creation of King's Ridge.

Ending homelessness is a community challenge no one organization or branch of government can solve alone.

The total project will cost **\$16.6 million** including the land purchase and will require both a **public** and **private investment.***

We humbly ask you to join us.

**Campaign total increased to \$16.6M in August 2021 to reflect costs as final building plans, material and site costs came into focus*

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

