



MEDIA ALERT

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CASA reaches \$7M in its Campaign for King's Ridge

(RALEIGH, NC) – CASA is pleased to announce \$7M in private charitable gifts to help develop King's Ridge, a permanent supportive apartment community for people and families moving out of homelessness in Wake County.

Molly and Michael Painter and their three daughters kicked off the campaign in late 2020 with a leading gift. Their generosity provided an early boost and momentum to CASA's fundraising efforts. Molly Painter is chair of CASA's King's Ridge Campaign Committee, the volunteer group responsible for forging community connections and successful fundraising.

Molly's passion and work with the Campaign Committee has inspired countless others to contribute to King's Ridge.

Molly says, "I've watched many friends who are currently homeless obtain housing, only to end up back on the streets again. After much research, I've learned that permanent, supportive housing is a successful and viable solution to heal and house those most vulnerable. I've been dreaming about King's Ridge and am excited to be part of building community, relationships, and healing through housing at King's Ridge. I'm also honored to be working alongside CASA and all of the campaign committee to raise the funds necessary to break ground at the beginning of 2022."

Molly and her family are also members of St. Michael's Episcopal Church in Raleigh, an early contributor to the campaign. The Holy Michael Foundation, St. Michael's endowment, gave the first gift from a faith-based organization, providing \$50,000 toward the King's Ridge Campaign goal.

Charlotte Griffin, Director of Development at St. Michael's, says, "The King's Ridge project is precisely the type of ministry the Holy Michael Foundation was created to support. We look forward to seeing the project's impact on the lives of its residents."

These gifts support the construction of the King's Ridge community to be developed near Sunnybrook Road in Raleigh. King's Ridge will provide apartments for 100 households, serving both individuals and families. The property's main floor will include community space, offices, and access to wrap around services 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 focus on housing those earning 30% of the Area Median Income (AMI) or less, who are chronically homeless and are living with a disability.

CASA CEO Mary Jean Seyda says, "The gifts we've received from both the Painters and from St. Michaels to launch our campaign have me filled with gratitude. Molly has been an invaluable member of this campaign and has motivated countless others by sharing her passion for King's Ridge and the friendships that have inspired her to lead this effort."

King's Ridge is modeled after Moore Place in Charlotte, a 120-unit apartment community providing a home and supportive services to Charlotte's lowest income population. Moore Place has seen tremendous success since its opening in 2012. They have a resident retention rate of more than 85% providing stable, supportive housing to formerly homeless residents. In addition, Moore Place has saved taxpayers millions of dollars by reducing calls for medics, ambulance rides to the hospital, and emergency room visits.

The Campaign for King's Ridge has a \$16.6M goal, with an additional \$2M goal for an endowment to assist with long-term sustainability. To date, CASA has raised \$7M from the community.

CASA is a non-profit affordable housing developer and property manager whose mission is to provide access to stable, affordable housing for people who are homeless or at risk by developing and managing rental communities. Since 1992, CASA has focused on building and managing affordable housing for low-income families, individuals living with disabilities, and veterans. CASA actively manages nearly 500 affordable apartments and homes in Wake, Durham, and Orange counties and has plans to double its portfolio over the next few years. For more information, check out [Facebook](#) and follow on [Instagram](#)