



GROW POWER

SECURE JUSTICE

2021 IMPACT REPORT



2021: GROWING POWER, SECURING JUSTICE

A special note from NPH's
Executive Director

Dear NPH Members and Supporters,

During these challenging and transformative times, NPH seeks sustainable and strategic ways we can continue to advance our vision of homes for all. Our Bay Area affordable housing community is pivoting and responding to meet this unique moment, always with the goal of advancing housing and racial justice.

In 2021, in the midst of our work, NPH dove deep into a strategic planning process. We examined and challenged our assessments about the affordable housing industry and movement, and identified where we can make the most impact for the most people, now *and* for the long-term.

Our multi-year theme, *Grow Power, Secure Justice*, connects to our strategic plan, and points to the critical importance that we build our momentum and our movement so that everyone, no matter their race, background, or income, has a safe, stable, and affordable place to call home.

As NPH looks ahead to 2022 and the ways we can promote and advance the big, bold housing solutions our region needs to thrive, we see the need to be not reactive to the times we are living in, but *responsive* and proactive. As we continue to be bombarded with the challenges ahead of us, let us be a still point of thoughtful and impactful response and pursue the opportunities for transformation. Let us meet the call for collaborative and creative leadership, and build towards lasting and systemic solutions.

And let us remember that we also have to hold the long view. As Nikole Hannah-Jones remarked at [NPH's 42nd Annual Affordable Housing Conference](#) in 2021:

"You have to be willing to be in this movement for a sustained period of time. It has to be fought on multiple fronts. And there are going to be a lot of dark days, but you have to also go back to history to realize that people had to believe that they could bring about a future that they couldn't see."

Reverend Dr. William J. Barber II, in that same keynote conversation, underscored the inextricable link between racial and economic justice, and the imperative to "bring in the whole movement."

Together, with our industry, our movement, and our neighbors and communities, we will collectively take action for the future that we want to create.

Sincerely,

Amie Fishman
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.



EMPOWERED BY SUCCESS

Our key successes in 2021 have moved the needle, growing power and securing justice for our movement and communities.

What does success look like? For NPH, our success is measured by the impact of our programs, initiatives, and other activities that support capacity-building for our industry; the housing needs of our neighbors and communities; and the larger, systemic changes we need to achieve housing and racial justice. Learn about our top five activities in 2021 that have brought critical change now and are positioning us for deep, lasting impact for the long term.

BAHIP Internship Program

BAHIP represents a key component of [NPH's goal to address issues of diversity, equity, and inclusion in our industry](#). We approach BAHIP with a holistic view of this work, playing a role in supporting the interns as well as their mentors and supervisors, cultivating progress and change for our industry. In 2021, NPH graduated 10 interns as part of our third cohort and kicked off the first half of our fourth cohort with 7 interns. We also established a BAHIP Alumni Committee where past interns can weigh in on program offerings and the future of BAHIP, keeping the program transparent and open to growth. NPH led technical and soft skills trainings for our interns that cover the critical knowledge and skills necessary to successfully begin a career in affordable housing development.

[Read more in our BAHIP Year Three Summary.](#)



The [Bay Area Housing Internship Program \(BAHIP\)](#) is a one-year, paid internship program designed to recruit and train low-income students of color at Bay Area colleges and universities to become housing development professionals.

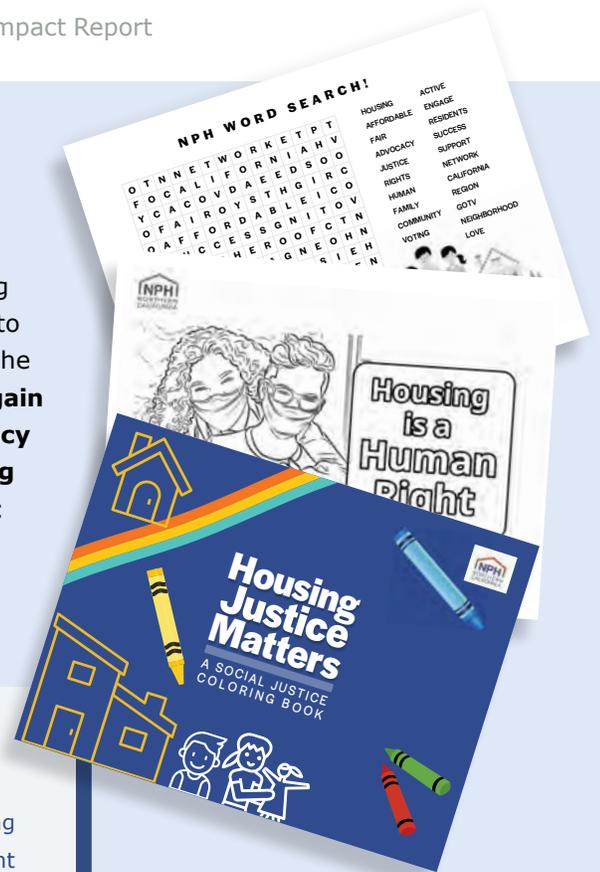
NPH solicits our member organizations to serve as host agencies for these interns, encouraging them to pursue their own racial equity work and goals.

CAVE Advocacy Training Cohorts & Resident Services Workbook

The [Community Advocacy & Voter Engagement \(CAVE\) Certification program](#) is a professional development training series providing comprehensive voter engagement and advocacy training support to resident services staff and others who provide direct service in the affordable housing industry. Through CAVE, **resident services staff gain strategies for how to create a culture and practice of advocacy within their affordable housing communities, empowering residents to participate in elections and policy outcomes that directly impact their lives.**



Resident services staff are part of the essential workers of affordable housing, and are overwhelmingly people of color and women. NPH is committed to recognizing this essential part of our sector and supporting them with professional development opportunities. In 2021, 53 resident services staff across the Bay Area completed the CAVE certification program.

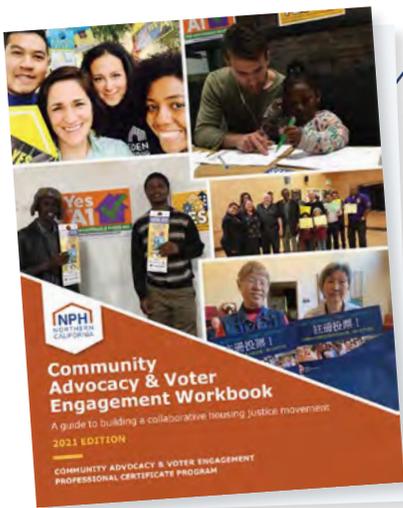


Community Advocacy & Resident Voter Engagement Workbook

To support the goals of CAVE, NPH released our first-ever [Community Advocacy & Resident Voter Engagement Workbook: A Guide to Building a Collaborative Housing Justice Movement](#). This workbook is designed to support resident services staff in empowering affordable housing residents to become voters and advocates in their communities. Through step-by-step tools, organizations can use the workbook as a guide to incorporate and institutionalize holistic resident voter engagement.



150 copies were distributed to resident services staff from 18 member organizations throughout the Bay Area.



Build Back Better Advocacy

The federal Build Back Better package was the most exciting vehicle for housing investments that advocates have seen in over a decade, and NPH was honored to play a critical role in shoring up support. **As the key housing advocates in Speaker Nancy Pelosi's district, we had both a unique position and a strategic approach to ensure that Speaker Pelosi and the California delegation fought as housing champions.**

From coordinating local elected officials to spearheading a sign-on letter with more than 600 NPH members and coalition partners, to [generating media coverage and a strong editorial in the *San Francisco Chronicle*, our efforts](#) helped secure public endorsements and commitments from Speaker Pelosi and California's Senators and Congressional delegation to keep critical housing provisions in the bill amidst a challenging political environment and potential cuts. Our efforts continue in 2022.



The New York Times,
10/15/21

"I'm all for funding early childhood education, child care and the expansion of health care with education, **but we cannot be successful with any of that unless people have safe and secure housing.**"

Representative Maxine Waters



NPH with our members and partners zeroed in on the federal Build Back Better package as a top priority to advance housing justice in the region and state. When it became clear that members of Congress were not actively fighting to ensure that housing investments remained in the Act, housing advocates across the country urged their members of Congress to retain the proposed housing resources. NPH quickly mobilized its members and coalition, using its strategic position as constituents in Speaker Nancy Pelosi's district.

State Budget Advocacy

In partnership with a coalition of affordable housing advocates regionally and statewide, [NPH collectively won billions of dollars for affordable housing production, preservation, and homelessness solutions in California through the state budget process](#). These state budget investments included funding for stalled affordable housing developments; [Project Homekey](#), which allows for the acquisition of hotels/motels to house people experiencing homelessness; housing and services for people experiencing homelessness; and the state low-income housing tax credit program.

NPH's top advocacy priority was for what became the [California Housing Accelerator](#), **a \$1.75 billion investment included in the state budget for stalled California Department of Housing and Community Development (HCD) projects**. This is a critical and impactful investment in affordable housing and homelessness solutions, as it will advance stalled but shovel-ready projects to serve our most vulnerable communities.

THE BAY AREA HOUSING FINANCE AUTHORITY (BAHFA)

A Game Changer for Affordable Housing in the Bay Area

NPH also secured critical resources for our regional strategy to bring forward significant, scalable solutions for housing in the Bay Area. The Bay Area Housing for All (BAHA) coalition, co-led by NPH, Enterprise Community Partners, All Home, and The San Francisco Foundation, secured \$20 million from the state budget to fund the first five pilot programs for the **Bay Area Housing Finance Authority (BAHFA)**. **BAHFA is a new regional entity established through legislation passed in 2019 to address the region's affordable housing needs and to raise resources at scale through regional ballot measures.** 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 now be able to serve.

Shift the Bay: Growing and Supporting our Narrative Ecosystem

NPH leads the [Shift the Bay 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 work is geared toward dismantling harmful, racist narratives and replacing them with messages that build equity and inclusion for the benefit of all.

In 2021, we grew our capacity and community space for this work by **launching www.ShifttheBay.org, a website designed to deepen our impact by offering tools, resources, case studies, and direct technical assistance to help Shift the Bay partners embed and expand narrative and messaging strategies and tactics**, as well as grow our ecosystem of housing practitioners who are involved in this critical work.





A STRATEGY THAT GROWS POWER, SECURES JUSTICE

A winning strategy that is holistic and impactful, delivering progress for our movement.

To advance housing and racial justice in the Bay Area, NPH focuses on three core areas of work: Racial equity and capacity building for our industry; movement and coalition building; and policy and advocacy work. These three areas align with our aim to be holistic, strategic, and sustainable in our work.



Racial Equity and Capacity Building for Our Industry

We strengthen and deepen the work of our industry through capacity-building programs, working groups, events, and trainings, all with a racial equity lens. We embed racial equity and inclusion into all our work and promote and support such practices throughout the broader affordable housing industry and movement. Milestones and significant outcomes in 2021 included:

- **Diversity, Equity, and Inclusion Working Group** This group hosted *Networking for Inclusive Professional Services in Affordable Housing*, which brought together affordable housing developers and BIPOC, LGBTQ+, and women-owned firms to network, facilitating an opportunity to bring more diverse representation across our field.



We deepen our impact through our [Working Groups](#), which bring together our members to take action, develop strategies, and advance solutions on critical issues for our industry. A couple of these are:

- Nearly 40 years old, our **Legislative Issues Committee** brings together our members to dive deep into NPH’s legislative agenda, weigh-in, and help develop and shape our policy priorities.
- The **Strategic Communications Council** convenes the communications professionals in our membership to get on the same page with our messaging tactics. We provide the groups’ various audiences with clear, consistent messages about the Bay Area affordable housing movement in order to build public support for solutions.
- The **Regulatory Working Group** helps ensure that critical affordable housing policies and programs are implemented effectively and fairly in order to create a significant impact for our Bay Area communities.



- **Permanent Supportive Housing (PSH) Working Group** Through this group, NPH supported a group of member organizations that are PSH providers to conduct a cost analysis of providing PSH, explore best practices for service provision and property management, and conduct a series of committee and stakeholder convenings.
- **Events & Trainings** Our [events and trainings](#) span a diverse range of offerings, from small, intimate learning sessions to large networking opportunities. In 2021, one of our most-talked-about events was our [42nd Annual NPH Affordable Housing Conference](#). The keynote address, [Grounding in Historical & Current Realities to Advance an Anti-Racist Housing Movement for Justice and Liberation](#), featured **Reverend Dr. William J. Barber II** and **Nikole Hannah-Jones** and was moderated by **Libero Della Piana**. Speaking to roughly 750 attendees, they guided us through critical conversations on race, class, our historical roots, and how housing is an interlocking racial and economic justice issue.



Racial Equity & Inclusion

Equity is at the core of our mission and rooted in all of our work. One way we advance racial equity and inclusion throughout the affordable housing industry is through our program offerings, such as the Bay Area Housing Internship Program (BAHIP), highlighted above, that support change and transformation. [Learn more in our one-pager.](#)

- In 2021, we officially launched our [Racial Equity Resource Library](#), which provides access to the most up-to-date resources on racial justice practices, including tools, books, reports, articles, websites, videos, podcasts, and consultants. The goal of the library is to assist our members and supporters as they undertake the journey toward embedding racial justice work into their organizations. The library was released in March with 1,346 unique page views in 2021.



NPH [events and trainings](#) offer our members and partners critical opportunities to grow our industry's capacity; foster and deepen connections and community; and ensure that we are working collaboratively and strategically toward housing and racial justice. Some of these include:

- **[Brown Bag Training Series](#)**: New, exciting opportunities for dialogue around some of affordable housing's hottest topics.
- **[Emerging Leaders Peer Network \(ELPN\)](#)**: Events and trainings to develop up-and-coming housers' expertise and knowledge across all sectors of the affordable housing field.
- **[Resident Services Professional Development Training Series](#)**: Timely training sessions covering topics such as navigating the virtual environment and practices for healing and self-care.
- **[25th Annual NPH Affordable Housing Leadership Awards](#)**
- **[Annual Holiday Member Party](#)**



NPH pursues racial equity & inclusion organizationally as well. We strive for racial equity to be embedded in all individual and team goals through an intentional creation and maintenance of a culture of belonging, as well as inclusive and equitable organizational policies and procedures.



Movement and Coalition Building

We are stronger and more impactful together, which is why our strategy includes building power for our affordable housing movement through coalition building and strong partnerships.

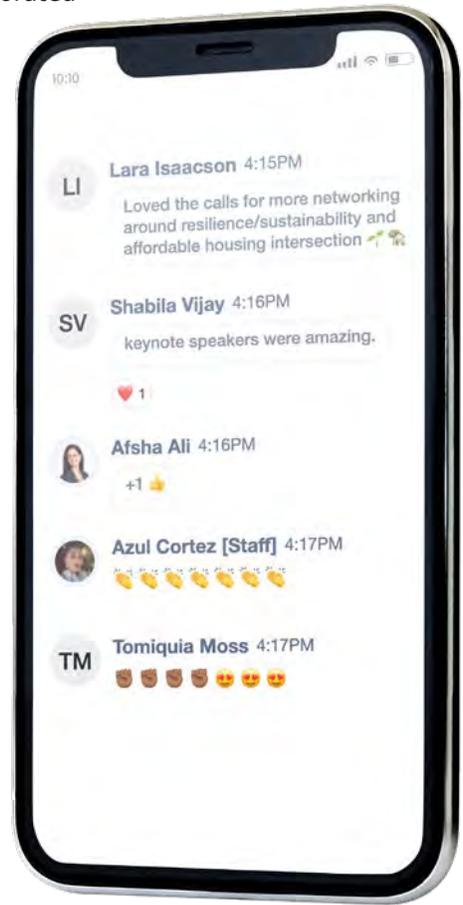
- Bay Area Housing for All (BAHA)** Co-led by NPH, the BAHA coalition partners with the Association of Bay Area Governments (ABAG) and Metropolitan Transportation Commission (MTC) on the establishment and implementation of the Bay Area Housing Finance Authority (BAHFA) and is laying the groundwork for a major regional ballot measure to fund affordable housing production, preservation, and renter protections across the region. (Read more above under “The Bay Area Housing Finance Authority (BAHFA): A Game Changer for Affordable Housing in the Bay Area”)
- Narrative Strategy** To grow public support and create long-term culture shifts to support milestone reform, NPH has been developing and growing our narrative strategy in coalition across the region. A critical part of this work includes our role as the anchor organization of the Bay Area’s [Shift the Bay Initiative](#), a collaborative effort initiated by the San Francisco Foundation, designed to deliver research-driven, field-practiced strategies, tactics, and messages to advance housing and racial justice. The Initiative works to shift the narrative on housing by leading with our values of racial equity and community. (see above under “Empowered by Success”)



In 2021, more than a dozen campaigns were executed from Shift the Bay table organizations, from launching documentaries to testing messaging strategies’ ability to turn service volunteers into activists; from launching anti-eviction campaigns to testing narratives during canvassing; and more. This also included NPH’s work during Affordable Housing Month, where we embedded narrative strategies into efforts to reach and mobilize “bystander” audiences. Through this work, NPH secured hundreds of new activists to engage with and activate through our action alerts and other advocacy work.



- 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 2021, we collaborated on Affordable Housing Month; advocated for a more racially just distribution of future housing growth in the region through the Regional Housing Needs Allocation Process (RHNA); and, in partnership with Shift the Bay, initiated a narrative research project to develop a Housing Elements Handbook and set of trainings for organizers as well as produce creative collateral to support meaningful community engagement in the [Housing Elements](#) process.
- The Regional Suburban Organizing Project (RSOP)** RSOP brings together 9 Bay Area organizations and their organizers, advocates, and communities to build an engaged and active housing justice movement that organizes for actionable change in suburban communities across the Bay Area region. In 2021, RSOP led a series of suburban organizing trainings for staff and community leaders and developed new electoral strategies and tools. RSOP is supported by the Chan Zuckerberg Initiative.
- Integrated Voter Engagement (IVE)** This programming aims to create a culture of sustained voter engagement among affordable housing resident communities. NPH accomplishes this with our members by providing voter registration collateral as well as the training series, Community Advocacy & Voter Engagement (CAVE) Certification program, designed especially for resident services teams (see more above under “Empowered by Success”). NPH also provides the training *Voter Engagement 101* and other advocacy offerings through our Brown Bag slate. In 2021, **NPH distributed 70,000 pieces of printed voter registration collateral, including window hangers, palm cards, door hangers, and NPH’s first coloring book, to promote resident voter engagement and participation.** We also featured public health messaging on the collateral to support resident services staff’s efforts to reinforce mask and vaccine mandates. We distributed materials to 10 Bay Area organizations.





Policy and Advocacy Work

[We advance meaningful, equitable, and effective housing policy solutions](#) for all of our Bay Area neighbors, no matter their race or income. We recognize that our region’s affordable housing needs require big, bold, vision and strategy that can bring proven solutions to scale for the Bay Area region and throughout California. With our members and partners, we build political will and help pass and implement critical bills and ballot measures toward housing and racial justice.

- **Legislative Advocacy** [NPH supported and advocated for the following state legislation that passed and became law in 2021:](#)
 - **SB 8 (Skinner):** Extends the Housing Crisis Act of 2019 until 2030 and further streamlines the creation of housing and protects low-income tenants against displacement.
 - **SB 9 (Atkins):** Will streamline the process for a homeowner to create a duplex or subdivide an existing lot in all residential areas.
 - **SB 591 (Becker):** Will allow affordable housing developers to build intergenerational housing serving seniors and transition-age youth. Co-sponsored by EAH Housing.
 - **AB 1466 (McCarty):** Requires county recorder offices to redact any unlawfully discriminatory restrictive covenants in that county’s property records and authorizes the imposition of a fee to fund the program.

- **State Budget Advocacy** [NPH and coalition partners led state budget advocacy](#) that collectively won billions for affordable housing production and preservation in California. (See details above under “Empowered by Success”) We successfully advocated for state budget investment in the California Housing Accelerator and Bay Area Housing Finance Authority (BAHFA).





THE NUMBERS & PEOPLE BEHIND IT ALL

Making Our Work Possible

FINANCIALS & TESTIMONIALS

Transparency & Member Impact

NPH’s work toward affordable housing and racial justice in the Bay Area is made possible through the contributions of our generous funders, members and supporters.

We also want to recognize and thank you for your partnership, time, energy, and engagement beyond financial support that strengthens our work. Thank you advocates, resident services staff, coalition partners, elected officials, affordable housing developers, and others who work alongside us each day toward a future where everyone has a place to call home.

2021 Financial Summary

CONTRIBUTIONS

Grants*:	\$7,587,500.00
Contributions:	\$36,961.63
Special Events:	\$691,350.00
Membership Dues:	\$183,785.00
Programs Fees & Technical Assistance:	\$25,340.00
Other:	\$165,787.64
Total:	\$8,690,724.27

EXPENSES

Operations:	\$415,273.28
Programs:	\$3,177,301.48
Fundraising:	\$40,336.08
Total:	\$3,632,910.84

*Includes multi-year grants

The NPH Member Community

[Our members](#) represent thousands of individuals and hundreds of organizations, including affordable housing developers, advocates, community leaders, businesses, and others working in the Bay Area’s affordable housing sector and movement.

We are stronger together. We are proud of our ability to convene and connect, strategize and strengthen.



Being a part of NPH has been such a great way to maintain a connection to others in the affordable housing industry at a time when connection feels scarce. Attending trainings, whether Brown Bags or Emerging Leaders Peer Network (ELPN) trainings, has been such a delight and really gives me a moment to step back and think about the work that we are all collectively doing on a broader basis across California and nationally, to promote housing as a human right.



Eileen Sochia

Project Manager, The Unity Council



In 2021, MidPen completed a strategic planning effort identifying policy and advocacy as an important focal point, and that deepening our engagement in regional, state and select federal budget, legislative, regulatory, and administrative reform efforts would be required for us to continue to meet our long-term goals across the organization. I am so grateful for NPH as our go-to thought partner, peer convener, sounding board, and mobilizer. These issues are complex, and I trust NPH to lift up solutions, lean into coalition, and strengthen our collective ability to serve our neighborhoods and existing residents.



Nevada V. Merriman

Director of Policy, MidPen Housing Corporation

OUR DONORS, MEMBERS, & STAFF

Together, We Can Advance Housing & Racial Justice

NPH sincerely thanks 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. Because of you, we can continue our work toward housing and racial justice for our Bay Area neighbors and communities.

2021 NPH Donors and Funders Include:

Alta Housing	Great Communities Collaborative		
Amie Fishman			
Andrea Osgood	Inner Sunset Community Advocates		
Andre Madeira	Ivy Teng Lei		
Annie Wong	Jack Gardner and Candy Rupp		
Bank of America Merrill Lynch	Jeanne Milligan		
BBI Construction	John Tastor		
Carlos Castellanos	Joshua Simon	Contractors	The Benevity Community Impact Fund
Cervantes Design Associates	Katie Lamont	Nick Griffin	
Chan Zuckerberg Initiative	Kayne Doumani	Nico Calavita	The Core Companies
Charles Schwab Bank	Kevin Zwick	Northern California Carpenters Regional Council	The David and Lucile Packard Foundation
Chase Community Development Banking	Kristin Taylor		
Christian Sy	Larry Boughton	Public Health Institute	The San Francisco Foundation
Community Economics, Inc.	Lawrance Florin	Public Interest Law Project	Thomas Mullins
Crankstart Foundation	Libby Seifel	Randy Tsuda	Tipping Point Community
Dan Wu	Lori Grange	Richard Mandel	Tomiquia Moss
Diana Carrington	Marianne Lim	Russell McCubbin	Tracy Stampfli
Donald Falk	Mary Dorst	Ruth Schulman	Union Bank
Eden Housing, Inc.	Mary Murtagh	Serena Callaway	United Way Bay Area
First Republic Foundation	Matthew Schwartz	Shannon Dodge	US Bank
Gabriel Speyer	Merritt Community Capital Corporation	Silicon Valley Community Foundation	Waypoint Consulting, Inc.
Gary Cohen	Meta	Sophia Ritchie	Wells Fargo
	MidPen Housing	Sunlight Giving	
	Nibbi Brothers General		

A special thank you to our event sponsors who supported our Leadership Awards and Annual Conference in 2021!

NPH Staff



JA'NAI AUBRY
Senior Policy Manager



PEGGY LEE
Deputy Director



AZUL CORTEZ
Senior Project Manager,
Campaigns & Community Engagement



MOLLY MARSH
Executive Assistant



ABRAM DIAZ
Policy Director



HILDA MORONES
Administrative Associate



AMIE FISHMAN
Executive Director



BEILUL NAIZGHI
Policy Manager



ALINA HARWAY
Communications Director



MADISON ROBERTS
Narrative Specialist



LONDRE HOLMES
Digital Communications Specialist



RACHEL ROBERTS
Accounting Manager



YESENIA JAMESON
Content Manager



ESTEPHANIE SUNGA
Senior Program & Events Manager



MONICA JOE
Senior Racial Equity & Inclusion
Program Manager



DANIEL WOODS-MILLIGAN
Fund Development & Membership
Associate



MORGAN LABARRIE
Program and Events Associate

**Ready to take action for our
affordable housing movement?**

Start by making a tax-deductible
donation at any amount to NPH today.

BOARD MEMBERS

The Expertise that Guides Us

NPH is deeply grateful to our incredible [board members](#), whose knowledge and expertise guide and inform our work. We are effective and impactful because of you! Thank you for believing in NPH's work and our collective vision of housing and racial justice in the Bay Area.

NPH Board Members



ANDY MADEIRA
Board President
CEO, East Bay Asian Local
Development Corporation
(EBALDC)



JANICE JENSEN
Outgoing Board President
President & CEO, Habitat
for Humanity East Bay/
Silicon Valley



MATT SCHWARTZ**
CEO, California Housing
Partnership



TOMIQUIA MOSS
Board Vice President
CEO, All Home



KATIE LAMONT
Director of Housing
Development,
Tenderloin Neighborhood
Development Corporation



SMITHA SESHADRI
Senior Vice President of
Development, BRIDGE
Housing



MARIANNE LIM
Board Secretary
Director of Portfolio
Finance & Policy, EAH
Housing



FATHIA MACAULEY
Chief Lending Officer,
Housing Trust Silicon
Valley



JOSHUA SIMON**
Outgoing Board Vice
President
Senior Advisor,
Community Arts
Stabilization Trust (CAST)



RANDY TSUDA
Board Treasurer
President and CEO, Alta
Housing



**JACKY MORALES-
FERRAND**
Director of Department of
Housing, City of San Jose



KARIM SULTAN
Vice President of
Affordable Housing, Covia



LARRY FLORIN
CEO, Burbank Housing



GEOFFREY MORGAN
President & CEO, First
Community Housing



**JOSEPH
VILLARREAL**
Executive Director,
Housing Authority of the
County of Contra Costa



DONALD GILMORE
Executive Director,
Community Housing
Development Corporation



SHOLA OLATOYE
Director, Housing
& Community
Development, City of
Oakland



CINDY WU*
Executive Director, Bay
Area LISC



CHRIS IGLESIAS*
CEO, The Unity Council

*Incoming board member in 2022;

**Outgoing board member in 2021