



**The Voice of
Affordable Housing**



**A YEAR OF
BUILDING MOMENTUM**
2018 ANNUAL REPORT

Letter From Executive Director Amie Fishman

A YEAR OF BUILDING MOMENTUM



Assemblymember David Chiu, Senator Jim Beall, San Francisco Mayor London Breed, Assemblymember Ash Kalra, Amie Fishman, and EBHO Board President Sister Marie Taylor at NPH's 39th Annual Conference

Dear NPH Members and Affordable Housing Community,

In 2018, NPH adopted the theme Building Momentum to inspire us to continue to pursue bold solutions to create equitable communities and address the housing crisis.

And we did just that! From securing new investments with our electoral wins (next page) to critical achievements at the state and regional level (pg 6) to our new capacity building programs (pg 5), the NPH community continued to build momentum for our industry and movement.

I am proud that we also reaffirmed our commitment to racial equity and inclusion in our industry and our work. In 2018, NPH's Diversity, Equity and Inclusion (DEI) Working Group held listening and peer learning sessions. And at our 39th Annual Affordable Housing Conference, our largest conference to date, we announced how we would progress this work in partnership with Race Forward (pg 6).

As you look through this Annual Report, I encourage you to remember that NPH's accomplishments are thanks to all of you – our dedicated members and partners, our hardworking staff, our outstanding Board of Directors, and our committed funders and donors. We are grateful for your support, leadership and partnership. **Together, we will continue building momentum for our movement and our future!**

Sincerely,

Amie Fishman
NPH Executive Director



**NPH sees a future
where everyone has
a place to call home
and where
low-income
communities and
communities of color
stay and prosper in
the Bay Area.**



2018 Elections

AFFORDABLE HOUSING DOMINATES THE BALLOT

2018 ushered in a new era for our region. Never before had we seen affordable housing dominate the ballot as it did in the 2018 election cycle, giving Greater Bay Area voters the opportunity to vote for affordable housing from state to local measures! NPH, with our members and partners, helped get measures on the ballot and then jumped into action for the campaigns.

NPH and the NPH Action Fund raised funds, developed strategy, galvanized community support, and coordinated between local and state campaigns. Providing technical assistance and support to our members and coalitions, we hosted organizing and messaging trainings, generated and distributed materials, and led voter engagement, outreach, and communications strategies.

Together, our members distributed 19,000 slate cards in four languages to affordable housing residents. Our Bay Area coalition collected over 400 endorsements from local policymakers, community organizations, and activists; coordinated endorsements from Bay Area press outlets; and represented the campaigns at community events, gatherings and organization meetings. We sent emails, tweets, and letters to our members and supporters. And the NPH community raised over \$2.1 million to support the state and local initiatives that would bring more affordable housing opportunity to our region.

Our collective efforts paid off. Voters passed significant new resources for our industry, demonstrated strong political will for our issue, and grew new power for our movement. Together, our affordable housing community:

Passed Prop 1 and Prop 2, two statewide affordable housing revenue measures that secured \$6 billion of new investments for Californians.

Passed local affordable housing revenue measures, including San Francisco Prop C, Berkeley Measures O&P, and Napa County's TOT measures, bringing over \$440 million additional revenue to our Bay Area communities.

Demonstrated that affordable housing is and must remain a top priority for elected leaders. An overwhelming majority of constituents around the Greater Bay Area gave affordable housing their support, even when 2/3 requirements prevented some local measures from being enacted into law. And we demonstrated new political power with our emerging voter bloc of Bay Area affordable housing residents, who turned out to vote at nearly double the rate of 2014.

Thanks to NPH members and partners, the Bay Area continues to demonstrate power and progress for our vision of a future where everyone has a place to call home.

STRATEGY AND ENGAGEMENT

In addition to convening, supporting, and mobilizing the NPH community, the NPH Action Fund – NPH's strategic organizing and electoral arm – offered new, direct organizing and communications tactics to influence outcomes and drive support for the Greater Bay Area in 2018.

9/80+

**9 Train-the-Trainer
organizing and message trainings
with 80+ member organizations**

130,000

**"Get out the Vote" mail pieces
shared with affordable housing
resident voters**

1.7MM

**Bay Area voter digital ad
impressions on our
Yes for Housing message**

800,000

**readership in newspapers
carrying our stories**

16

MEASURES WON

Programs, Events, & Working Groups

NPH COMMUNITY, COLLABORATION, AND CAPACITY BUILDING



Sister Marie Taylor, EBHO Board President, speaks as part of our keynote plenary at NPH's 39th Annual Affordable Housing Conference.

As a membership organization of more than 750 affordable housing developers, advocates, community leaders, and businesses, NPH is uniquely positioned to harness the energy, ideas, and expertise of practitioners, and to activate a broad and diverse network to achieve our collective mission.

NPH is dedicated to strengthening, supporting, and growing our affordable housing movement and industry. Our collaborative model allows NPH to accomplish what members alone cannot: We amplify and strengthen effective programs, build leadership and capacity in the field, and win policies and campaigns that advance bold, innovative solutions to the affordable housing crisis.

In 2018, as in previous years, we were proud to:

Facilitate connections and collaboration through our working groups, coalition partnerships, member events, and leadership awards.

Offer education and expertise throughout the year, including our ever-growing annual conference, Emerging Leaders Peer Network, and Brown Bag training series.

Advance our message, deepening media relations to tell our community's stories and supporting our Strategic Communications Council's aligned messaging, outreach opportunities, and capacity.

NPH grew and strengthened the capacity-building programs that our industry relies on.

New programs in 2018 included:

Bay Area Housing Internship Program (BAHIP)

NPH welcomed our first cohort of BAHIP interns in spring of 2018 to increase the diversity, equity, and inclusion in our field so that our industry better reflects the communities we serve and nurtures the next generation of affordable housing development professionals. Our 12 students of color secured paid internships and yearlong placements at NPH member host agencies.

Affordable Housing Messaging

Building on the buzz and interest from our 2017 Conference Plenary examination of how effective messaging can drive motivation and serve as a trigger for action, NPH offered two special sessions in 2018 with Dr. Tiffany Manuel on affordable housing messaging strategies to build public support and will from decision makers and the community.

Resident Services Training Series

NPH launched a new professional development training series created and designed by Dr. Diane Johnson and a roundtable of Resident Services Directors to specifically support and lift up the work of Case Managers, Property Managers, and Resident Services staff.

My Home Story

To demonstrate the power of storytelling and sharing the positive impacts affordable housing brings to local communities, NPH piloted a new resident engagement program with San Jose members and partners. The program supported affordable housing residents in sharing their stories and experiences, using new communications tools paired with tried-and-true organizing tactics.

NPH RACIAL EQUITY ACTION PLAN

NPH is building on the momentum of its work in diversity, equity, and inclusion (DEI) to take a more intentional approach to advancing racial equity in the affordable housing movement.

At our 2018 conference, NPH shared our plan to develop an industry-wide racial equity action plan with NPH members and partners. Our conference plenary panel of experts demonstrated how our **strength and power lies in our diversity and inclusiveness, and in our commitment to advancing racial and economic equity**. We were delighted by the enthusiastic response from conference attendees.

This work is in partnership with Race Forward, a national policy strategy organization that catalyzes grassroots coalitions, community leaders, and government to dismantle structural racial inequity. Our aim is to advance racial equity and justice in our organizations, throughout our sector, and in our work in our communities. We are grateful to the groundwork laid by our DEI Working Group that met throughout 2018, sharing best practices, providing peer learning, and exploring what might be possible for the NPH community.



Conference attendees fired up at our 39th Annual Affordable Housing Conference lunchtime plenary!

Policy and Advocacy

ADVANCING PROGRESS FOR REGION & STATE

In addition to the very exciting electoral wins secured in 2018, NPH staff was hard at work to shape legislation, co-lead regional initiatives, build support, and secure wins around the Bay Area and beyond. Highlights from 2018 included:

CASA Compact

NPH is deeply engaged in efforts to develop a comprehensive regional approach to address the Bay Area's housing crisis. Working in partnerships via the Committee to House the Bay Area (CASA), NPH staff and members lent our expertise and recommendations to help develop the CASA compact, a package of proposals that reflect our communities' needs, our industry's abilities, and our Bay Area's potential.

"HIP" Solutions

NPH research and expertise has long demonstrated that transportation and affordable housing investments must go hand in hand to solve the Bay Area's affordability and congestions crises. In 2018, NPH worked closely with MTC staff and commissioners to shape, support, and secure passage of a new Housing Incentive Pool (HIP) program, a "race to the top" challenge that rewards the Bay Area cities and counties that build the most affordable housing with millions of dollars of additional transportation funding.

Key legislative wins

With support from our Legislative Issues Committee, allies and partners, and a robust in-district visit advocacy program, NPH was proud to support and co-sponsor critical bills increasing access and opportunity for affordable housing. Nearly \$1 billion of new budget funds were allocated for Emergency Homeless Aid Block Grants and the AHSC program and four of our priority bills were signed into law, including:

- **AB 2923 (Chiu)** increasing affordable housing near BART transit;
- **AB 2526 (Mullin)** providing HCD with new tools to increase affordable housing financial feasibility;
- **AB 2035 (Mullin)** strengthening Affordable Housing Authorities;
- **AB 2162 (Chiu)** streamlining approval processes for non-profit development of supportive housing.

The CASA compact was finalized at the end of 2018, after an 18-month intensive process of cross-sector learning and engagement, coalition building, policy development and negotiation.

NPH was proud to participate with our members and partners, collectively authoring a compact based on the "three Ps" framework – Production, Preservation and tenant Protections – including a call for \$1.5 billion annually for affordable housing development and preservation, and tenant protections. The full set of compact proposals include:

1. Just-Cause Eviction Policy
2. Anti-Gouging Rent Cap
3. Emergency Rent Assistance and Access to Legal Counsel
4. Remove Regulatory Barriers to Accessory Dwelling Units
5. Minimum Zoning Near Transit
6. Reforms to Housing-Approval Processes
7. Expedited Approvals and Financial Incentives for Select Housing Types
8. Unlock Public Land for Affordable Housing
9. Raise \$1.5 Billion from a Range of Sources to Fund Implementation of the Compact
10. Establish a Regional Housing Enterprise

Now, NPH will work with CASA partners to ensure the Legislature takes action to hold the framework together through a unified and coordinated legislative package.

2018 Year-End Summary

INVESTING IN SOLUTIONS**2018 STATEMENT OF ACTIVITIES**

Total Revenue:	\$2,292,796
Total Expenses:	\$1,990,938
Change in Net Assets:	\$301,858

2018 STATEMENT OF FINANCIAL POSITION

Total Net Assets:	\$1,535,650
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2018 CONTRIBUTIONS:

Grants:	\$1,074,500
Contributions:	\$125,894
Special Events:	\$815,485
Membership Dues:	\$88,790
Program Fees & Technical Assistance:	\$105,682
Other:	\$82,445

2018 EXPENSES

Operations:	\$278,150
Programs:	\$1,613,020
Fundraising:	\$99,768

In 2018, our members, donors, and philanthropic partners supported our ongoing, critical work as well as paved the way for new, innovative programs like My Home Story, BAHIP, and our expanded coalition and capacity-building work (see pg 4-5).

NPH is grateful for the support from all of our members and supporters listed on the next page, and we would like to especially recognize Bank of America Neighborhood Builders, the Chan Zuckerberg Initiative, Community Economics, the EACH Foundation, Knight Foundation, Merritt Community Capital, The San Francisco Foundation, and Tipping Point for their commitment to new programs in 2018.



NPH BOARD OF DIRECTORS

Jacquie Hoffman, *NPH Board President*,
Vice President of Property Operations, Mercy
Housing Management Group

Joshua Simon, *NPH Board Vice President*,
Executive Director, East Bay Asian Local
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Andy Madeira, *NPH Board Treasurer*,
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Jack Gardner, *NPH Board Secretary*,
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Katie Lamont, Director of Housing
Development, Tenderloin Neighborhood
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Marianne Lim, Director of Housing
Development, Burbank Housing

Jacky Morales-Ferrand, Director of
Department of Housing, City of San José

Matt Schwartz, President & CEO, California
Housing Partnership

Smitha Seshadri, Senior Vice President of
Development, BRIDGE Housing

Joseph Villarreal, Executive Director, Housing
Authority of the County of Contra Costa

Dan Wu, Executive Director, Charities Housing

Kevin Zwick, CEO, Housing Trust Silicon Valley

NPH STAFF

Amie Fishman, Executive Director

Pedro Galvao, Regional Planning & Policy
Manager

Alina Harway, Communications Director

Michael Lane, Policy Director (former)

Cecilia Landholt, Events and Operations
Support

Peggy Lee, Deputy Director

Hilda Morones, Administrative Associate

Rachel Roberts, Accounting Manager

JR Starrett, Director of Advocacy and
Community Engagement

Estephania Sunga, Program & Events Manager

Narrative by Alina Harway

Photos by Alain McLaughlin (excluding BAHIP
cover photo, courtesy of CZI)

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SUPPORTERS

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Ari Beliak	EACH Foundation	Katie Lamont	Sequoia Living
Arkay Foundation	EAH Housing	Kevin Gerber	Silicon Valley Bank - Community Development Finance
Bank of America Merrill Lynch	Eden Housing, Inc.	Kevin Zwick	Silicon Valley Community Foundation
Bay Area Local Initiatives Support Corporation	Ensemble Real Estate	Larry Florin	Smitha Seshadri
BBI Construction	Enterprise Community Partners	Leddy Maytum Stacy Architects	Sunlight Giving
Beneficial State Bank	Faith Kirkpatrick	Leo S. Walsh Foundation	Swinerton Builders
Braden and Amanda Hunsaker	Federal Home Loan Bank of San Francisco	Levy Design Partners	The Benevity Community Impact Fund
BRIDGE Housing Corporation	First Community Housing	Low Income Investment Fund	The John Stewart Company
Bullard Construction, Inc.	Genise Choy	Luigi Anzivino	The Kelsey
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California Housing Partnership	Greystar	Mary Murtagh	The San Francisco Foundation
Cascade Capital LLC	Gubb & Barshay LLP	Matt Schwartz	Tipping Point Community
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Community Housing Partnership (CHP)	Jacquie Hoffman	Paulett Taggart Architects	
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	Janice Jensen		

Thank you NPH supporters, including our generous foundations, grantors, NPH Action Fund donors, and many more.
For a full list of NPH members, please visit www.nonprofithousing.org/get-involved