



THE POWER OF HOME



2020 IMPACT REPORT

YOU'RE HELPING US **END HOMELESSNESS.**

Founded in 1988, Virginia Supportive Housing (VSH) was the first nonprofit in Virginia to develop and provide permanent supportive housing for adults experiencing homelessness. We follow the “Housing First” model, which calls for housing individuals first, then providing supportive services to help them maintain housing stability. We customize those services according to each person’s needs. Services include: connecting clients to primary healthcare; helping them secure income, insurance, and benefits; providing case management, counseling, and skills training; assisting with mental or physical health recovery; and helping individuals overcome substance use disorder. Our evidence-based supportive housing model works: 96% of individuals we serve do not return to homelessness.

VSH is particularly focused on serving the most vulnerable subset of the homeless populations: individuals experiencing chronic homelessness. People who are chronically homeless have experienced homelessness for at least a year – or repeatedly – while struggling with a disabling condition such as a serious mental illness, substance use disorder, or physical disability.

You may notice that this report looks a bit different than reports past. This year, we decided to transition our annual publication from an Annual Report — which reflects only on the previous calendar year — to an Impact Report. With 2020 bringing so many unexpected changes and challenges, we wanted to create space to acknowledge that alongside our experiences in 2019. We hope you enjoy this new approach!



**THE MISSION OF VIRGINIA
SUPPORTIVE HOUSING (VSH)
IS TO END HOMELESSNESS BY
PROVIDING PERMANENT HOUSING
AND SUPPORTIVE SERVICES
TO THE MOST VULNERABLE
INDIVIDUALS IN OUR SOCIETY.**

Dear Partner—

For many of us, 2020 has been a year focused on staying home, on finding innovative solutions that benefit our community, and on sustaining ourselves and our relationships in a perilous time. For Virginia Supportive Housing (VSH) and those that we serve, these themes have always been integral to our mission. Let's call it the power of home.

Of course, COVID-19 has required changes to how we currently operate, but more significantly, it has highlighted the integrity with which we have always operated. Consider just three of our recent initiatives, each of which strengthened our organization's and our community's ability to respond to crisis:

- **RICHMOND'S NEW CLAY HOUSE RENOVATION AND EXPANSION.** New Clay House, our first supportive housing community, opened in 1992 with 47 units and re-opened in 2019 with 80 units. We re-conceived the entire community from the ground up as both a physical and emotional environment in which our residents are empowered to live full and dignified lives.
- **VCU HEALTH PARTNERSHIP.** VSH and VCU Health partnered on a pilot program in which VSH provides supportive housing for 10 high-frequency emergency room patients who have co-occurring housing instability. First-year results demonstrated fewer ER trips for these individuals and reduced strain on VCU's healthcare system.
- **HAMPTON ROADS' MOVE ON PROGRAM.** Move On assists residents for whom life beyond supportive housing beckons to return to independent living. Move On celebrates our residents' healing and frees up precious supportive housing units.

The principles by which we have always operated led us to these programs, but their impacts are even more powerfully demonstrated during COVID-19. We are staying home in a state-of-the art New Clay House. Our courage to innovate alongside VCU Health frees up hospital resources critical to our community's COVID-19 response. And we are sustaining relationships by moving prepared residents on to reconnect with the larger community.

Thank you for your leadership. The mission that we have created together is both timely and enduring. That's because we are focused on home, and on relationships, and on courage. The power of home sustains us.

Be well,

Allison Bogdanovic
Allison B.

The principles by which we have always operated led us to these programs, but their impacts are even more powerfully demonstrated during COVID-19.



With Governor Ralph Northam during his 2019 visit to New Clay House.

2019

1,727 people lived at home,
instead of on the street, thanks to your support.

You helped provide permanent
housing and supportive services to:

1053

formerly homeless individuals

137

low-income individuals*

You helped position our team
as a leading provider of rapid
rehousing and supportive services
to veterans and their families:

537

served through Supportive Services for
Veteran Families (SSVF)

* Individuals earning 50% or less of Area Median Income. For these individuals, affordable rental housing is the primary tool that decreases their chances of experiencing homelessness.

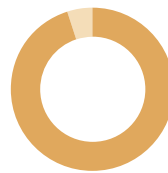
OF THE FORMERLY HOMELESS PROGRAM PARTICIPANTS WHO RECEIVE PERMANENT SUPPORTIVE HOUSING...



Almost all remain
permanently housed.

96%

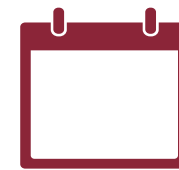
remain in stable, permanent housing



Almost all choose to stay
with us for at least a year.

98%

stay at least one year



On average, they choose
to stay several years.

4.84 years

is the average length of stay



Their income improves.

\$210

average increase in monthly income per
participant, compared to move-in income



Many gain access to benefits.

(for example: SNAP, Medicaid,
health insurance, disability)

89%

of our residents reported securing or maintaining
mainstream benefits for which they are eligible



And some build on their
strengths to the point that
they can “move on.”

58

successfully moved into permanent housing and
live independently, including **24** through our
Move On program in Hampton Roads*

* Their transition out of VSH properties creates availability of much-needed permanent supportive housing units for homeless individuals requiring intensive supportive services to maintain housing stability.

STAYING HOME

New Clay House was Virginia Supportive Housing's (VSH) original supportive housing apartment community. When we completed its extensive renovation and expansion in 2019, residents came home to apartments complete with full baths and kitchens, and to community spaces designed to promote healing and self-sufficiency. The reopening of New Clay House unleashed the power of home.

Home is a place you can call your own, and our permanent supportive programs ensure that our residents have their own apartment forever.

Home is welcoming, and New Clay House's expansion doubled our number of apartments.

Home is where you find healing when you're broken, and New Clay House is a community of residents and caregivers actively engaged in restoring people to their fullest selves.

Ms. Copeland enjoys the ability to access medical support facilities and attend church services without having to leave the building.

Mr. Reynolds appreciates the stable environment, allowing him to focus on achieving his personal goals.

And Ms. Bland says, "I feel myself. I found who I am. That's what I like most about being here."

These residents have all capitalized on their personal power of home, and this power propels VSH as an organization, as well. New Clay House was not just a redesign. It was a re-imagination. Its thoughtful spaces allow us to deliver our best-in-class support programs in ways that feel communal rather than clinical, and to enhance service delivery through innovative partnerships, such as the pilot program with VCU featured on the facing page.

New Clay House encapsulates the power of home. Or, as resident Marilyn described it: "This is where God wants me, because otherwise he wouldn't have set it up so perfectly."

The reopening of New Clay House unleashed the power of home.



Renovated unit interior at New Clay House.

New Clay House resident Ms. Copeland.



New Clay House resident Mr. Reynolds.



The renovated exterior of New Clay House.





STRENGTHENING HOME

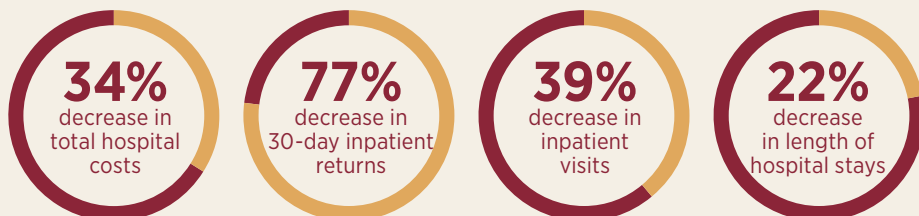
The power of home pays dividends at the intersection of an old problem, a new space, and bold thinking.

The problem is the overuse of emergency room services and hospital resources by vulnerable homeless populations suffering from multiple health challenges while lacking effective primary care. The new space is the renovated New Clay House. The bold thinking is a program being jointly piloted by Virginia Supportive Housing (VSH) and VCU Health.

Ryan Raisig, Associate Vice President for Coordinated Care and Post Acute Services at VCU Health, has studied the problem for years, and when VSH began the NCH renovation, VCU Health and VSH saw an opportunity for a solution.

In April 2019, the two organizations launched a pilot program serving five patients suffering from sickle cell disease and five patients suffering from other “complex care” morbidities. All were either experiencing homelessness or facing severe housing instability, and were heavy users of emergency room resources and hospital beds. These patients occupied ten of New Clay House’s eighty apartments with the goal that stable housing and access to VSH’s supportive services would improve their overall health and reduce their hospital usage.

VCU Health reports impressive first-year results for these patients:

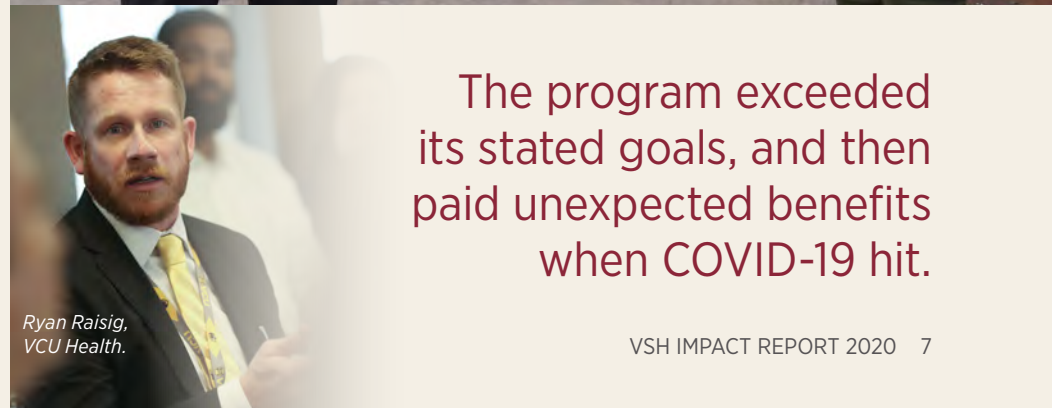


In addition, four of the ten patients have stabilized to the point that they can move on to other housing, freeing up apartments for more patients.

Raisig says that the program exceeded its stated goals, and then paid unexpected benefits when COVID-19 hit. “These patients’ decreased reliance on VCU Health resources was critical to our ability to prepare for a COVID surge,” says Raisig. It was a benefit no one could have anticipated, but arose from bold thinking made possible by the power of home.



VCU Pilot participant Ms. Bland with Front Desk Clerk Success Huggins outside of New Clay House.



Ryan Raisig,
VCU Health.

The program exceeded its stated goals, and then paid unexpected benefits when COVID-19 hit.

PERMANENT SUPPORTIVE HOUSING...

CHARLOTTESVILLE

66 individuals served

36 individuals served with permanent supportive housing.*

30 with affordable housing and access to supportive services.**

THE CROSSINGS AT FOURTH AND PRESTON

Built in 2012 · 60 units

CENTRAL VIRGINIA

1,071 individuals served

493 individuals served with permanent supportive housing.*

41 with affordable housing and access to supportive services.**

537 veterans (includes immediate family) received rapid rehousing, prevention, and supportive services.

NEW CLAY HOUSE

Built in 1992, renovated and expanded in 2019 · 80 units

STUDIOS AT SOUTH RICHMOND

Built in 1996, renovated in 2016 · 39 units

Expanded in 2011 · 21 units

60 units total

BLILEY MANOR

Built in 1998 · 8 units

STRATFORD HOUSE

(Cherokee Hill)

Built in 1998 · 8 units

THIRD AVENUE APARTMENTS

Built in 2002 · 4 units

CARY STREET APARTMENTS

Built in 2004 · 4 units

CHESTNUT HILL APARTMENTS

Built in 2004 · 4 units

INDEPENDENCE HOUSE

Built in 2005 · 6 units

JAMES RIVER APARTMENTS

Built in 2008 · 14 units

VETERANS APARTMENTS

Built in 2008 · 4 units

CHARLOTTESVILLE

CENTRAL VIRGINIA

HAMPTON ROADS

HAMPTON ROADS

590 individuals served

532 individuals served with permanent supportive housing.*

66 with affordable housing and access to supportive services.**

GOSNOLD APARTMENTS (Norfolk)

Built in 2006 · 60 units

CLOVERLEAF APARTMENTS (Virginia Beach)

Built in 2008 · 60 units

SOUTH BAY APARTMENTS (Portsmouth)

Built in 2010 · 60 units

HERON'S LANDING APARTMENTS (Chesapeake)

Built in 2013 · 60 units

CRESCENT SQUARE APARTMENTS (Virginia Beach)

Built in 2016 · 80 units

CHURCH STREET STATION STUDIOS (Norfolk)

Built in 2017 · 80 units

* Clients live in an apartment building that Virginia Supportive Housing (VSH) owns and operates, or in "scattered site" apartments made available through VSH's partnership with private landlords who lease apartments to our clients.

** Affordable housing units serve individuals earning 50% or less of the Area Median Income. For these individuals, affordable rental housing is the primary tool that decreases their chances of experiencing homelessness.

...SERVING THE MOST VULNERABLE AMONG US.

Of those formerly homeless clients receiving permanent supportive housing:

MANY ARE CHRONICALLY HOMELESS UPON INTAKE

Chronically homeless 56%

MOST HAVE A DISABILITY

Physical disability 69%

Chronic mental health condition 50%

MOST ARE OLDER

Under 18. 3%

18-24. 3%

25-44 15%

45-61. 59%

62+ 20%

SOME ARE VETERANS

Veterans. 10%

MOST ARE BLACK

Black 66%

White 29%

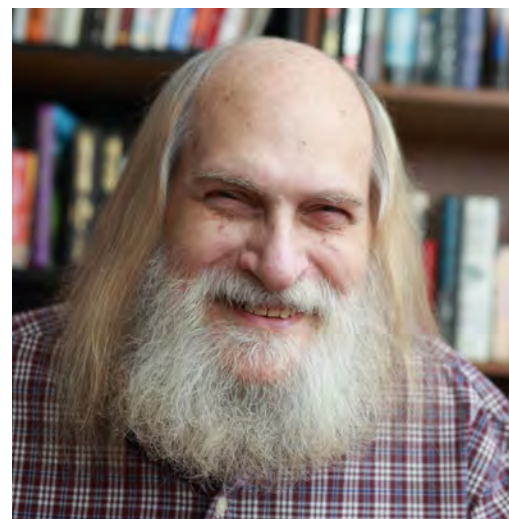
Hispanic 1%

Multiracial/Other 4%

MOST ARE MALE

Male 64%

Female. 36%





SUSTAINING HOME

George Stroud wants you to know something: “You are at your best when things are at their worst.”

He knows about things being at their worst. A 2011 job loss led to two years of homelessness and shelter living, but George never stopped focusing on being his best. In 2013 that focus led him to a home at Heron’s Landing, a supportive housing community operated by Virginia Supportive Housing (VSH).

For some, simply coming home to Heron’s Landing would have been achieving their best. But George dreamed his best could be even better.

“I wanted to get back out on my own so someone else could have the kind of chance Virginia Supportive Housing gave me,” says George.

In 2018 VSH received funding from the Hampton Roads Community Foundation to start a program for residents like George. Appropriately named Move On, the program is a resident-initiated process of evaluation, preparation, and transition to independent, self-determined lives.

Duane Miller, Move On Team Lead, says interested residents must meet goals around physical, social, and financial wellbeing. “We keep it very real,” says Duane of the process. “If they are struggling with finances in our supportive environment, how much more will they struggle when they are on their own?”

Social support systems also matter a great deal. “Do you have friends or family who will check on you if you’re sick? These are just as important as the finances,” says Duane.

Once a resident has demonstrated readiness, VSH works with local housing authorities to find affordable housing vouchers. “They can be anywhere the resident wants to go,” says Duane. “One woman’s family was in Alabama, so we connected with housing resources there to help her find her next home.”



Move On participant George Stroud.





Heron's Landing.

Move On participant George Stroud and Move On Team Lead Duane Miller outside Heron's Landing.



VSH ensures a successful post-move transition through a year of wrap-around services. After that, “We have a graduation ceremony and they are flying on their own once again,” says Duane. “But we are always available, no matter what. They might leave our properties, but they never leave our hearts.”

For George, home is now a one-bedroom apartment in a senior-housing complex. He is on his own but not alone. “They call to check on me,” says George. “They call just to say hello. They are still there for me. Anything I need.”

And even though for George things have come a long way from being at their worst, he knows there is someone else struggling right now like he once did. “By getting out, I give someone who is where I was a chance to do what I’ve done,” says George.

VSH, like George, also needs to be at its best when times are at their worst. Since the Move On program began in the region in 2018, 32 residents have made moves like George, which has allowed 32 more formerly homeless individuals to find permanent supportive housing in VSH communities. This is good for Move On graduates, good for VSH, and good for a homeless population most at risk during a global pandemic.

It’s a virtuous cycle George hopes he can help sustain. “I want to tell my story to the current residents. I want to tell them, ‘I did it, and you can, too. Just keep being your best.’”

“We are always available, no matter what. They might leave our properties, but they never leave our hearts.”



LOOKING AHEAD: COOL LANE

At Virginia Supportive Housing (VSH), we think the power of home is pretty cool. So cool, in fact, that our next stop is Cool Lane.

VSH's Cool Lane Apartments project is an adaptive re-use of a former assisted-living facility that shares land with both Henrico County and the City of Richmond. Incorporating 80 one-bedroom and six studio apartments, Cool Lane Apartments continues VSH's history of innovation in several exciting ways:

- Cool Lane Apartments will be Henrico County's first permanent supportive housing community.
- In addition to providing permanent supportive housing for individuals experiencing homelessness, Cool Lane Apartments offers additional affordable housing units to individuals earning 50% or less of the Area Median Income.
- 13 units will be fully accessible for individuals with disabilities and two units will have features for individuals with sensory impairment.
- All units will meet Virginia Housing's Universal Design Standards, which serve the needs of all residents, regardless of their ability, mobility, or age.
- The building will be designed and constructed to achieve an EarthCraft Gold Certification for resource and energy efficiency and will contain a photovoltaic solar array to reduce the building's energy load.

Cool Lane Apartments is located in a chronically underserved neighborhoods, and VSH is especially excited that the project will provide resources to the surrounding community. Collaborative partnerships with community-based providers — including Faith Community Baptist Church, located across the street — will allow for a neighborhood resource center, as well as onsite health services open to all area residents.

Construction on Cool Lane Apartments is expected to begin in 2021. When the project is completed in 2022, VSH expects to move our Richmond-based Supportive Services teams to occupy part of the project's office space.

Like we said, pretty cool!



Bird's Eye View of Cool Lane Apartments.

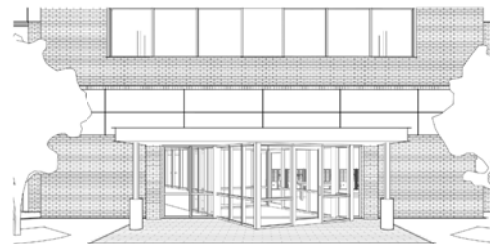
3-D Exterior View of Cool Lane Apartments



Front Exterior Elevation of Cool Lane Apartments.



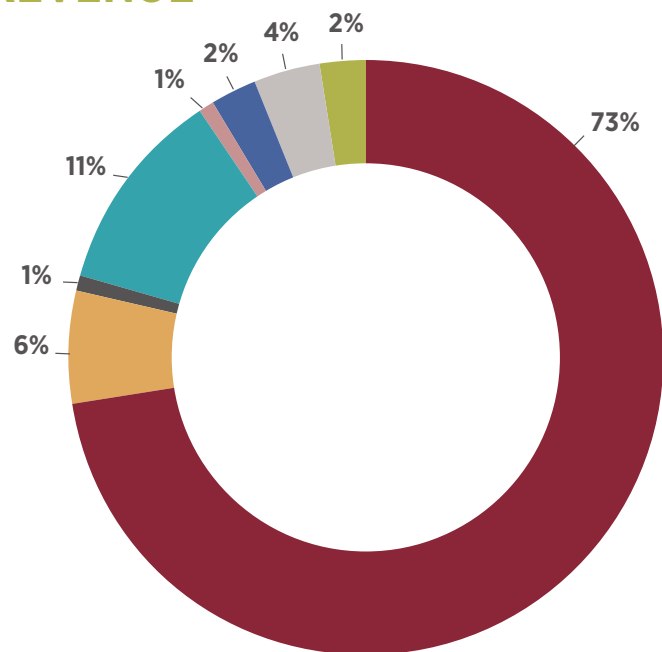
Entrance of Cool Lane Apartments.



Cool Lane Apartments will be Henrico County's first permanent supportive housing community.

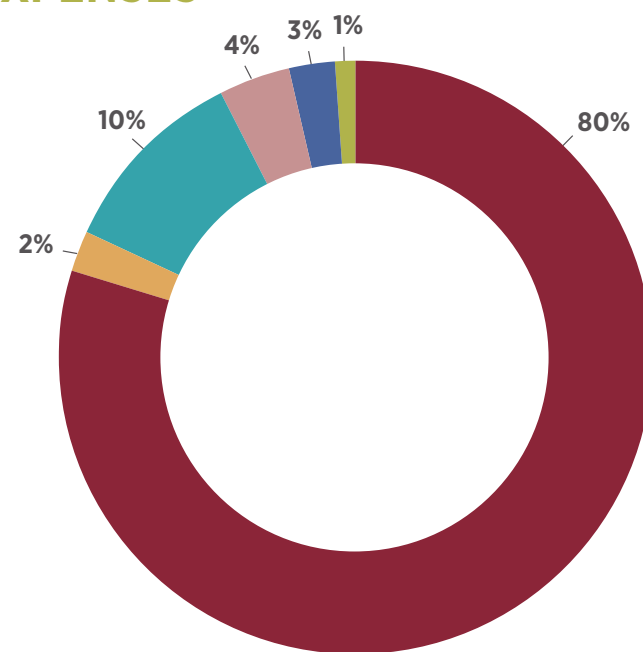
2019 FINANCIAL HIGHLIGHTS

REVENUE



Government grants	\$7,251,569
Property management and service fees	\$612,336
Contributions restricted for capital projects	\$90,000
Contributions for program expenses	\$1,106,957
Developer fees	\$80,854
Contract fees	\$234,500
Medicaid reimbursement	\$381,123
Investment earnings & other revenue	\$222,863
TOTAL	\$9,585,951

EXPENSES



Supportive services	\$7,710,495
Property management	\$200,191
Management and General	\$1,032,529
Mission Advancement	\$370,822
Multi-family development	\$235,301
Depreciation	\$94,687
TOTAL	\$9,644,025

The above revenue and expense items reflect Virginia Supportive Housing's 2019 IRS Form 990. To view VSH's full IRS Form 990, please visit ConnectVA.org.

BOARD OF DIRECTORS

Sharon Nusbaum, President

Community Volunteer

Jason Snook, Vice President

CapTech Ventures, Inc.

James Mellendick, Treasurer

Wells Fargo Advisors

Jack Horn, Secretary

Martin Horn, Inc.

Pam Goggins, Immediate Past President

Microsoft

Nathalia D. Artus

Atlantic Union Bank

Curtis Carter

Thalhimer

Keith Conley

Veteran, U.S. Navy

Andrew Heatwole

Ripley Heatwole Company, Inc.

Sharon Patrick

Enterprise Holdings

Sharon Payne

Virginia Wesleyan University

Kathy Robertson

Community Volunteer

Andrew Sherrod

Hirschler

Allison Bogdanović, Executive Director

Virginia Supportive Housing

RICHMOND COUNCIL OF ADVOCATES

Betsy Bighinatti

Community Volunteer

Karl Bren

Green Visions Consulting

Imad Damaj

Virginia Muslim Coalition for Public Affairs

Jane Henderson

Virginia Community Capital, Inc.

W. Barry Hofheimer

CB Richard Ellis

Kelly King Horne

Homeward

Laura Lafayette

Richmond Association of REALTORS®

Gilbert M. Rosenthal

The Rosenthal Foundation

Robert Sledd

Pinnacle Ventures, LLC

T.K. Somanath

Community Volunteer

Wallace Stettinius

Retired Chairman,
Cadmus Communications

Nancy B. Stutts

Wilder School of Govt. & Public Affairs, VCU

James Ukrop

New Richmond Ventures

HAMPTON ROADS MISSION ADVANCEMENT COUNCIL

Sharon Payne, Chair

Virginia Wesleyan College

Terri Gorman

Lynnhaven River Now

Anne Kincaid-Luna

Community Volunteer

Barbara Nachman

Community Volunteer

Sharon Nusbaum

Community Volunteer

Greg Ott

Chalice Christian Church (Disciples of Christ)

Sharon Patrick

Enterprise Holdings

Mickella Rast

Chenega Corporation

Di Ricks

Community Volunteer

JUNIOR BOARD

Libba McKinsey, President

Virginia Community Capital, Inc.

Madeline Petrie, Vice President

project: HOMES

Rose Teague, Chief Information Officer

United Methodist Foster Services

Rachel Bates

Scott Insurance

Jasmine Lewis

George Mason University

Joan Marshall

project: HOMES

Daniel Motta

PlanRVA / VCU

Leslee Oliver

VHB

Amelie Rives

Virginia Community Capital, Inc. / VCU

Daniel Wassum

Johannas Design Group

SINCEREST THANKS TO ALL OUR DONORS AND VOLUNTEERS.

Despite the uncertainty that the past months have brought us, here at VSH we know that one thing always remains the same: your commitment to ending homelessness. Every year, our donors and volunteers are at the heart of our work, helping us sustain our mission. Your generosity and selflessness ensure that we can provide our residents and program participants with the highest quality housing, facilities, services, and support. Thank you for your contribution - together, we are making homelessness history.

This year, our transition to an Impact Report has created space for us to try something new. As part of our ongoing efforts to increase sustainability and reduce our environmental impact, we've shifted the list of our 2019 donors and volunteers from print to our website. Use the QR code below to open the webpage, or use the link below.

<http://www.virginiassupportivehousing.org/2019-supporters/>



YOUR SUPPORT HELPS CREATE HOMES ALL YEAR LONG.

We welcome gifts of cash, stock, and bequests as well as annual gifts or installment gifts. Donate at virginiassupportivehousing.org. To discuss further or learn more, please contact:

Greater Richmond and Charlottesville

Chris Edwards
cedwards@virginiassupportivehousing.org
804-788-6825, ext. 307

Hampton Roads

Arden Reed
areed@virginiassupportivehousing.org
757-355-0508

We also have volunteer opportunities for individuals and groups. To discuss further or learn more, please contact:

Jonathan Etheridge
jetheridge@virginiassupportivehousing.org
804-788-6825, ext. 314



virginiassupportivehousing.org

8002 Discovery Drive, Suite 201 · Richmond, Virginia 23229 · 804-788-6825 | CORRESPONDENCE: P.O. Box 8585 · Richmond, Virginia 23226