



2015
ANNUAL REPORT



CONTENTS

OUR VISION	2
OUR IMPACT	6
OUR ACHIEVEMENTS	8
OUR FAMILIES	10
OUR SUPPORTERS	12
OUR TEAM	14
OUR FINANCIALS	16

OUR VISION

Friends,

We face a rental housing crisis in the United States and in the District of Columbia. The demand for affordable rental homes is far outstripping supply, driving up rents everywhere. The number of families that are severely cost burdened in their housing (spending more than 50% of their incomes on the costs of rent and utilities) has grown to more than 11 million nationally. In the District, the percentage of families spending more than 50% of their income on housing has reached 21%.

Housing Up intends vigorously to attack this growing supply shortage of affordable rental housing for families, seeking to produce at least 500 new or rehabbed affordable units over the next five years. We have staffed up and organized ourselves to make this plan a reality.

But that's not enough. Not enough affordable units to meet the current demand and not enough to meet the District's goal of ending chronic homelessness by 2020. We support the goal of ending chronic homelessness and the "Housing First" focus of the District: moving families out of shelter, stabilizing their housing without conditions and then offering targeted support services.

Our mission is dual in nature: to produce more affordable units AND to work with our families to create a safe home, a sanctuary where the family can grow and thrive. Our dedicated staff provides comprehensive support services to families so that they can transform their own lives.

It's hard work. But it's important work. Sometimes we have good days, sometimes bad. But we're constantly driving toward the goal of ending homelessness and we ask you to join us in this journey. With your help, we'll get to a time when homelessness, if it occurs, will be brief, rare and non-recurring.

We are pleased to share with you our annual report showing you what we have done in 2015 to move toward this goal. We welcome your questions, suggestions or comments and most of all, your support and prayers.

Sincerely,



W. KIMBALL GRIFFITH, HOUSING UP BOARD CHAIR



Dear Friends and Supporters,

I'm pleased to introduce Housing Up's 2015 Annual Report. In addition to witnessing the external challenges that Board Chair Kim Griffith describes, 2015 was a year of significant internal changes at Housing Up.

The year started with our Executive Director Polly Donaldson leaving after 11 years to become Director of the Department of Housing and Community Development for the District of Columbia. Polly now directs the city's efforts to reach the goal of ending homelessness in DC by 2020. We are proud of her many contributions over the years, and we wish her every success in her new role.

Longtime board member Frank Demarais promptly stepped in as Interim Executive Director, which enabled our staff to continue our work without interruption. When I became President and Chief Executive Officer in July, Frank graciously agreed to stay on as acting Chief Operations Officer, and his counsel was invaluable as I transitioned from my role as a member of the board to leading our 55 staff members. We will always be grateful for his dedication.

In November, we proudly cut the ribbon on Weinberg Commons, the first Passive House-certified multi-family retrofit project in the United States. Weinberg Commons is now home to 36 families who live in beautiful, affordable two-bedroom apartments with no utility payments.

The year also saw a welcome increase in our net assets, thanks to a generous bequest from the estate of Marilyn Oberle, a member of one our founding churches, and an award of additional tax credits for our latest project, Weinberg Commons. These unexpected financial developments gave us optimism and confidence as we ended the year.

But, we completed the most important change in our organization's recent history after the fiscal year of this annual report. We changed our name from THC to Housing Up in June of 2016. Over the last 10 years, we have added permanent supportive housing and rapid re-housing to our transitional and affordable housing programs, and we have significantly expanded the number of families we serve. In recognition of our expanded range of housing options and supportive services, we rebranded as Housing Up to reflect our new forward-looking direction.

We look forward to your continued friendship and support in the coming years.

Sincerely yours,



PHILIP H. HECHT, PRESIDENT & CEO

Home is where the Heart IS 
Kellysimmer

When I'm at home
I feel good and When
I'm at home I feel
nice and safe and
my home is very
Cozy. My home is
Where I Can Play
and eat and watch TV.

IT'S HARD

WORK,

BUT IT'S

IMPORTANT

WORK.



OUR IMPACT

Family homelessness is a challenge directly impacted by the District's affordable housing crisis. As the supply of affordable housing diminishes, we see increasing numbers of families priced out of the city's rental market and living in shelters.



1,491 HOMELESS FAMILIES



2,722 HOMELESS CHILDREN

OVER THE COURSE OF THE YEAR, THERE WAS A **32% INCREASE** IN HOMELESS FAMILIES



AVERAGE MONTHLY RENT FOR A **2 BEDROOM** IN WASHINGTON DC: **\$2,776**
AVERAGE MONTHLY RENT FOR A **3 BEDROOM** IN WASHINGTON DC: **\$3,360**

Thanks to the generous funding and support of our donors and partners in 2015, we are able to be an integral part of the solution to end family homelessness, providing services as well as affordable housing to families experiencing homelessness.

\$1,488,587

Total amount of money raised

593 FAMILIES

Total families served

270 HOUSING UNITS

Total units owned/maintained

9 PROGRAMS

Total programs operated



TOP CAUSES OF HOMELESSNESS

Ever wonder what are the top causes of homelessness? Families most often find themselves homeless because of:

- The lack of affordable housing
- Domestic violence situations within the family
- Eviction from their current home
- Mental illness and a lack of needed services

A group of diverse women are shown in profile, smiling and looking towards the right. They are holding large, yellow-handled scissors, suggesting a ribbon-cutting ceremony. The image is overlaid with a bright yellow filter. In the bottom right corner, the text "THC Housing Families, Transforming Lives" is visible, accompanied by a small house icon.

OUR ACHIEVEMENTS

2015 was filled with important milestones for Housing Up, accomplishments that span new housing developments, new funding sources and even a brand new name.

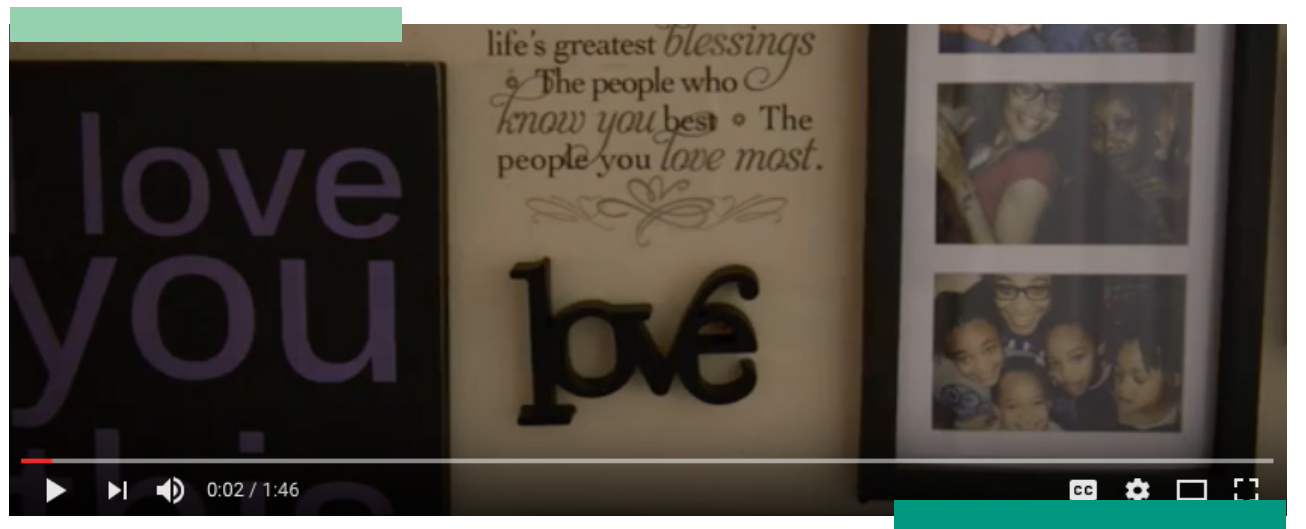
A NATIONALLY RECOGNIZED COMMUNITY

With the help of countless supporters, we completed our largest, most ambitious affordable housing development: The Harry and Jeanette Weinberg Commons. Located in Southeast DC, it is an innovative, nationally recognized apartment community that combines state-of-the-art energy performance with affordable rents and a range of supportive services. The 36-unit property is the first multifamily, retrofit Passive House (a sustainable, green architecture approach) project in the country. Of the 36 units, 24 are for low-income families at rents less than \$1,000 per month, and the other 12 provide permanent supportive housing to families experiencing homelessness.

A BRAND NEW NAME

In 2015, we undertook a major mission: to rebrand our organization after 25 years as Transitional Housing Corporation. For our first 15 years, the name Transitional Housing Corporation literally described what we did: transition homeless families to stable living environments. 25 years later, we no longer focus on transitional housing and have moved to developing and servicing more permanent housing options for families. After a lot of thought (and a lot of name options), we know that Housing Up is the perfect choice; one that encompasses the full scope of the work we do, and will carry us into the future.

[See](#) what Polly Donaldson, Director of the Department of Housing and Community Development, and Phil Hecht, our President and CEO had to say about the rebrand:



OPPORTUNITIES TO SERVE MORE FAMILIES

Thanks to new funding awards and grants in 2015, we were able to expand both our Permanent Supportive Housing (PSH) and Rapid Re-housing programs. We applied for a grant from the U.S Department of Housing and Urban Development to convert our Partner Arms 2 building to PSH, a program that serves chronically homeless families with mental or physical health disabilities. A new, renewable grant partnership with the Jane Bancroft Robinson Foundation fills gaps from our public funding streams, strengthening our rapid re-housing capacity and allowing us to remove more of our families' financial barriers to housing and economic stability.

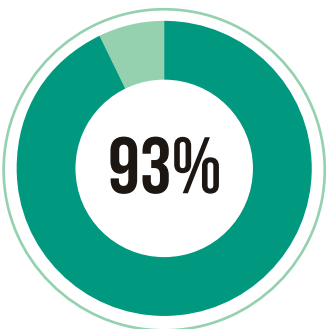


OUR FAMILIES

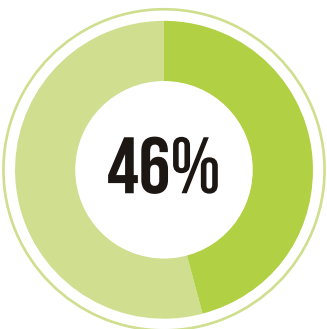
Families in Housing Up’s programs work hard to transform their lives, actively engaging with the services we provide, like family therapy, youth and adult tutoring, and employment counseling. Working closely with our case managers, families create action plans and set achievable goals for each member of the family. With the powerful combination of stable housing and supportive services, our families gain employment, increase their incomes and most notably, maintain a safe living environment.

AVERAGE MONTHLY INCOME

In 2015, the average monthly income for clients before coming to Housing Up was \$623; while in Housing Up, the average monthly income increased 44%



93% of families achieved stable housing in 2015, which includes 99% of permanent supportive housing families



46% of clients gained or maintained employment in 2015, including 29% of clients that gained new employment

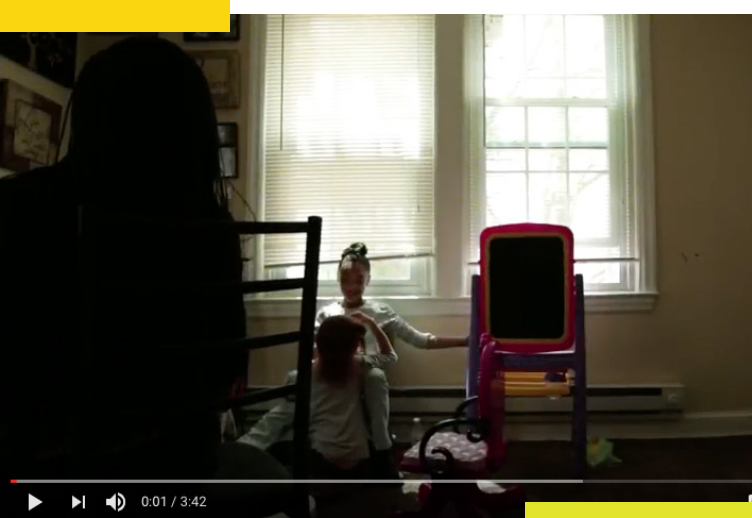


80% of Housing Up families are led by a single mother

THE CLIENT ACHIEVEMENT AWARD

Each year, at our annual benefit, Living in the City, we honor an especially accomplished family with our Client Achievement Award. In 2015, Lacie Green and her four daughters moved us all with their story.

[WATCH IT NOW.](#)



OUR SUPPORTERS

Since the very start of Housing Up's history in 1990, we have relied on generous support from our community to ensure the success of our programs, and therefore our families. 2015 was no different. Thanks to you, our supporters, we provided needed services to our families throughout the year.

\$1,488,587*

382 TOTAL DONORS RAISED

*Total amount represents funds raised from individual, church and corporate donors, and restricted and unrestricted funds from private foundations.

157 NEW INDIVIDUAL DONORS

SMALL DONATIONS ADD UP TO A BIG IMPACT



79% of donations less than \$500

43% of donations less than \$100

\$4,503

**DONORS RAISED \$4,503 FOR OUR ANNUAL BACKPACK DRIVE,
PROVIDING SCHOOL SUPPLIES TO THE CHILDREN IN OUR PROGRAMS**

WHY IT MATTERS | THE \$1,014,936 GAP

EXPENSES VS. GRANT REVENUE



There is a gap between our government funding and the total amount needed to operate programs like resident services and youth tutoring, and to provide families exiting shelter with much needed items like furnishings for a new apartment and groceries. That gap is where you come in. Without the support of our donors, we would not be able to offer our families the services they need to transform their lives.

TO MAKE YOUR DONATION, PLEASE VISIT WWW.HOUSINGUP.ORG/DONATE

OUR TEAM



We could not begin to tackle the challenging work of housing families and transforming lives without the dedicated, passionate Housing Up team that includes staff, volunteers and our board of directors.

STAFF

In 2015, we added 22 new employees, including a new President & CEO, Phil Hecht, and a new Vice President of Programs, Tonya Fulwood.



Phil Hecht
President & CEO



Haribo Kamara-Taylor
Chief Operating Officer



Melissa Barrett
Director of Resource Development



Tonya Fulwood
Vice President of Program



Julia Moran Morton
Vice President of Affordable Housing

VOLUNTEERS

Each year, we rely on our volunteers for their time and boundless energy. They help children with their homework during our weekly youth tutoring, prepare adults for GED testing in adult tutoring, beautify our properties with gardening programs, stuff hundreds of backpacks for our annual backpack drive, play Santa at our holiday parties ... the list is never-ending.

NUMBER OF VOLUNTEERS IN 2015

139

TOTAL AMOUNT OF VOLUNTEER HOURS

2,009

HOUSING UP PROGRAMS STAFFED BY VOLUNTEERS

11

OUR GRATITUDE

ENDLESS

BOARD OF DIRECTORS

W. Kimball Griffith
Board Chair

Winell Belfonte
Treasurer

Robert Leland
Member Emeritus

Alison Herrick
Anita Josey-Herring

Derrick Perkins
Vice Chair

Phyllis Jordan
Secretary

Cheryl Beversdorf
Jared Blum

Peter Plocki
Paula Singleton

OUR FINANCIALS

2015 REVENUE

GOVERNMENT CONTRACTS & GRANTS	\$3,631,602
CORPORATE/INDIVIDUAL CONTRIBUTIONS + PLANNED GIVING	\$1,961,641
IN-KIND DONATIONS	\$53,263
RENTAL REVENUE	\$96,900
INVESTMENT AND OTHER INCOME	\$22,839
RESIDENT SERVICES FEES	\$57,266
DEVELOPER FEES	\$343,647

TOTAL	\$6,167,158
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2015 EXPENSES

PROGRAM EXPENSES	\$4,164,816
MANAGEMENT AND GENERAL	\$659,377
FUNDRAISING	\$315,492

TOTAL	\$5,139,685
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This financial summary is based on Housing Up's audited consolidated financial statements as of December 31, 2015. To view the complete 2015 financials, [click here](#).



5101 16th Street NW WDC 20011

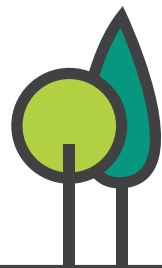
P: 202.291.5535

F: 202.291.0192

www.housingup.org

info@housingup.org

[@housingupdc](https://twitter.com/housingupdc)



HOUSING FAMILIES. TRANSFORMING LIVES.