

A close-up photograph of a smiling woman and a young girl. The woman is on the left, looking towards the camera with a warm smile. The girl is on the right, making a playful 'kissy face' and holding up her hand. They are both wearing polka-dot clothing. The background is a brick wall.

30 YEARS OF  
HOUSING UP

# 2019-2020 HOUSING UP ANNUAL REPORT

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Housing Families. Transforming Lives.

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## DEAR FRIENDS AND SUPPORTERS,

As 2020 and Housing Up's 30th year of service comes to a close, we hope that you and your loved ones are staying healthy, safe and connected. We know the uncertainty our families, like your family, are facing as a result of COVID-19 and our belated reckoning with racial injustices that are alive today. We also know that your support has allowed us to continue serving our families during this tumultuous time.

From our unique position – as both a service provider to the District of Columbia's most vulnerable residents and as a nonprofit developer of affordable housing for those left behind by the city's growth – we understand the correlation between the District's expensive housing market and the number of families experiencing homelessness and housing insecurity.

The 2020 DC Point-in-Time count, which took place on January 22, totaled 2,433 people in 768 homeless families, including 1,422 children. As COVID-19 continues to devastate our community and add more financial stress on families, we know the need for safe, affordable housing and homeless services will only grow in the years to come.

Despite these challenges, our mission remains.

We will show up. We will serve more families. We will build more units of affordable housing. We will speak out against injustices. We will create equitable communities in DC. Without your belief in our mission and your commitment to the families we serve, we could not have accomplished all we have since 1990.

We hope you enjoy our 2019-2020 annual report, which is a reflection of all we accomplished together these past few years. Let's continue to work together and make homelessness brief, rare and nonrecurring in the District of Columbia.

Our heartfelt thanks,

**Alison Herrick, Housing Up Board Chair**  
**Philip Hecht, President & CEO**



# OUR WORK MATTERS MORE NOW THAN EVER BEFORE

Washington, DC has the highest rate of homelessness in the country: 99 per every 10,000 people experience homelessness in our city. Due to the high cost of living, DC has a very high number of rent-burdened households; one in five households in the District spend more than 50% of their income on rent. COVID-19 has put a strain on DC’s already expensive rental market and the families who live here.

Homelessness and housing instability in the District disproportionately affect communities of color, and as we have seen, coronavirus has also disproportionately impacted low-income communities of color. Ninety-six percent of the families who receive Housing Up’s supportive services and who live in properties owned or operated by Housing Up are Black/African-American; two of our properties have substantial Hispanic populations (50% at Fort View and 36% at Webster Gardens).

While the true magnitude of COVID-19’s impact on low-income communities will not be clear for some time, we know that the families we serve are having a hard time meeting their financial obligations and balancing the many stressors caused by the pandemic. Now more than ever, our work of developing affordable housing and providing supportive services are necessary to help families continue to thrive in DC.

## DID YOU KNOW?



There are 2,433 people in 768 homeless families, including 1,422 children.  
**as of the January 2020 Point in Time Count**



The median income for a Black household in the District is \$46K and the median income for a Hispanic household is \$81K; the median income for a white household is \$141K. The income disparity makes it difficult for families of color to build generational wealth in a constantly growing city. [Source](#)



26% of DC children grow up in families working hard to make ends meet. The vast majority of children living in poverty are children of color. [Source](#)



As of October 30, Black residents make up almost 75% of all lives lost to COVID-19 in the District, while only representing 46% of the city’s population. [Source](#)

# OUR IMPACT

Since 1990, Housing Up has served DC’s most vulnerable families. We enable homeless and at-risk families to end the cycle of generational poverty by providing stable housing and opportunities for the entire family, including youth, to succeed.

Thanks to the generous funding and support of our donors and partners, we are an integral part of the solution to end family homelessness and increase DC’s affordable housing stock. In 2020, we served close to 800 families across our four housing programs.

372

units of  
affordable  
housing owned/  
operated

415

units of affordable  
housing in our  
pipeline

776

households  
served across all  
programs

## 4 HOUSING PROGRAMS

### Affordable housing

Provides below market value rental housing and services to very low-income families.

### Permanent supportive housing (PSH)

Tailored specifically to chronically homeless households with mental or physical disabilities.

### Rapid re-housing (RRH)

Quickly connects people experiencing homelessness to permanent housing through time-limited financial assistance and support services.

### Transitional housing

A short-term housing program. Our focus, in alignment with DC and federal government strategic plans, has shifted away from transitional housing to more permanent housing solutions.





# OUR ACCOMPLISHMENTS

In 2019 and 2020, we continued advancing our mission of housing families and transforming lives. 2019 saw the completion of our newest affordable housing development – and brand-new Housing Up headquarters – at the new Parks at Walter Reed. We kicked off 2020, our 30th anniversary year, at our new offices with our loyal supporters. Although our 2020 plans had to be adjusted due to the COVID-19 pandemic, we still found ways to connect with our community and, most importantly, continue serving families in need.



## Expanding our Affordable Housing Efforts

We started 2019 with news of Housing Up being **awarded funding** from the District to support three affordable housing projects:

- Abrams Hall Assisted Living (54 permanent supportive housing (PSH) units in Ward 4)
- 218 Vine Street NW (121 units, including 24 PSH units in Ward 4)
- Urban Village (115 units of affordable housing, including 14 PSH units in Ward 1)

Later that spring, we welcomed twelve families to the newly renovated **Partner Arms II (PA2)**. Partner Arms II, a three-story multifamily apartment building on Georgia Avenue NW, is one of Housing Up’s oldest properties. Until the recent renovation, PA2 operated as transitional housing for formerly homeless families. Now, the building is home to 12 families in our Permanent Supportive Housing (PSH) program.

In winter 2019, we completed our latest affordable housing project: 80 units of affordable senior housing (and a 10,000 square foot office) at the new Parks at Walter Reed. A project in the works for 10 years, Abrams Hall Senior Housing is located at the former Walter Reed Army Medical Center in the rapidly gentrifying Takoma neighborhood.

We continued to build our affordable housing portfolio in 2020. Housing Up, in partnership with Somerset Development Company, was awarded funding to provide 125 units of affordable housing, including permanent supportive housing units, at **Faircliff Plaza East** in Ward 1. As of this fall, we now have 415 units of housing in our development pipeline and look forward to developing more affordable housing for DC residents.

## A New Home for Housing Up

Housing Up turned 30 this year, having served the DC community since 1990. In January, we kicked off our 30th anniversary celebrations at our new Walter Reed office, surrounded by dedicated supporters and volunteers.

Working with local visual production team, **Nokkam**, we created an office space that highlights our mission, the city of DC and the families we serve. The highlight of our new space is a **custom mural**, created by Ash Casper, our long-time design partner and founder of **Ash & Co.** We are so thankful we were able to celebrate together in-person prior to the pandemic.



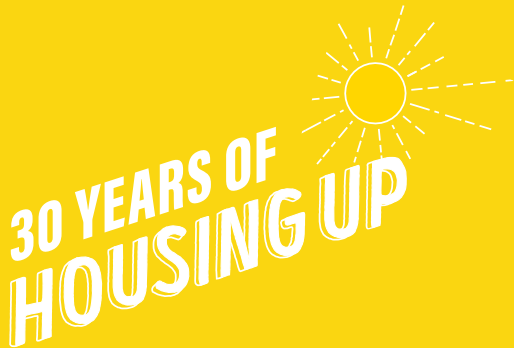


# GOING VIRTUAL WITH HELP FROM THE COMMUNITY

When COVID-19 hit our community, our primary goal was to continue delivering quality services to the families we serve. Our case managers moved to virtual case management and family check-ins, and our volunteers and community partners quickly stepped in to respond to increased family needs.

Thanks to support from partners such as **Martha’s Table**, **Christ Lutheran Church** and **St. Columba’s Episcopal Church**, we’ve helped families purchase food and household essentials, and supplemented rent and household bill payments for families who lost employment due to COVID-19. Our volunteers developed virtual tutoring programs to help children navigate distance learning.

We even took our most important fundraising event, Living in the City, virtual this year. With the help of talented local event planner, **The Side Lobby**, event production team **CVW Event Productions**, and film producer, **DMB Pictures**, we launched a virtual celebration that raised close to \$100,000 for the families in our programs. If you missed the broadcast, you can check it out [here](#).



# HAPPY BIRTHDAY HOUSING UP!

We had a wonderful [virtual] 30th birthday celebration, thanks to our supporters and volunteers. Check out some of their birthday wishes.







What I like the most about Housing Up is that it feels like everyone is treated with dignity, and [it] isn't like we're doing some sort of community service. [There's] a person here, and we want to do something to make their life a little bit better. It's not about anything else besides that person.

**Waleed Atallah**  
*Housing Up Volunteer*



# OUR FAMILIES

Families in Housing Up’s programs work hard to transform their lives by actively engaging with our supportive services. The powerful combination of safe, affordable housing and supportive services allows our families to gain employment, increase their incomes, and most importantly, create stable and independent lives for themselves and their families.

Housing Up case managers take a holistic, family-centered approach to providing services, working with the entire family to develop individual and family goals and measure progress.



The support of Housing Up has made a huge difference in my life,



## 2020 CLIENT SPOTLIGHT

### The Families of Our Affordable Housing Communities

At this year’s virtual Living in the City, we honored two Housing Up families that have made incredible strides toward independence and stability. We highlighted Miriam Garcia, Asia Kyle and each of their families, both of whom overcame challenging circumstances at home and refused to allow those experiences to interfere with providing a healthy and joy-filled life for their daughters.

Listen to their stories [here](#).



# 2019

98%

of all families served maintained stable housing

1,000

We served more than 1,100 youth under the age of 18

55%

of employed families increased their income

# 2020

98%

of all families served maintained stable housing

60%

of families increased or maintained their income, a notable achievement during the pandemic

40%

Families that increased income did so by an average of 40%





# OUR SUPPORTERS

We would like to express our deepest gratitude to all who donated and supported Housing Up in 2019-2020, especially as all of us grapple with COVID-19 and its effects. Since our founding 30 years ago, the success of our work has relied on the generous support of our community. Your commitment to improving the lives of DC families helped us to serve close to 800 families in 2019-2020.



270 DONORS RAISED  
\$1,262,932

\* 131 NEW  
DONORS

(total raised represents funds raised from individual, church and corporate donors, and restricted and unrestricted grants from private foundations)

1,293  
VOLUNTEER HOURS

20 SERVICE DAYS WITH  
COMMUNITY PARTNERS

Thank You For

RAISING \$96,000

for our 2020 virtual annual benefit, Living in the City

Donating 352 backpacks and 340 tablets for our 2020 back to school drive

approximate value: \$17,000

Make your tax-deductible donation today at  
[www.housingup.org/make-your-donation](http://www.housingup.org/make-your-donation)

\*Numbers above reflect the amount of funding raised as of November 2020.





# OUR TEAM

Housing Up’s mission is to build thriving communities in Washington, DC by developing affordable housing and offering comprehensive support services to homeless and low-income families. Completing this mission would not be possible without the dedicated work of the entire Housing Up team.

## 2020 BOARD OF DIRECTORS

Alison Herrick, Chair  
Annika Brink, Vice Chair  
Phyllis Jordan, Secretary  
Paula Singleton, Treasurer  
Joseph Howell, Chair Emeritus  
W. Kimball Griffith  
Candace Webb  
Iyon Johnson

Rene Petaway  
William Ferrell  
Dewayne Barnes  
Wayne Tyler  
Frank Demarais  
Earle O’Donnell

## 2020 ASSOCIATE BOARD

Alice Graham  
Alexis Foley  
Jonathan Osei  
Julian Peters  
Kristy McKain

Lindsey Atherton  
Marisa Garcia  
Melanie Stern  
Snehan Sharma

## VOLUNTEERS

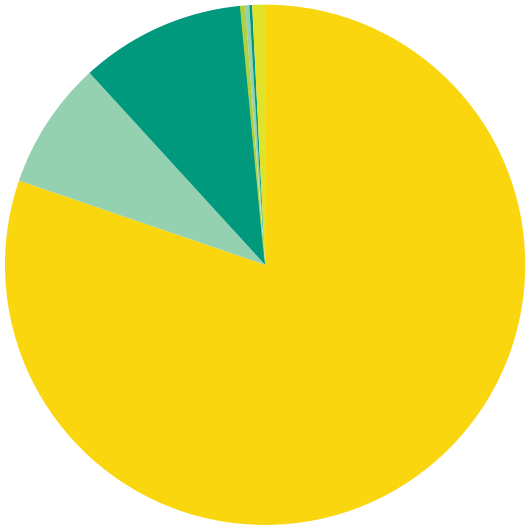
Our volunteers are integral to our programs and supportive services. We rely on volunteers to help students at weekly tutoring sessions, prepare adults for GED exams, assist with our backpack and holiday drives, and much more. From us and on behalf of the families we serve, thank you!



# OUR FINANCIALS

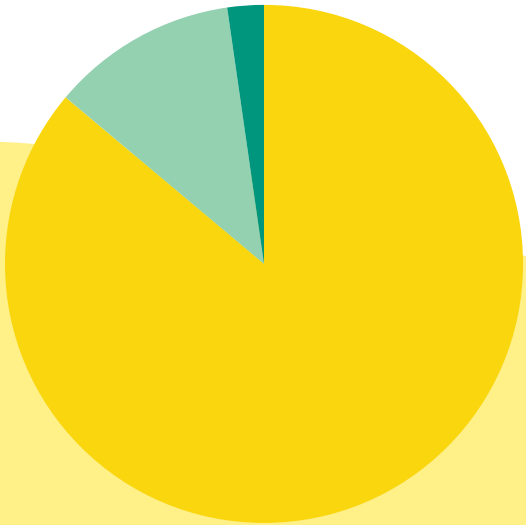


## 2019 REVENUE



Government Contract & Grants .....	\$7,125,884
Corporate Individual Giving & Planned Giving .....	\$707,084
Rental Revenue .....	\$912,788
In-kind Donations .....	\$24,830
Developer Fees .....	\$23,370
Investments & Other Income .....	\$15,834
Resident Services Fees .....	\$70,332
Total Revenue .....	\$8,880,122

## 2019 EXPENSES



Program Expenses .....	\$7,691,178
Management & General .....	\$1,037,083
Fundraising .....	\$203,008
Total Expenses .....	\$8,931,269





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HOUSING FAMILIES. TRANSFORMING LIVES.