



The Voice of  
Affordable Housing



NON-PROFIT HOUSING ASSOCIATION  
OF NORTHERN CALIFORNIA

**A YEAR OF STANDING TOGETHER**  
2017 ANNUAL REPORT

# A YEAR OF STANDING TOGETHER

A Letter From Executive Director Amie Fishman



Dear NPH Members and Affordable Housing Community,

Looking back at 2017 demonstrates how our movement can grow and achieve success, even in the face of federal attacks and uncertainty. We chose our 2017 theme **Standing Together** to uplift our values of racial and economic inclusion.

I'm truly moved by our accomplishments. They are a testament to our community of NPH members and partners and our ability to work together toward solutions. We leveraged our campaign wins from 2016 and defended against new challenges by expanding coalitions, deepening partnerships, and demonstrating how, **together, we are stronger than ever.**

From new partnerships and collaborations (see pg 4) to big policy wins (see next page), from new initiatives and programs (see pg 5) to changing the conversation to solutions (see pg 6), our movement continues to forge critical steps for our communities.

And we can't wait to see what we can do together in 2018, as we **build momentum** – implementing critical state legislation passed as part of the historic housing package; advancing our regional policy work and campaigns; holding new workshops and trainings; building capacity, reaching new audiences, and sharpening communications tools to extend public outreach; growing our resident engagement programs; expanding our diversity, equity, and inclusion initiatives; launching our diversity internship program; and activating our members, residents, and partners to ensure passage of the Veterans and Affordable Housing Bond of 2018 and other local and state measures.

Your partnership and membership makes this possible. With a special thanks to our members, our committed staff, and our outstanding Board, we are ready and inspired for 2018!

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.***

# HISTORIC HOUSING PACKAGE

Long-Awaited, Critical State Bills Approved for Affordable Housing

*NPH launched an all-out campaign with our members, residents, and state and regional partners for the 2017 legislative session, pushing affordable housing to the top of legislators' agenda in an unprecedented fashion. The historic housing package was signed by Governor Brown on September 29.*

Hot on the heels of our 2016 Bay Area affordable housing ballot measure successes, NPH urged the 2017 Legislature to take action on affordable housing. The Bay Area delegation stepped up in force. "The housing package was due, in large part, to leadership from our Bay Area delegation," said NPH Policy Director Michael Lane. "I have no doubt that they responded strongly because of the movement and momentum we saw coming out of our region."

The 15-bill Housing Package, passed with bipartisan support, includes **essential funding measures** – a historic and long-sought permanent funding source for affordable housing (SB 2) and the first general obligation bond in over a decade (SB 3) – as well as critical measures to **strengthen preservation efforts** (AB 1521), **streamline housing approvals** (SB 35), and critical **inclusionary opportunities**

(the hard-fought "Palmer Fix" for inclusive neighborhoods, AB 1505).

We are also thrilled that additional key NPH priorities were signed into law by Governor Brown, including AB 1598, authorizing local jurisdictions to create investment authorities for affordable housing through tax-increment financing, and AB 1193, allowing a property tax exemption for affordable homes to sustain these developments for future generations. **This is the first time in nearly 40 years that all NPH priority bills were signed into legislation.**

NPH was honored to work with our members, advocates, partners, affordable housing residents, and legislative champions to support this progress. And as we heard from legislative leaders, mayors, and advocates at the Governor's Housing Package signing ceremony: **This is just the beginning!**

## STRATEGY AND GROWTH AS AN ORGANIZATION

The success of 2017's Housing Package emerged from NPH's multi-year strategy with our members and partners to plan, grow, and build concrete support for affordable housing action at the regional and state level. Building momentum from the 2016 Bay Area ballot measures, NPH mobilized our industry's expertise, organized our community's efforts, and introduced new tools.

- Convening and mobilizing our community's expertise through NPH's Legislative Issues Working Group;
- Completing in-district delegations, events, and organized phone-ins;
- Launching a new, online Action Center to provide bill information and opportunities to engage;
- Using our voter database of affordable housing residents to share personal stories with lawmakers and advocate for support;
- Coordinating advocacy opportunities, including organizing support letters; constituent email campaigns and social media engagement; presentations and trainings; and securing op-eds, guest columns, and earned media coverage for our issues.

These tools and tactics supported NPH's strategy and ability to launch our most ambitious and effective grassroots campaign, resulting in critical progress for 2017 and a pathway for our continued work and progress for 2018 and beyond.

## LEGISLATIVE WINS

Big, Bold, & Sweeping

### Invest in Affordable Housing: Funding



### Make it Easier to Build: Streamline Approvals



### Plan, Preserve, and Support Inclusion & Integration



# THE NPH MODEL

## Fostering Connections and Developing Expertise

*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.*

### CONNECTIONS AND COLLABORATION

#### Working Groups

NPH continues to convene and develop working groups on critical issue areas. In 2017, our working groups connected, collaborated, and found concrete results together: Efforts across our Legislative Issues Committee and Resident Services groups advanced our legislative campaign; the Emerging Leaders Peer Network built collaboration and a framework for NPH's expanded Diversity, Equity, and Inclusion initiatives; our Strategic Communications Council conducted an impactful Affordable Housing Month and new messaging trainings; and, new in 2017, NPH's working groups supported critical implementation efforts for the \$2 billion secured via local ballot measure wins in 2016.

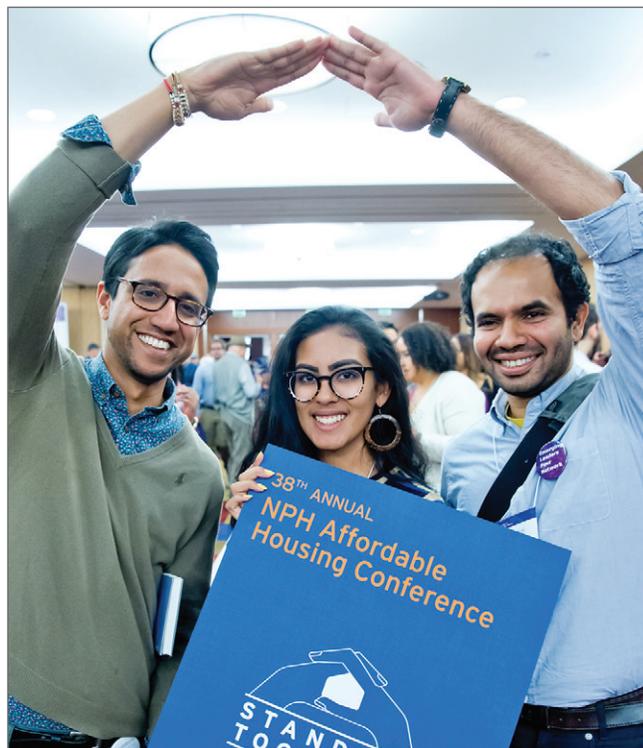
#### Expanded Coalitions

By standing together with our members, partners, residents, and allies, NPH saw our coalition expand and build power in 2017. Through deepened collaboration with Greenbelt Alliance and the 6 Wins for Social Equity Network, NPH supported improvements to Plan Bay Area and won the inclusion of an Action Plan that will strengthen our region's commitment to housing affordability.

#### Events

NPH convened thousands of members throughout the year to connect our industry leaders, advocates, and supporters, including at our Annual Leadership Awards to honor our movement's leaders, our Annual Conference, and our holiday member party.

*Our collaborative model allows NPH to accomplish what our members alone cannot. We amplify and strengthen effective programs, build leadership and capacity in the field, and advance policies and campaigns that offer bold, innovative solutions to the affordable housing crisis.*



*NPH strengthens the affordable housing industry and movement in the Bay Area with capacity building programs - trainings, technical assistance, leadership development, working groups, and collaborative initiatives - and a commitment to advancing diversity, equity, and inclusion.*

## EDUCATION AND EXPERTISE

### “Standing Together” Conference

NPH hosted nearly 1,000 industry leaders, movers, and shakers at our sold-out 38th annual fall conference. As the Mercury News reported, the convening was “part rally, part double-down work session to mitigate the housing crisis” and offered 25 workshops, our largest conference to-date. Topics included Tax Credit Investing in the Era of Trump and Expanding Housing Affordability: Modular, Affordable, Financing and Micro Unit Solutions.

### Workshops

Our 2017 Brownbag series continued to provide timely and relevant industry expertise, bringing together over 130 guests during the 5-part series, spanning an array of topics in resident services to asset management and financing.

### Campaign Experience

NPH continued to share strategies and lessons learned, research expertise, and organizing experience as we worked with local counties and jurisdictions to assess strategies for revenue generation and conduct public opinion research.



## INVESTING IN OUR INDUSTRY, STRENGTHENING OUR SECTOR

NPH developed the Bay Area Housing Internship Program (BAHIP) in 2017. Modeled after the highly successful Rural West Internship Program of the California Coalition for Rural Housing, BAHIP will recruit and cultivate an inclusive and diverse talent pool of project managers. The program includes a year-long paid internship with host agencies and cohort trainings designed to increase diversity in the affordable housing development field, and assist in meeting the needs of communities we serve throughout the Bay Area. **We're honored to launch this and other critical initiatives in 2018 and beyond, to support the development of a more diverse and inclusive workforce for our sector and our communities!**

# NPH IS PROUD TO LEAD IN IDENTIFYING PATHWAYS FOR PROGRESS IN THE BAY AREA AND CHANGING THE CONVERSATION TO SOLUTIONS.

## We're Changing the Approach Across the Bay Area

After our Bay Area local revenue successes, NPH spearheaded a new framework for research and opportunities for affordable housing in the Bay Area with “On Track Together,” a report focusing on a holistic regional planning approach by calling for aggressive solutions through closer ties between transportation investment and affordable housing.

With strong research and offering well-developed successful models, **the “On Track Together” report paved a path to bring these good policies to light.** Together with allies like the Six Wins for Social Equity Network and Greenbelt Alliance, NPH secured significant commitments from the Bay Area’s Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG), to develop a regional affordable housing revenue plan and use hundreds of millions of dollars of regional transportation funds to incentivize cities to create and preserve more affordable homes as well as protect renters and residents.

## ...Building Public Will and Support for Affordable Housing

NPH continued in 2017 to prioritize public outreach and education to develop understanding and support for affordable housing policies and projects, and empathy for all who need an affordable place to call home. With support from the Strategic Communications Council, the NPH community reached more than 30,000 weekly Bay Area supporters during Affordable Housing Month to lift up our issues, foster dialogue, share opportunities, and unite behind solutions. Later in the year, esteemed industry expert Dr. Tiffany Manuel delivered a fiery plenary presentation to nearly 1,000 supporters at the NPH annual conference on messages to move our movement forward.

## ...And Demonstrating Growing Support

Combining smart policy approaches with the rising tide of public support, NPH provided critical leadership, expertise, and support for local, regional, state, and federal leaders to take action on housing in 2017. By demonstrating the turning tide for affordable housing solutions, NPH was honored to do our part in demonstrating the public support for our state lawmakers to pass a historic housing package, open the opportunity for a statewide affordable housing bond in 2018, and empower more local counties to follow up on 2016 successes to begin exploring their own revenue options.

**There are solutions within reach** to establish a Regional Housing Trust Fund and fill the \$1.45 billion funding gap for our area's housing crisis.

*Revenue measures,  
Regional Infrastructure Bank  
Incentives*



**NPH** The Voice of Affordable Housing

See more of *On Track Together* at: [nonprofithousing.org/ontracktogether](http://nonprofithousing.org/ontracktogether)

# INVESTING IN SOLUTIONS

## 2017 Year-End Summary

### 2017 STATEMENT OF ACTIVITIES

Total Revenue:	\$1,835,857
Total Expenses:	\$1,621,622
Change in Net Assets:	\$214,235

### 2017 STATEMENT OF FINANCIAL POSITION

Total Net Assets:	\$1,292,418
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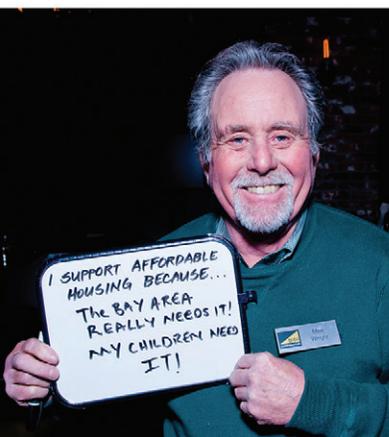
### 2017 CONTRIBUTIONS:

Grants:	\$700,750
Contributions:	\$177,090
Special Events:	\$798,385
Membership Dues:	\$120,660
Program Fees & Technical Assistance:	\$24,614
Other:	\$14,358

### 2017 EXPENSES

Operations:	\$233,361
Programs:	\$1,271,205
Fundraising:	\$117,056

*Our innovative approach and concrete results gained recognition from industry leaders and philanthropy in 2017, beginning with the National Low Income Housing Coalition's prestigious Organizing Award for our electoral work, continuing throughout the year in new and sustained partnerships with philanthropic organizations who rallied behind the cause, and closing with the prestigious Bank of America Neighborhood Builders Award. NPH would like to especially recognize the Chan Zuckerberg Initiative, the Wallace Alexander Gerbode Foundation, the Knight Foundation, Sunlight Giving, The San Francisco Foundation, and many others as indicated on our supporter page.*



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## NPH STAFF

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**Shalin Craig**, Administrative & Membership Associate (former)

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**Alina Harway**, Communications Director

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**Rachel Roberts**, Accountant

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**Courtney Welch**, Administrative & Membership Associate (current)



Narrative by Alina Harway

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