



# Advancing Our Movement, Our Moment:

## 2020 Impact Report



### Dear NPH Members and Supporters:

A year ago, the world as we know it seemed to change overnight, as we faced the new reality of a global pandemic with immense implications for our safety, well-being, public health, and nearly all of our day-to-day activities. COVID-19 has both exacerbated the existing affordable housing crisis and revealed with even more clarity the challenges that our neighbors and communities contend with today. The COVID-19 health and economic crisis, along with renewed and intensified calls for racial justice, have highlighted how our housing crisis is a holistic and intersectional issue, intrinsically linked with public health and racial justice. It has shown

us that advancing affordable housing solutions is more critical than ever, particularly for Black, Indigenous, Latinx, Asian and other communities of color.

*Our Movement, Our Moment* – NPH’s theme for 2020 – means that housing and racial justice is critical for our neighbors and communities now, and that until we reach a day when every person has a safe and stable place to call home, it will remain our moment to advance the affordable housing movement. While COVID-19 has shone a light on already existing inequities, the critical need to push for transformative housing policies and address systemic racism and economic injustice is evident whether we are in the midst of a global pandemic or not. In this Impact Report, you will see the ways that NPH has answered the call to continue our work of advancing housing and racial justice.

COVID-19 has changed how we do our work, but has not changed the impact and deliverables that we continue to achieve for our Bay Area communities each and every

year. In this Impact Report, we have compiled the success stories and collective accomplishments from our advocacy, campaign, and programming work that we continued to pursue with even greater purpose alongside our members, partners, and communities.

NPH sincerely thanks you for your membership, partnership, commitment, and support, and for continuing to believe in our affordable housing movement. We are successful and strong because you have chosen to be a part of this community as we advance racial equity and our vision of a future where everyone has a safe, stable, and affordable place to call home.

Sincerely,

Amie Fishman

A handwritten signature in black ink, appearing to read 'Amie Fishman', with a long horizontal line extending to the right.

NPH Executive Director

## OUR VISION

**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. We envision a day where everyone has access to an affordable home – improving our health, our children’s educational outcomes, our environment, our transit system, our regional competitiveness, and keeping the Bay Area diverse and equitable.**

[Learn more about NPH’s mission, core values, and vision for the future.](#)

# Leading the Movement for Over 40 Years

Since 1979, NPH has been the Bay Area's leading voice for affordable housing, winning meaningful policy solutions while strengthening the affordable housing industry and movement. Our advocacy and campaign work promotes big, bold solutions focused on low-income people and communities of color, who suffer disproportionately from the housing crisis. We also advance affordable housing by providing our members with technical assistance, trainings and capacity building, which in turn supports them to produce, preserve, protect and operate affordable housing for equitable communities and neighborhoods.

Over the decades, NPH has secured billions of dollars in investments for affordable housing for our most vulnerable communities as well as strengthened our industry by growing our membership, partners, and coalitions. In 2018, NPH launched a racial equity and inclusion initiative for NPH and our membership, expanding programming over the last several years as we strive to advance racial justice and equity in all of our work and challenge ourselves to be a strong anti-racist organization.

**This timeline demonstrates NPH's history of serving as the collective voice of affordable housing in the Bay Area.**

**1979**

**Founded as a shared vision to build the capacity of the affordable housing field** in Northern California.

**1985**

**Drafted the California Housing Trust Fund legislation**, the first in the nation.

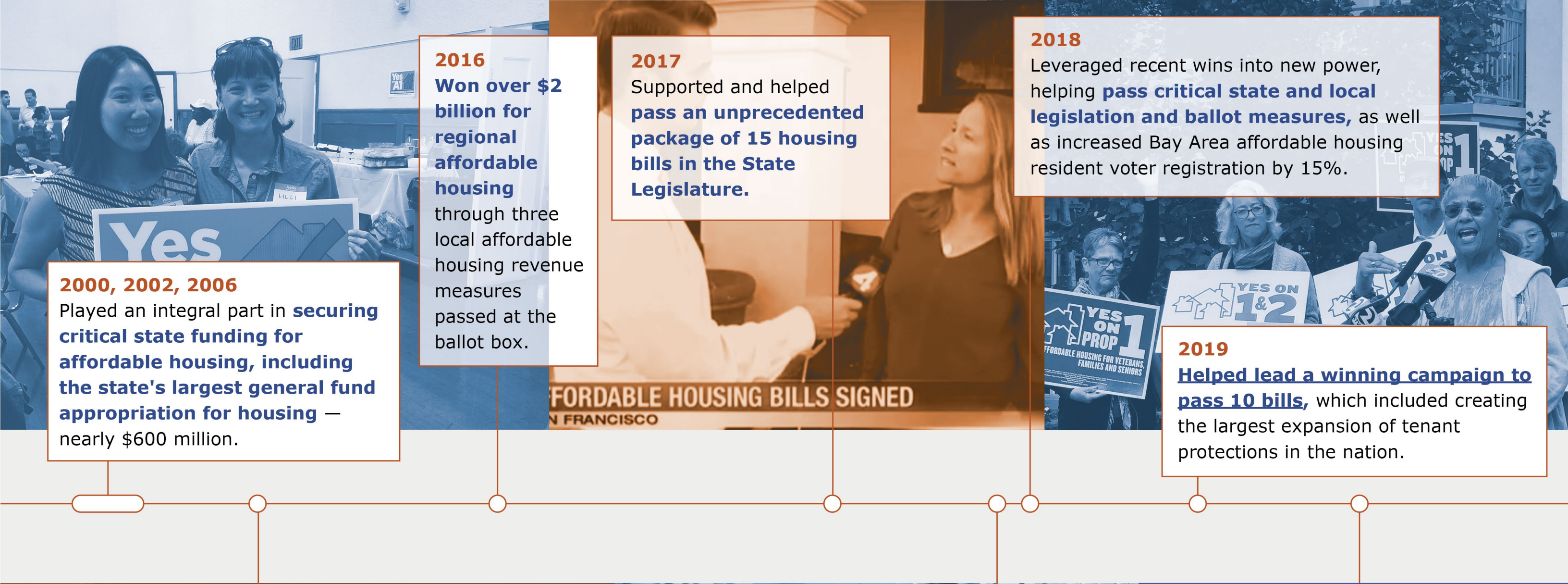
**1991**

**Advocated for the creation of the McKinney Homeless Assistance Act**, the first and only major federal legislative response to homelessness.

**1994**

**Launched the Fellowship Program for People of Color in Non-Profit Housing Development**, supporting the professional development of minorities in affordable housing development.





In 2021, NPH will ramp up our federal advocacy for housing solutions in COVID-19 recovery bills, advance critical state legislation to meet our communities' needs, and lay the groundwork for regional and state ballot measures. We will expand our racial equity programming by launching our new Leadership Development Training Institute, a program for emerging leaders of color in our industry. We will help activate the newly created Bay Area Housing Finance Authority (BAHFA), which aims to provide regional solutions for affordable housing and to prevent and end homelessness.





## Success In 2020

## Delivering Results for our Movement & Communities

**While 2020 was a challenging year, NPH remained steadfast in carrying out our commitments to the affordable housing movement while remaining flexible and responsive to an ever-changing political and social landscape. We're proud to present some of our key successes in 2020, from COVID-19 response efforts, to direct voter engagement, to policy wins at the ballot box.**

### RESPONDING TO COVID-19

Throughout 2020, NPH worked to support our members as they created and implemented best practices to ensure safe and sustainable operation of affordable housing properties during the pandemic and resulting shelter-in-place orders. We joined partner affordable housing and homelessness advocacy organizations to release an Affordable Housing and Homelessness Framework, highlighting a package of immediate and long-term policy solutions needed to support vulnerable Californians during and after the COVID-19 emergency. Through our Bay Area [Shift the Narrative](#) initiative, we responded to a volatile social and political climate by providing [targeted messaging guides](#) on COVID-19 and racial equity. This enabled our coalitions to continue advancing a winning message for affordable housing, one that takes to heart the unique challenges we face during these challenging times.

Working with All Home (a newly launched regional advocacy organization focused on ending homelessness and housing instability), we mobilized constituents from San Francisco, the Bay Area and throughout California to call for sweeping rent relief in the COVID-19 relief package and classifying affordable housing as essential infrastructure in future COVID-19 recovery bills. NPH was successful in gaining lawmakers' attention, including Speaker Nancy Pelosi, and helping to spotlight and advance these priorities.

NPH also brought the support of the Bay Area affordable housing community to efforts being led by tenant groups from across the state to push for AB 3088 (Chiu), which created the nation's strongest evictions protections in response to the pandemic.

## CREATING THE BAY AREA HOUSING FINANCE AUTHORITY

One of the great success stories of 2020 was the creation and activation of the Bay Area Housing Finance Authority (BAHFA). Through hard work, engagement, and collaboration with partners throughout the region, NPH passed AB 1487 (Chiu) in 2019 to establish new groundbreaking regional housing infrastructure. Then, in 2020, we co-led coalition efforts to [bring this agency to life](#). From supporting the regional response to COVID-19 and preventing homelessness, to creating a Regional Housing Portal, to pursuing new regional sources of funding for affordable housing, there are many critical functions and programs that BAHFA will be able to serve, once funding starts coming in. With BAHFA activated, the Bay Area will look to 2021 to set up the governance, staffing, and functional infrastructure to receive funds to address the housing crisis.

In October 2020, NPH published [\*\*\*The Road Ahead: A 21st Century Housing Strategy for the San Francisco Bay Area\*\*\*](#), which outlines step-by-step how BAHFA, as part of the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG), positions these agencies to make meaningful changes for our region to lead us out of the housing crisis and to a more equitable, thriving Bay Area. The paper was widely disseminated to regional policymakers across the Bay Area, with a focus on ABAG Board members and MTC Commissioners, as well as members of the media, advocates, developers, and other stakeholders from around the region. NPH is partnering closely with ABAG/MTC staff, coalition partners and leaders to create the comprehensive strategy presented in the paper.



## ADVANCING RACIAL EQUITY

Through our [Bay Area Housing Internship Program \(BAHIP\)](#), we have continued to cultivate a pipeline of talent, recruiting college students of color into the affordable housing development sector. In May 2020, wrapping up our second program year, we graduated seven interns. So far, five have been hired for full-time positions in the affordable housing field. Despite COVID-19, Year three kicked off and is well underway, as we've matched 11 host agencies to host the 11 interns, including three new host agencies. Four of the 11 host agencies are BIPOC-led, community-based nonprofit affordable housing developers.

BAHIP is part of a larger strategy NPH is pursuing to address issues of diversity, equity, and inclusion in our industry. (Learn more about BAHIP under "Walking the Walk: Racial Equity and Inclusion.") Our goal is to create and implement a sector-wide action plan to increase racial equity in our organizations and our work, as well as to launch a Leadership Development Training Institute for emerging leaders of color.



# FACILITATING DIRECT AFFORDABLE HOUSING RESIDENT VOTER OUTREACH

For the 2020 election season and in partnership with NPH member [resident services teams](#), the [NPH Action Fund](#) accomplished our goal of bringing power to the people directly impacted by affordable housing policy decisions by increasing affordable housing resident voter registration and turnout. We sent 130,000 pieces of Get Out The Vote (GOTV) mailers to affordable housing residents in the Bay Area, resulting in 43,057 residents turning out to vote, representing a 69.9 percent turnout rate of the registered population. Affordable housing properties saw an increase of 18,233 new voter registrations within Bay Area properties.

NPH also executed our new [Community Advocacy & Voter Engagement \(CAVE\) program](#), a three part webinar series designed to educate resident services staff on direct voter outreach and engagement, leadership, campaigning, and data management. Additionally, we offered a series of “Resident Voter Engagement 101” training sessions, as well as produced 75,000 pieces of voter registration and engagement collateral in 8 languages for resident services staff to distribute to affordable housing residents.

# ADVANCING HOUSING JUSTICE AT THE BALLOT BOX

NPH supported [two important measures](#) that passed in 2020, Alameda County Measure W and Sonoma County Measure O, two local revenue measures that will help prevent homelessness by providing essential services. Measure W will help keep Alameda County residents who are at risk of homelessness in their homes and shelter people who are without a home. Measure O will provide Sonoma County residents with essential mental health and homelessness services, which have become more critical with the COVID-19 pandemic.

While two statewide propositions supported and advocated for by NPH failed to pass, Proposition 15 (Schools and Communities First) and Proposition 16 (Reinstate Affirmative Action), they represent colossal efforts toward advancing racial and economic justice in California. These statewide campaigns took on the status quo and demonstrated that there is strong public demand for addressing racial and economic disparities. NPH will staunchly continue to advocate for racial and economic justice through our agenda and priorities.



How We  
Do

Our  
Work

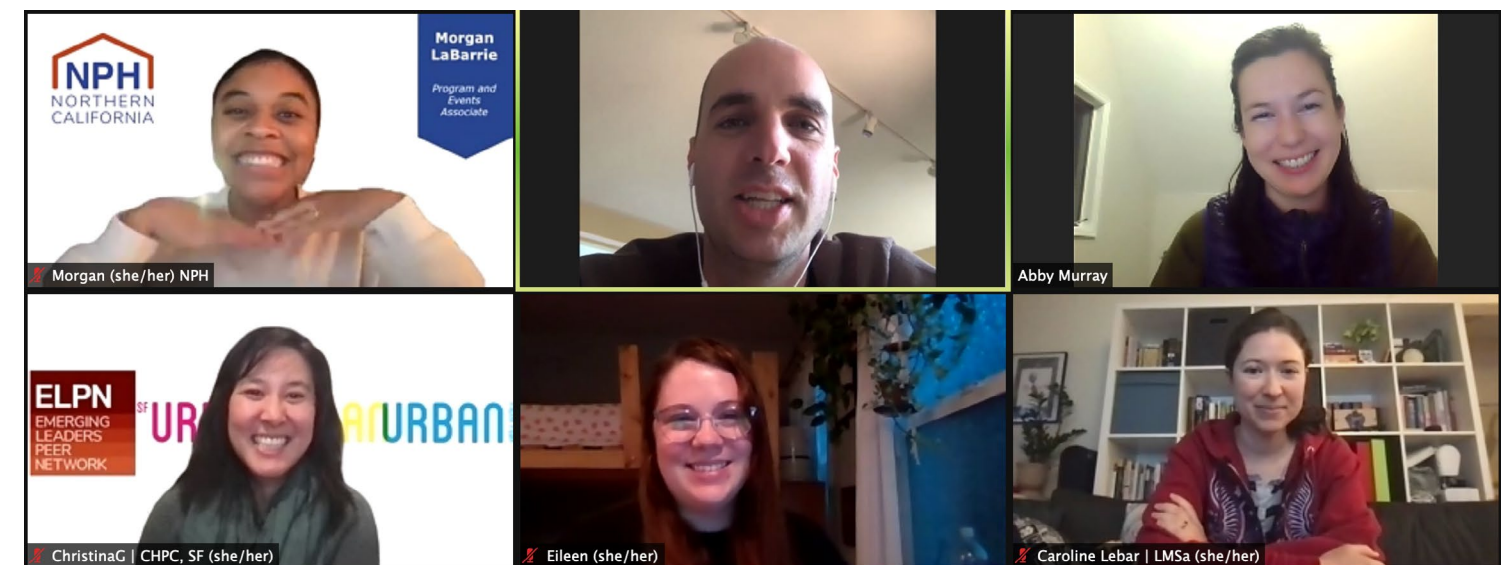
## Connections & Collaboration, Education & Expertise

**NPH plays an important and unique role in the affordable housing community, bringing together thousands of members, partners, and supporters for education, collaboration, and connection. Our programs and events are some of the most popular in the region and industry, and while we could not meet in-person in 2020, our programming remained successful and impactful via virtual opportunities.**

### BROWN BAGS & TIMELY TRAININGS

Our Brown Bag trainings offer new, exciting opportunities for dialogue around some of affordable housing's hottest topics. In 2020, NPH hosted six Brown Bags, covering construction, the Low Income Housing Tax Credit (LIHTC), sustainable advocacy, all-electric developments, policy tools, and equitable and inclusive workspaces. We also partnered with California Housing Partnership to lead a discussion about how to address new economic challenges due to COVID-19. Over 1,000 professionals joined us for these trainings.

### EMERGING LEADERS PEER NETWORK (ELPN)



Led and convened by NPH, ELPN is a cohort of affordable housing practitioners who work on a volunteer basis to create learning and networking opportunities for burgeoning housers. With support and guidance from NPH staff, ELPN hosted six trainings and two networking events in 2020, covering the intersection of design and health, loan documents, COVID-19 response, modular developments, and insurance certificates. In total, nearly 1,300 housers joined us for 2020's EPLN trainings.



## SHIFT THE NARRATIVE

NPH leads and anchors the Bay Area [Shift the Narrative initiative](#), a [collaborative effort](#) designed to deliver research-driven, field-practiced strategies, tactics, and messages that will help our movement drive new narratives around affordable housing. This multi-year strategy took swift, responsive action to adjust to our changing environment, and impact and shape the shifting narrative around us – while still advancing an overarching joint communications program for a consistent, aligned coalition. Creating new message guides and tools, executing new research, and producing the [Seize the Narrative Playbook](#), we reached and supported more than 200 organizations and 400 individuals spanning multiple industries and issue areas. We were also proud to partner with Eastside Arts Alliance to advance these learnings through [HAVEN](#), a cultural media production and distribution initiative for housing justice aimed at local Bay Area voters leading up to the 2020 election.



## RESIDENT SERVICES TRAINING SERIES

Our [resident services trainings](#) offer professional development, technical trainings, resources and tools. In 2020, NPH offered a four-part coaching series on capacity growth, a peer sharing call on COVID-19 response, and a Census training on ways to engage residents in taking the Census and acquiring materials in their language.



## ANNUAL CONFERENCE: HOUSING AND RACIAL JUSTICE FOR SYSTEM CHANGE

Nearly 1,000 NPH members and supporters joined us virtually for our [41st Annual NPH Affordable Housing Conference](#), where we drilled down on technical hot topics, COVID-19 impacts and how our industry can center racial justice in our day-to-day work as well as throughout the affordable housing movement. Black Lives Matter protests unfolding across the country in response to police brutality, as well as discrimination in our health care system exposed by the COVID-19 pandemic, have demonstrated that housing and racial justice to address structural inequities are more critical than ever.

The Keynote (pictured above), [“The Future We Create Together: Affordable Housing, Racial and Economic Justice, and Systems Change,”](#) highlighted the pressing need to dismantle white supremacy in the nonprofit sector and center racial justice in our housing work. The rousing call to action demonstrated many ways we can have impact for today and future generations.

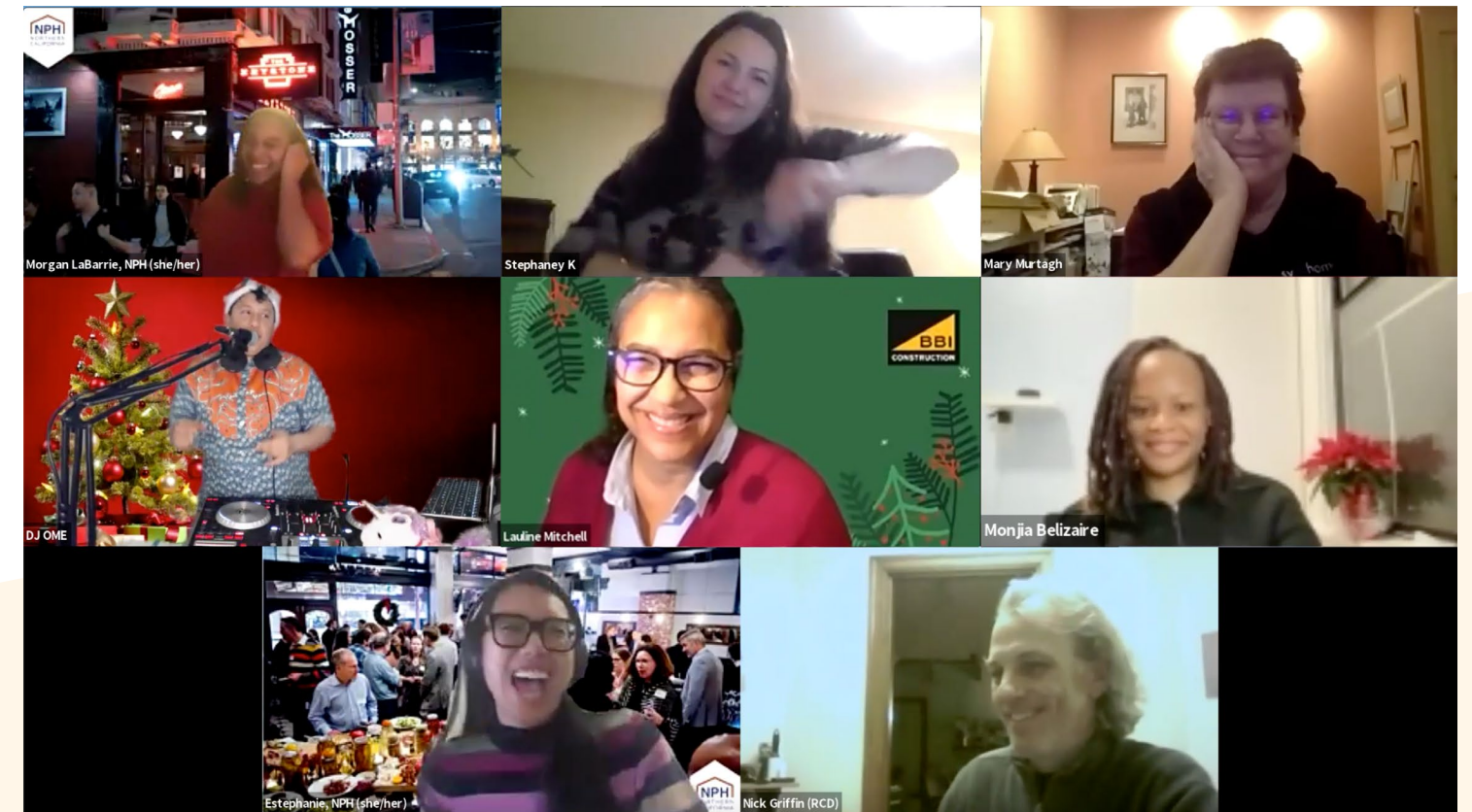


## BAY AREA AFFORDABLE HOUSING PARTNERS (BAAHP)

NPH convenes our regional partners as BAAHP, working throughout the Bay Area to coordinate together on pressing issues for our movement. In 2020, we collaborated on Affordable Housing Month, advocated for a more racially just distribution of future housing growth in the region through the Regional Housing Need Allocation Process (RHNA), and coordinated on various regional advocacy work. At this time, the group consists of East Bay Housing Organizations (EBHO), Generation Housing, Council of Community Housing Organizations (CCHO), SV@Home, and the Housing Leadership Council of San Mateo County (HLC).

## WORKING GROUPS

Our [working groups](#) bring our members together to take action, develop strategies, and advance solutions on critical affordable housing issues. Working groups include Legislative Issues Committee; Strategic Communications Council; Resident Services Roundtable; Diversity, Equity, and Inclusion; Regulatory Advocacy Committee and other Ad Hoc committees that form as various needs arise in our industry. Our working groups continued to meet remotely in 2020, inspiring collaboration, amplifying the voice of key stakeholders, and furthering understanding across the sector.



## AWARDS & HOLIDAY PARTY

NPH always ends a year of hard work with celebrating! We kept our industry well connected in 2020 by hosting fully remote versions of our annual events: Fall Gala (Leadership Awards) and Holiday Party. Over 200 friends of NPH joined us for our [Fall Gala](#) to honor incredible affordable housing leaders who've gone above and beyond in advancing housing and racial justice. Additionally, our Gala acknowledged the critical work of affordable housing frontline workers who continue to ensure residents remain safe and housed, as well as BAHIP (Bay Area Housing Internship Program), which has prioritized racial equity and inclusion in our industry. NPH ended the year on a high note with our annual Holiday Party, a chance to celebrate and network as well as thank outgoing board members and give our newly elected board members a warm welcome.



# Walking the Walk

## Racial Equity & Inclusion

In 2018, building upon previous work, NPH launched a racial equity and inclusion initiative that includes comprehensive programming for the affordable housing industry and integrates racial justice into our policy and advocacy campaigns. So far, our racial equity and inclusion work has recruited and cultivated new leaders of color into the affordable housing development field; supported and uplifted emerging leaders of color; assisted member organizations in advancing their own racial equity action plans; and worked with our members to build coalitions and campaigns that shift culture and prioritize racial justice.

## BAY AREA HOUSING INTERNSHIP PROGRAM (BAHIP)

Launched in 2017, [BAHIP](#) is designed to recruit and incorporate talented individuals from diverse communities into the affordable housing development industry. By creating an opportunity for low-income college students of color to participate in a one-year internship, BAHIP removes common barriers to opportunity. Each intern is paired with an NPH member host agency (a leading nonprofit affordable housing developer) where they gain hands-on experience, mentorship by leaders of color, and monthly cohort trainings led by NPH. Interns come away with the hard skills of affordable housing financing and development and the soft skills of navigating our industry as a person of color, making BAHIP unique among other programs.

So far, BAHIP has graduated 19 interns, 13 who have been subsequently hired for full time positions in the affordable housing field. In 2020, BAHIP entered its third year, placing 11 interns at host agencies. By diversifying our field and nurturing the next generation of affordable housing development professionals, BAHIP is shifting our industry's identity to become more inclusive, diverse, equitable and successful.



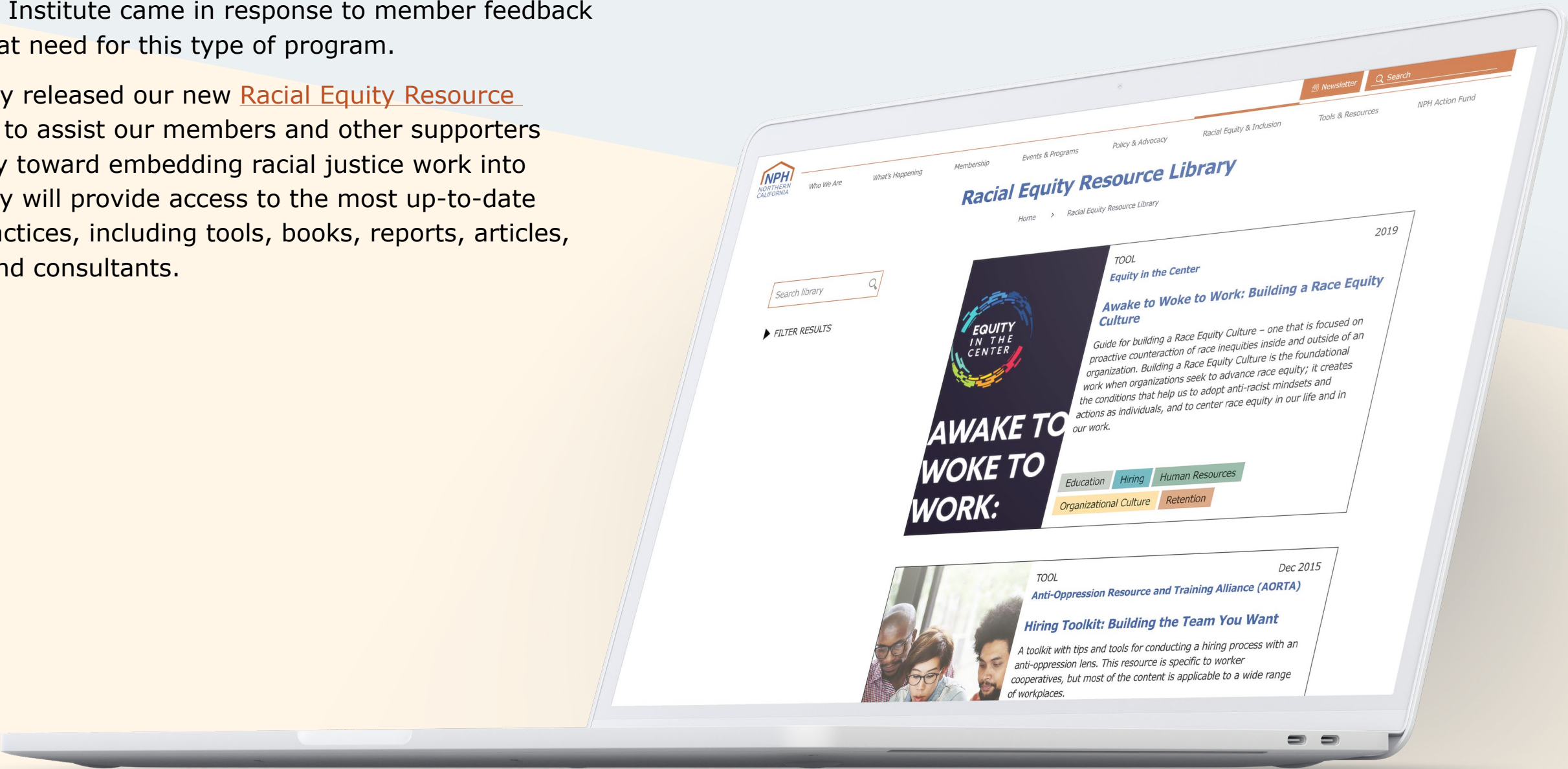
Some of our 2020-21 BAHIP cohort striking a pose!



# ON THE HORIZON: LEADERSHIP DEVELOPMENT TRAINING INSTITUTE & RACIAL EQUITY RESOURCE LIBRARY

In 2020, NPH laid the foundation for two new and exciting activities centered on our racial justice work. In 2021, NPH will launch the Leadership Development Training Institute, a professional development program designed to advance middle managers of colors to senior and executive positions within our industry. The idea for this Institute came in response to member feedback which informed us on the great need for this type of program.

In Jauary of 2021, we officially released our new [Racial Equity Resource Library](#), created with the goal to assist our members and other supporters as they undertake the journey toward embedding racial justice work into their organizations. The library will provide access to the most up-to-date resources on racial justice practices, including tools, books, reports, articles, websites, videos, podcasts, and consultants.





# Finances & Impact:

## Investing in Our Movement for a Brighter Tomorrow

### PROGRAMS AND OPERATIONAL SUPPORT: A LOVE STORY

Due to the generous support of NPH funders and sponsors, we were able to advance our program offerings in 2020, laying the groundwork for the Leadership Development Training Institute, expanding our support to frontline resident services workers, and engaging more deeply in direct voter outreach among affordable housing residents. NPH programming is made possible through our operational work, which provides the foundation out of which we develop and execute our programs. We are grateful that the full scope of our work continues to be supported, including both our programs and operational needs.

### 2020 FINANCIAL SUMMARY CONTRIBUTIONS

Grants:	\$1,149,000
Contributions:	\$248,670
Special Events:	\$647,710
Membership Dues:	\$163,380
Program Fees &	
Technical Assistance:	\$77,074
Other:	\$149,045
<b>TOTAL</b>	<b>\$2,434,879</b>

### EXPENSES

Operations:	\$318,872
Programs:	\$2,307,093
Fundraising:	\$50,926
<b>TOTAL</b>	<b>\$2,676,891</b>

### NON-FINANCIAL SUPPORT

NPH is successful because of the tireless work of advocates, resident services staff, affordable housing developers, housing champion legislators, our members and coalition partners, as well as the broader affordable housing community. We sincerely thank everyone who supports our goal of a future where everyone has a place to call home.

### NPH MEMBER COMMUNITY

Our members represent thousands of individuals and organizations, including affordable housing developers, advocates, community leaders and businesses.

**In 2020, our members told us that the NPH community is important to them, meeting personal and professional needs.**



*"Working with NPH has been a great opportunity to increase our organization and level of engagement around statewide advocacy efforts. By sharing with and learning from the NPH Working Groups, I'm better able to understand how the regulatory environment will impact future pipeline prospects and focus on issues that are most impactful to our work. The combination of peer-to-peer input as well as expert facilitation has been a meaningful way to align around the sometimes head-spinning landscape of proposed program changes."*

**Capri Juliet Roth**, Associate Director, Portfolio  
East Bay Asian Local Development Corporation (EBALDC)



# Thank You for Making Our Work Possible

Thank you to all of our supporters, including our generous funders, sponsors, donors, and [members](#), as well those who contributed to the [NPH Action Fund](#) in addition to [NPH](#). We are strong and effective because of you!

## 2020 NPH DONORS AND FUNDERS INCLUDE:

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AND ANNUAL CONFERENCE.

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Policy Director

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### LONDRE HOLMES

Digital Communications  
Specialist

### YESENIA JAMESON

Interim Media and Content  
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### MONICA JOE

Racial Equity & Inclusion  
Program Manager

### MORGAN LABARRIE

Program and Events Associate

### PEGGY LEE

Deputy Director

### HILDA MORONES

Administrative Associate

### RODNEY K. NICKENS JR.

Policy Manager

### BEILUL NAIZGHI

Policy Associate

### RACHEL ROBERTS

Accounting Manager

### JR STARRETT

Director of Advocacy &  
Community Engagement

### ESTEPHANIE SUNGA

Senior Program & Events  
Manager

### DANIEL WOODS-MILLIGAN

Fund Development &  
Membership Associate

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Report author: Yesenia Jameson  
Graphic design by Adam Hoffman: [blueneckdesign.com](http://blueneckdesign.com)







Our [knowledgeable and inspiring board members](#) work every day alongside our staff, members, and partners for housing and racial justice. Thank you to our board members for making NPH’s work possible and believing in a future where everyone has a safe and affordable place to call home.

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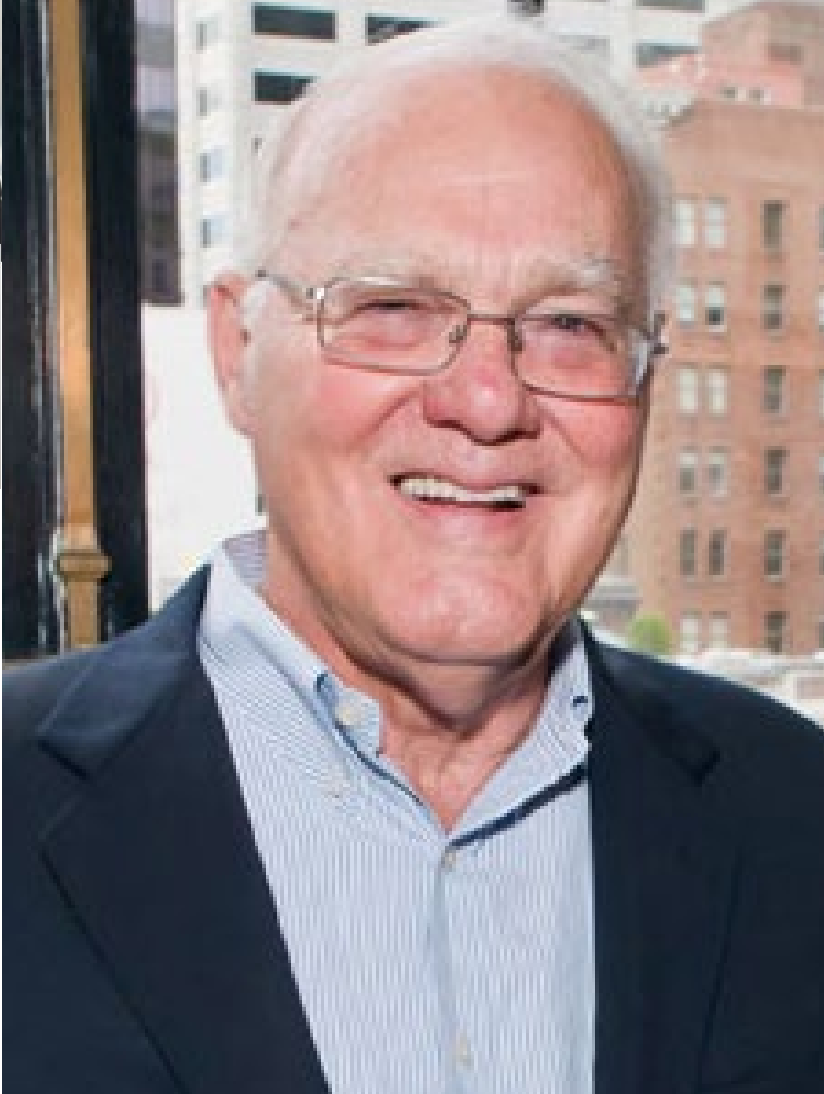
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In memoriam, we honor the work and life of John Stewart, chairman and founder of The John Stewart Company, JSCo. John made significant contributions to NPH and to the broader affordable housing community. We are also grateful to those donors who gave to NPH in honor of John Stewart’s memory.

\*Incoming board member in 2021; \*\*Outgoing board member in 2020