



SAN DIEGO  
HOUSING  
FEDERATION

San Diego's Voice for Affordable Housing

ANNUAL REPORT

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2018

# HOME IS *where we start each day.*



Dear Friends & Colleagues:

Home is so much more than just a simple structure. Home is where we begin each day. Where children grow and memories are made. Home is where we care for ourselves and our loved ones, and prepare ourselves to do our best in the world.

Here at the San Diego Housing Federation, our mission is to promote the creation of quality affordable homes for low-income families and people in need. Since we began in 1990, we have been a consistent and steady voice for increasing the region's supply of affordable homes.

Affordable homes for low and moderate-income households are essential to the strength and vibrancy of our many neighborhoods, and to the health and economic vitality of the entire San Diego region. And affordable housing is the key to preventing homelessness. But creating more affordable homes is not an easy task with simple solutions. Regardless, faced with an ever-growing need for these homes, we have collectively decided to roll up our sleeves, put in the hard work, and get the job done. If you are reading this annual report, then you have been a critical part of this effort.

This year we saw great successes at the ballot box, with voters statewide approving new revenue measures. We continued to raise the flag for affordable housing regionally, bringing the Federation to the forefront of community discussions about the many issues surrounding housing for our most vulnerable residents.

I invite you to review our successes and accomplishments in 2018, none of which could have been possible without your support. We look forward to another successful year with bigger and better accomplishments.

On behalf of the San Diego Housing Federation, thank you for your ongoing support and continued partnership.

Steve Russell  
Executive Director





HOME IS *growth* ... BY THE NUMBERS | pages 4 & 5

HOME IS *progress* ... POLICY | page 6

HOME IS *empowerment* ... RUN | page 7

HOME IS *support* ... RSSN & ROUNDTABLES | page 8

HOME IS *bringing people together* ... SDRAFF & HOLIDAY PARTY | page 9

HOME IS *a place for celebration* ... RUBY AWARDS | page 10

HOME IS *working together* ... ANNUAL CONFERENCE & PRE-CONFERENCE INSTITUTES | page 12

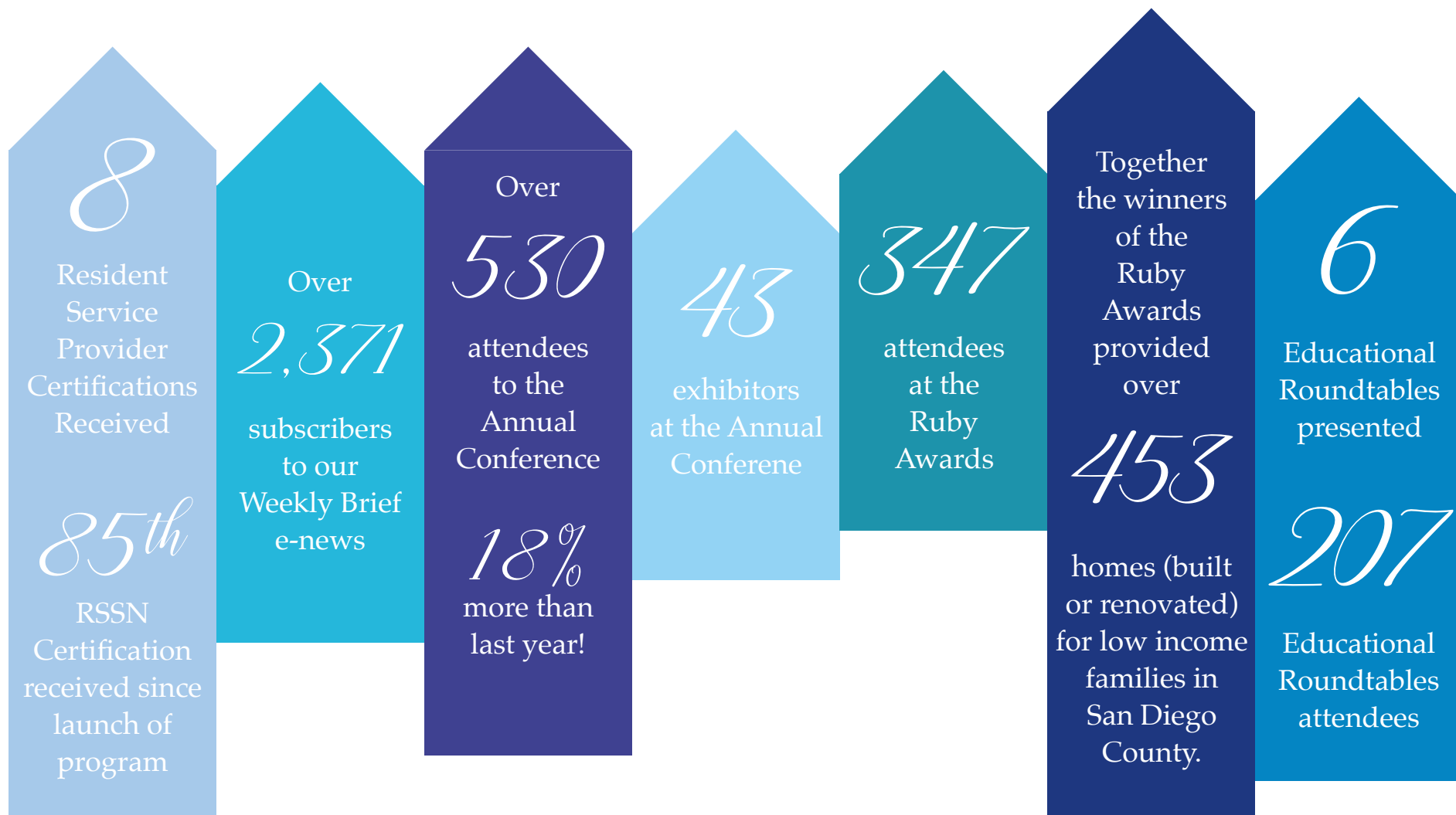
HOME IS *stability* ... FINANCIALS | page 14

HOME IS *belonging* ... JOIN, VOLUNTEER, ADVOCATE, DONATE | page 15



# HOME IS *growth*

## 2018 | BY THE NUMBERS







*10*

Advocacy Day  
Attendees

*3*

Super Leads  
provided by  
San Diego  
to Advocacy  
Day

*182*

members  
strong

*35%*

increase in  
membership  
over previous  
year

Over  
*100*  
presentations  
given

*5*

Bills and  
Measures  
supported  
and passed

*\$153,900*

funds raised in  
grants and  
contributions

# HOME IS *progress*

## POLICY

2018 marked yet another year of advocacy successes for the Housing Federation. Following passage of last year's SB 3, the Veterans and Affordable Housing Bond Act was placed on the November 2018 ballot for consideration by voters throughout California. In a signal of the significance of the measure, the \$4 billion bond was placed as Proposition 1 and joined by Proposition 2, No Place Like Home, to repurpose \$2 billion of existing Mental Health Services Act funds for permanent supportive housing and related services.

Working as a part of the statewide coalition in support of Props 1 & 2, SDHF led the San Diego campaign for the measures. Following a very well-attended press conference to launch the local effort, SDHF played a key role in securing over 40 local endorsements, including support from Veterans Village of San Diego, YIMBY Democrats of San Diego County, the San Diego Regional Chamber of Commerce, San Diego County Building & Construction Trades Council and several elected officials. Our work to raise awareness of the measures was achieved through a combined effort of community outreach and voter education and engagement led by the local Residents United Network. Thanks to these efforts, Prop 1 passed by 53 percent and Prop 2 passed by 63 percent in San Diego County.



Simultaneous to the effort to pass Propositions 1 and 2, SDHF also spearheaded a discussion regarding a proposed \$900 million affordable housing bond for the City of San Diego. The

proposal was heard twice at the San Diego City Council Rules Committee and passed by a 3-2 committee vote to be considered by the full council. After careful analysis, the Federation made the decision to postpone the measure until 2020 to allow for more time to be successful in achieving the two-third voter support needed to pass such a revenue measure. The work that was done in 2018 for this local measure is just the beginning for what lies ahead in successful housing advocacy at the local level.

In addition to our work on ballot measures, SDHF continued successful advocacy for state legislation that impacts affordable housing. This year, three bills we supported were passed by the legislature and signed by the Governor:

■ **AB 2162** expedites the process for approving construction of permanent supportive housing. In March, the San Francisco Chronicle editorial board weighed in on this legislation with a headline that read, "**California can't afford neighborhood opposition to homeless housing.**" We couldn't agree more and are pleased to see this bill make it through the legislature and be signed into law.

■ **AB 2372**, a bill authored by hometown Assemblymember Todd Gloria, allows for local governments to adopt an optional floor area ratio bonus program. The California's Sustainable and Affordable Housing (CASA) Act, **passed** the Assembly by a unanimous vote, showing that commonsense policies that increase the supply of housing while ensuring that production includes homes for low and moderate income families is something we can all get behind.

■ **SB 828** originally required cities to zone for 200 percent of project local housing need. While that element of the legislation is no longer included, some of the bill's **provisions**, including allowing the state to take into account existing as well as projected future need when determining zoning allocations and setting a minimum "healthy" target vacancy rate of 5 percent, will help to strengthen and improve housing element law.



# HOME IS *empowerment*

## RESIDENTS UNITED NETWORK (RUN)



Residents United Network (RUN) was launched in 2014 to promote civic engagement and resident leadership to advance policies and initiatives

which provide affordable housing and healthy communities in San Diego. In addition to advocating for statewide bills, AB 2219 and AB 2343, San Diego RUN advocated for the local housing bond measure before City Council, SANDAG's RHNA assessment needs and Source of Income Anti-Discrimination Ordinance this year. RUN also promoted civic engagement through various voter registration and voter education activities around Props 1 & 2, leading up to this year's Mid-term Election. Residents United Network is expanding its influence in amplifying and unifying the voice of residents of low- to moderate-income communities to make positive and impactful change in San Diego.





# HOME IS *support*

## RESIDENT SERVICES SUPPORT NETWORK (RSSN)



Every year, our Resident Services Support Network offers a training series designed to provide foundational training to resident service professionals in affordable housing. This year's training topics included: Nutrition, Fair Housing Resources, Services for Vets, LGBTQIA Awareness, Suicide Prevention, and Self-Care. The final training of the year took place at our Institute Day, where we graduated our 85th member from the program.

This is the 6th year that the Federation has been supporting the RSSN program. The RSSN program continues to play a major role in educating and preparing Resident Service providers for the various challenges of their jobs. The RSSN program also adopted a new charter this year, and now has their own portal on the SDHF website.



## LISC SAN DIEGO SPONSORED ROUNDTABLE SERIES



San Diego Housing Federation hosted 6 educational seminars throughout 2018 on relevant, timely topics to keep our members and other professionals informed and enhance their professional impact in affordable housing or a related field.

This series brings together professionals from across the sector to look at important and exciting topics in Affordable Housing.

Over 200 people attended our Roundtable events in 2018 and learned about topics such as Affordable Housing History, Building across the Income spectrum, Multifamily Energy and more!

Thank you to the Local Initiatives Support Corporation (LISC) San Diego for their support as the 2018 series sponsor.



# HOME IS

# bringing people together

## SDRAFFH FAIR HOUSING CONFERENCE

In April 2018, San Diego Housing Federation partnered with San Diego Regional Alliance for Fair Housing (SDRAFFH) to host the 3rd Annual Fair Housing Conference at the San Diego Central Library for the Annual Fair Housing Conference, sponsored by California Finance Housing Agency (CalHFA), San Diego County Building and Construction Trades Council, and LISC San Diego.

In celebration of SDRAFFH's 50th anniversary of the Fair Housing Act and National Fair Housing Month in April, we welcomed over 180 attendees to listen and learn from special guest speakers and plan for the challenges ahead.

Richard Rothstein, research associate of the Economic Policy Institute, fellow at the Thurgood Marshall Institute of the NAACP Legal Defense Fund and of the Haas Institute at the University of California (Berkeley), and author of *The Color of Law: A Forgotten History of How our Government Segregated America*, delivered the keynote address and challenged participants to look at fair housing and the cross-over issues as opportunities to innovate and improve our communities from within. Rothstein asked, "How is it that we see racial segregation as morally wrong, yet we accept residential segregation as a natural part of the environment?"



## END OF YEAR CAMPAIGN AND HOLIDAY PARTY

Our year ended with the "Home Is..." end of year campaign that highlighted how a home is so much more than just a roof over your head. Community members were asked throughout the year to tell us what home means to them and we celebrated the significance of home at our annual holiday party at the Lafayette Hotel on December 4, 2018 sponsored by Wakeland Housing.

With over 80 guests in attendance, colleagues, members, and friends gathered not only to celebrate the historic accomplishments we made for affordable housing in the past year, but also the compassionate spirit of all our members. We were honored to recognize our strong and supportive volunteers, complete with a special tribute to our Volunteer of the Year, Shannon Roark, for her outstanding commitment to SDHF.

Shannon's tireless efforts to continuously improve resident services is admirable and SDHF is proud to work with her at monthly workshops and the annual RSSN Institute. Shannon is a selfless, knowledgeable, and highly motivated woman, and thoroughly deserving of this award.

Thank you to those who donated, we were able to raise over \$5,000.00 at the holiday party for our programs in 2019. With your help, SDHF will continue to work to create more inspiring moments through advocating, informing, expanding the expertise, networking and building of coalitions throughout the region. Each contribution helps advance our mission of working together to promote the creation and preservation of quality affordable housing focused on lower income families and people in need. For many low-income residents this holiday season, home is a reality thanks to you.







# HOME IS

# *a place for celebration*

## RUBY AWARDS

On Thursday, May 3rd, 2018, the San Diego Housing Federation held the 28th annual Ruby Awards at the Prado in Balboa Park with just over 360 guests in attendance. The San Diego Housing Federation holds the Ruby Awards Dinner annually to recognize extraordinary achievements in affordable housing development, community development, public policy, and housing advocacy.

One of SDHF's signature events, the Ruby Awards is the county's largest affordable housing community recognition event which honors the best people, projects and achievements during the past year. Hundreds of housing and community leaders from across the region and around the state were on hand to applaud winners in more than a dozen categories and acknowledge the achievements of their peers.

The reception, which was sponsored by US Bank, was held from 5:30 – 7:00 pm in the courtyard and featured bites and cocktails for attendees to enjoy.

The program was kicked off by our emcee, Executive Director Stephen Russell, at 7:30 pm in the Grand Ballroom of Prado and attendees enjoyed dinner and red wine sponsored by Baldwin & Sons and white wine sponsored by Downs Pham & Kuei LLP. Adorning the tables again this year were LEGO Houses sponsored by Sun Country Builders and built by many dedicated and tireless volunteers.

Winners in twelve categories—including “Project of the Year,” “Outstanding Resident Leader,” and “Outstanding Advocate”—were selected by a cross-disciplinary jury while the “Housing Champion” was again selected by the SDHF Board of Directors.







Receiving this year's Housing Champion award was Ken Sauder, President and CEO of Wakeland Housing. Sauder was selected for this accolade due to his 35-year commitment to affordable housing that continues to advance the principles of the San Diego Housing Federation. As President and CEO of Wakeland Housing, he led the development of more than 6,700 units in 44 developments throughout California, including more than 100 units of permanent supportive housing designed to help stabilize formerly homeless individuals.

Throughout his career, Sauder has exemplified strong leadership and an unwavering dedication to serving lower income families and those in need. His strong impact in the industry not only affects the San Diego community but extends beyond the County. He was the former executive director of Tijuana-San Diego Habitat For Humanity, where he headed a

team of six staff and countless volunteers that built 100 houses in Tijuana. Sauder's achievements point the way toward a broader view of the region.

"The outstanding individuals like Ken Sauder, dedicated organizations, and unique projects that are nominated each year is a testament to the strength of the affordable housing industry and community development in our region," said Matt Jumper, San Diego Housing Federation President. "Celebrating the 28th annual Ruby Awards comes at an important time, as the Housing Federation continues to broaden its reach."

We are thrilled to be hosting you at our 2019 Ruby Awards at the US Grant Hotel on May 16, 2019.





# HOME IS

# *working together*

## ANNUAL CONFERENCE AND PRE-CONFERENCE INSTITUTES

Every year, the Affordable Housing and Community Development Conference and Pre-Conference Institutes bring developers, financiers, elected officials, service providers, residents, and other housing professionals together to learn more about affordable housing, housing policy, and emerging trends in the field. This year's Conference was our most successful yet. With almost 600 attendees during the two days and more than 22 workshops to choose from, there was no shortage of education and enrichment.

The 2018 Conference theme was "Housing at the Breaking Point: Demanding Solutions," which reflects the growing frustration felt by people in all sectors of society at the failure of our business and political leaders nationwide to provide for the most basic of human needs. The affordable housing communities we provide are small islands of stability in a time of economic uncertainty, but folks are demanding bigger, bolder solutions.

Day one consisted of the Pre-Conference Institutes. There were two tracks offered this day: the RSSN Institute and the Fundamentals of Affordable Housing Institute. The Fundamentals of Affordable Housing Institute was a day-long educational training that provided an overview of the affordable housing development process, including feasibility, design, construction, finance, and operations. The Institute was presented by experienced affordable housing professionals, including an architect, developer, and financial consultants. This full-day session served as a primer for those attending the next day's Conference.

The RSSN Institute, designed and implemented by the Resident Services Support Network (RSSN) in conjunction with the San Diego Housing



Federation, brought together a wide array of successful Resident Service professionals and providers. This day-long intensive learning event offered essential training, support, and networking opportunities around key and relevant topics related to providing programming in affordable housing communities. The Keynote Speaker this year was Councilmember Steve Padilla who currently represents District 3 in the City of Chula Vista and serves as California Coastal Commissioner. Councilmember Padilla gave an inspiring address on his personal history living in Affordable Housing. He explained that as a young child, affordable housing allowed him to grow up in a safe and stable environment. He expressed his gratitude for his access to Affordable Housing and the Resident Services Coordinators who helped him and his family in his formative years. The Councilmember's talk really illustrated just how significant Resident Services Coordinators can be







to the residents of Affordable Housing. The Pre-Conference Institute is the culmination of a 2018 RSSN Training Series of monthly workshops, providing certification for those who attend five of the eight workshops and the Institute. This year, we are proud to say, we graduated our 85th person in the program.

The second day focused on various aspects of the Affordable Housing industry in Southern California. Workshops covered a wide range of topics from housing market trends to prefabricated housing to community engagement and support. The day was built around our two Keynote sessions. The morning began with a special performance by the Voices of Our City Choir and Keynote address by Housing California's Executive Director, Lisa Hershey. After a riveting performance by the choir, Hershey discussed her vision of "A California where no one lives on the street or in a car and every person has a safe, affordable place to call home in a healthy, inclusive, and prosperous community."

Later in the day, the lunch session showcased two more inspiring speakers: Michael Gaulden, who grew up homeless in his hometown of



San Diego, and President and CEO of Victory Fund and Victory Institute and former Mayor of Houston, Hon. Annise Parker who made great strides in reducing homelessness in her hometown of Houston, Texas. Each keynote address inspired us to rise up and take positive action in our communities.

Throughout the day, attendees were given the opportunity to attend at most 3 workshops and meet with over 40 exhibitors, as well as network between workshops. The evening was rounded out with a great Post-Conference Reception in the exhibit hall with live music from Mike Officer and libations provided by the Marriot.

Thank you to those who attended the Conference in any portion and to our wonderful Keynote Speakers, Workshop Speakers, Generous Sponsors, and Residents who made this a successful event and year!

We are thrilled to be hosting you at our 2019 Affordable Housing and Community Development Conference and Pre-Conference Institutes at the Hilton Bayfront on October 9 and 10, 2019.

# HOME IS *stability*

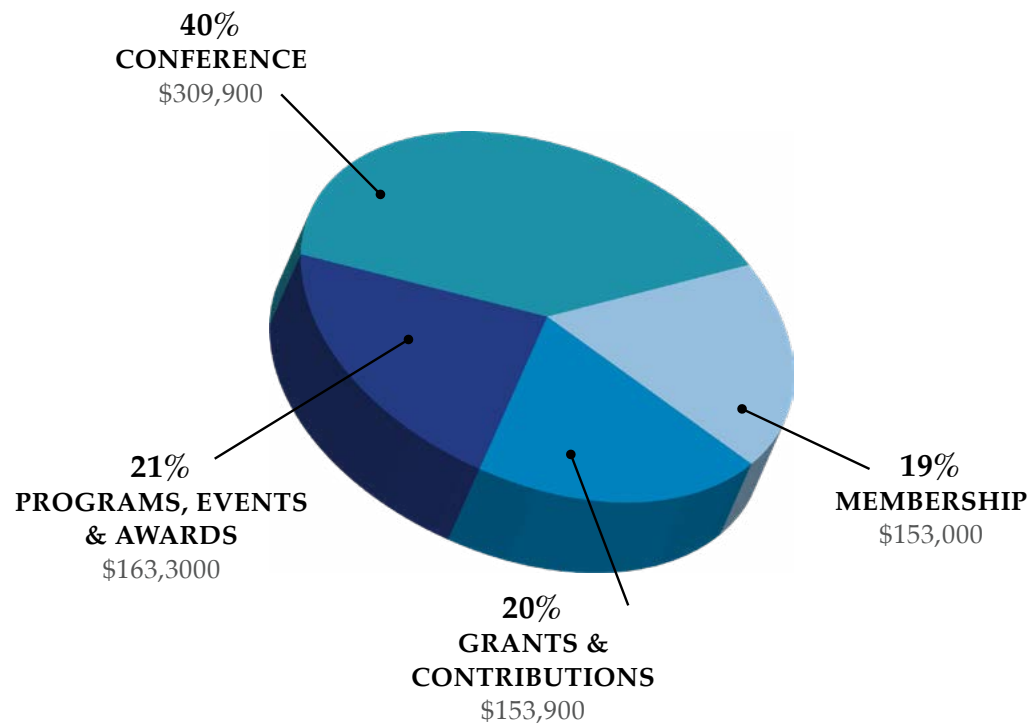


## FINANCIAL DATA

The following are draft revenue and expense summary reports for calendar year 2018; final financial reports will be available in July after San Diego Housing Federation completes its annual outside audit.

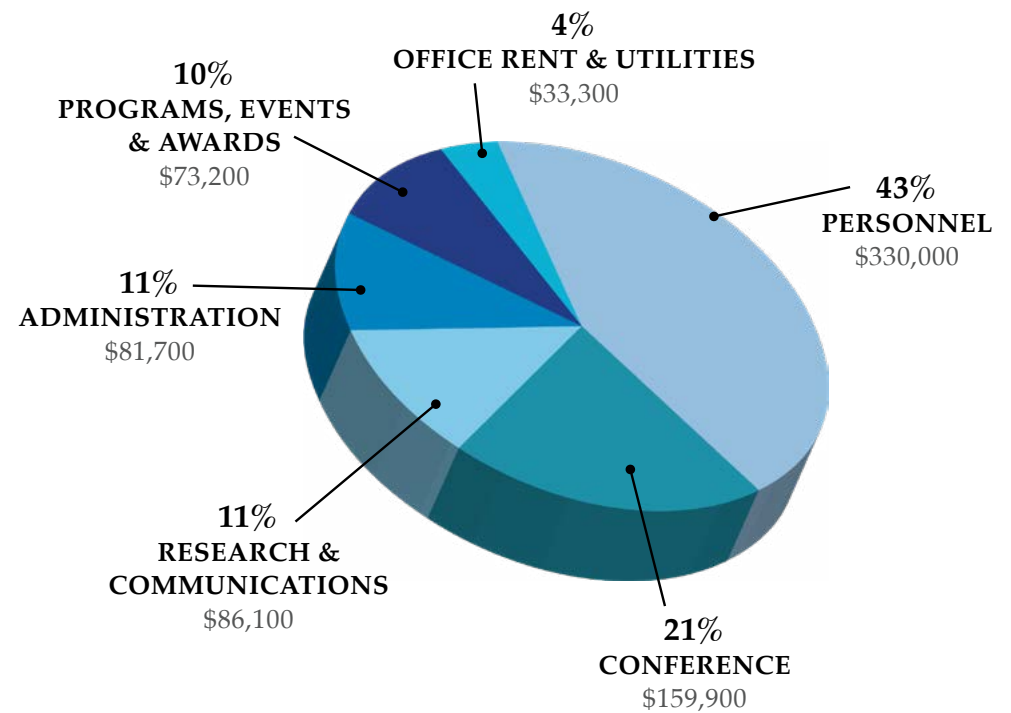
### REVENUE

\$780,100



### EXPENSES

\$763,800







# HOME IS *belonging*

## *Join*

Our supporters share a singular passion for making the San Diego region a more affordable and equitable place to live.

Members of the San Diego Housing Federation represent a diverse community of organizations that build, finance and support the creation and preservation of affordable homes.

As a member and sponsor of SDHF you gain access to strategic visibility, meaningful networking, and innovative programs. Your support also demonstrates your organization's commitment to affordable housing and support for the league of professionals that drive this field forward.

## *Volunteer*

Volunteer with SDHF and give back to your community. We rely on volunteers for the events we produce throughout the year. Our volunteers are critical to helping events run smoothly and create the best experience possible for everyone. Without our hardworking volunteers, our impact would not be the same. Our thanks to all our volunteers! If you would like to volunteer with SDHF, please contact Sarah Buchanan for more information.

## *Advocate*

A critical role the Federation plays is to monitor local, state and national legislation and regulatory proposals that impact affordable housing and community development, and to advocate for policies that advance our mission for the creation and preservation of affordable homes.

Advocacy efforts are targeted toward four major areas:

- Communicating the need for more affordable homes.
- Ensuring land availability and regulations that support the development of affordable homes.
- Demonstrating cost effectiveness of building and operating affordable homes.
- Ensuring funding for affordable housing.

## *Donate*

Every dollar helps to support SDHF's education, advocacy and outreach work so that our region has the resources, talent and power it needs to create and preserve more affordable homes for San Diegans who are struggling to make it – working families, returning veterans, senior citizens and neighbors living with mental or physical disability. We are deeply appreciative of your support.



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