



# Progress, UNINTERRUPTED



VIRGINIA  
**supportive  
housing**

2021 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: **98% of individuals we serve do not return to homelessness.**

VSH is particularly focused on serving the most vulnerable subset of the homeless population: 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.



The mission of Virginia Supportive Housing is to end homelessness by providing permanent housing and supportive services.

Dear Partners—

The story of the past 18 months is one of a world interrupted. Plans interrupted. Employment interrupted. Housing interrupted. Lives interrupted. As is so often the case, the pandemic's effects fell disproportionately on the poor and vulnerable, and the need for stable housing became more urgent than ever.

Despite unprecedented challenges, Virginia Supportive Housing continued doing what we have always done best. We continued building safe and affordable places to house formerly homeless people; we continued surrounding our people with services that empower them to grow into their best selves; and we continued innovating to ensure that we deliver the best supportive housing model possible.

Therefore, even amidst a backdrop of global interruption, this year's Impact Report is a celebration of progress uninterrupted, as illustrated by:

- **SERVICES, UNINTERRUPTED:** Our frontline teammates adapted, pivoted, created, and improvised to ensure that our residents continued to receive the physical, mental, and financial supports necessary to not only remain housed but to thrive to the greatest extent possible. These desk clerks, property managers, maintenance staff, services teammates, and yes, residents themselves, are the indisputable heroes who refused to give in to any interruption.
- **BUILDING, UNINTERRUPTED:** A perilous economy and uncertain construction prospects has not interrupted progress on Cool Lane, our newest and most innovative project to date. Providing 86 units of permanent supportive housing and affordable housing as well as space for partner services and employment opportunities in Richmond's East End, Cool Lane Apartments is an expansion and improvement of our existing best-practice model at a time when the need could not be greater.
- **INNOVATION, UNINTERRUPTED:** VSH, along with four Charlottesville-based nonprofit partners, is pursuing the audacious goal of functionally ending chronic homelessness in the Charlottesville/Albemarle region. The Premier Circle project is essential to achieving this goal. The five partners refused to allow the pandemic to interrupt this vital work, nor the innovative thinking needed to achieve success.

Please read on to discover more about these and other stories that together add up to progress, uninterrupted. And while you do, I hope you'll feel an integral part of our celebration. Our VSH family is diverse and robust: residents, teammates, partners, supporters of all kinds. Above all I am grateful for family, and so I am grateful for you, uninterrupted.

*Allison Bogdanovic*

—Allison Bogdanovic, Executive Director

Despite  
unprecedented  
challenges,  
VSH continued  
doing what we  
have always  
done best.



Personally, family continued uninterrupted. This spring, my family welcomed the birth of our second son, Albert.

# 2020



**1,665 people lived at home,**  
instead of on the street, thanks to your support.

You helped provide permanent  
housing and supportive services to:

**919**

formerly homeless individuals

**201**

low-income individuals\*

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

**545**

served through Supportive Services for  
Veteran Families (SSVF)

\* 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.



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



Almost all remain permanently housed.

**98%**

remain in stable, permanent housing.



Many maintain or increase their income.

**69%**

of our residents reported maintaining or increasing their cash income.



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

**99%**

stay at least one year.



Their income improves.

**\$450**

average increase in monthly income for those who saw improvement.



On average, they choose to stay several years.

**6 years**

is the average length of stay.



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

**22**

successfully moved into permanent housing and live independently.\*



*\*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.*

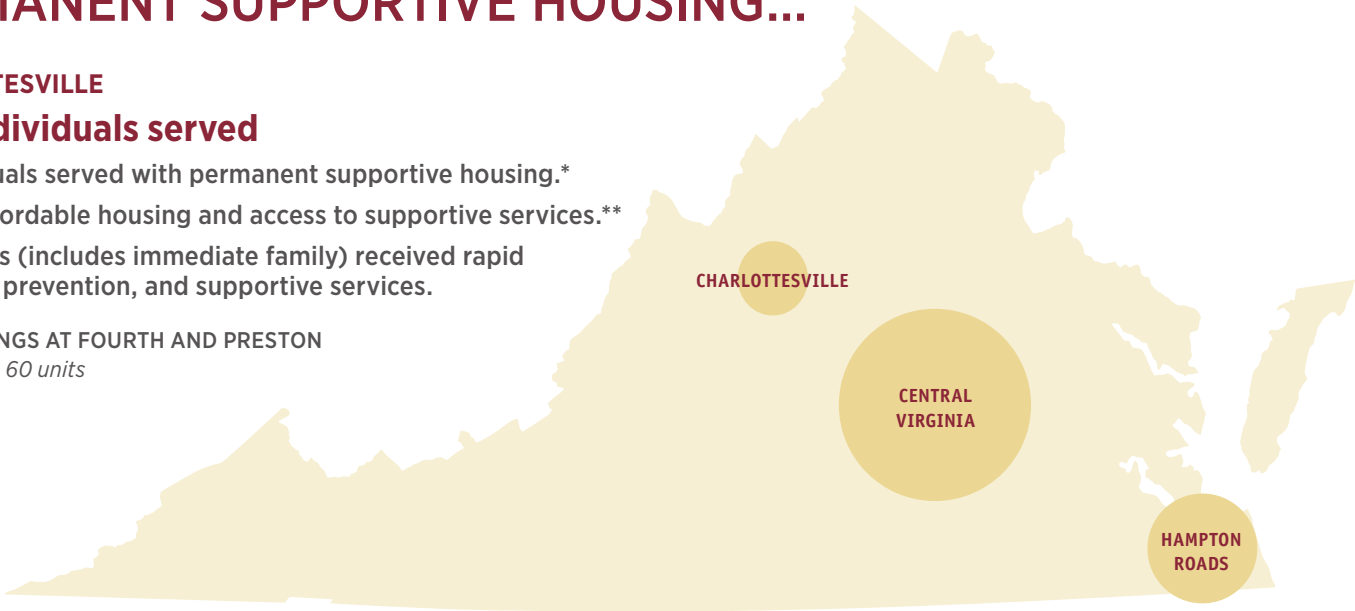
# PERMANENT SUPPORTIVE HOUSING...

## CHARLOTTESVILLE

### 100 individuals served

- 35 individuals served with permanent supportive housing.\*
- 27 with affordable housing and access to supportive services.\*\*
- 38 veterans (includes immediate family) received rapid rehousing, prevention, and supportive services.

THE CROSSINGS AT FOURTH AND PRESTON  
*Built in 2012 · 60 units*



## CENTRAL VIRGINIA

### 1,027 individuals served

- 427 individuals served with permanent supportive housing.\*
- 93 with affordable housing and access to supportive services.\*\*
- 507 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  
*Opened in 1998 · 8 units*

STRATFORD HOUSE  
(Cherokee Hill)  
*Opened 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*

\* 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.

## HAMPTON ROADS

### 538 individuals served

- 457 individuals served with permanent supportive housing.\*
- 81 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*

\*\* 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	65%
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**Most have a disability**

Physical disability	47%
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Chronic mental health condition or substance use	61%
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**Most are older**

Under 18	4%
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18-24	2%
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25-44	14%
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45-61	57%
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62+	23%
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**Some are veterans**

Veterans	10%
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**Most are black**

Black	69%
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White	26%
-------	-----

Hispanic	1%
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Multiracial/Other	4%
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**Most are male**

Male	63%*
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Female	37%*
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*\*These percentages include four transgender people.*



# Services, UNINTERRUPTED

*While COVID-19 affected all of us in different ways, the most significant impacts at VSH were felt by our Supportive Services and Property Management teams, who worked through extraordinary circumstances to serve our residents and program participants while keeping themselves healthy and safe. Here are their experiences in their own words.*

*Answers have been lightly edited for clarity.*

*“The biggest challenge I faced was providing my residents all the things I normally provided for them. I arranged transportation for appointments, food when they needed it, and encouragement that this traumatic time would pass. The big thing was giving them hope when it seemed there wasn’t any. It made me closer to the people I serve. They really appreciated all of the calls and loved having an outlet to discuss what was going on in their lives. I think it let them know that someone really cared about what they were going through.”*

## **BEN HOUCHENS**

Senior Supportive Services Specialist,  
The Crossings, Charlottesville



*“Early days during the pandemic were scary, not knowing much about the virus and its particulars. Communication through notice was the only safe option. But I had no problem coming into the office. I was actually in more than we were*

*advised to. I didn’t want my residents to feel that I had abandoned them. Being a manager sometimes means being a counselor, listener, and so many other things.”*

## **MARCHEZ GOODE**

Assistant Property Manager,  
Studios at South Richmond

*“I had a kidney transplant in 2018, and with the announcement of COVID-19, I was very concerned. But VSH management had a quick response: supplying hand sanitizer, masks, and cleaning products to maintain my office space, as well as time off to receive the vaccine near my home. We had a choice of working at home or office — laptops were provided. I also obtained my client’s cell phone numbers so that I had the ability to keep in touch, update their files or to discuss any issues.”*

## **ELEANORE BANYAN**

Supportive Services Specialist,  
South Bay Apartments, Hampton Roads





*“Initially, we were somewhat paranoid, so we sanitized everything. We wore face masks and rubber gloves from the time we entered the building to the time we left. We were a bit worried, not knowing if we could come in contact with someone who had tested positive for COVID-19. It helped when we found out that most of the residents were just as concerned as we were. Knowing that we had something in common made it easier to work with them.”*



#### **ROBERT MCKOY**

Maintenance Supervisor,  
South Bay Apartments, Hampton Roads

*“Early in the pandemic, I had difficulty convincing clients that there was a real, legitimate threat. It seemed that they initially expected business as usual. As face-to-face contact decreased, phone contact increased. I also did drive-by contactless deliveries of masks, meds, toilet paper, disinfectant cleaners, etc. Initially, due primarily to disinformation, less than half of my clients were willing to be vaccinated, even though 100% of them have a disabling condition. After providing needed educational materials from reputable sources — and sharing my own vaccination experience — I am happy to report that over 82% of my clients are now fully vaccinated.”*



#### **RENE FAULKNER**

Senior Supportive Services Specialist,  
Hampton Roads Housing First

*“In the early days, what I remember most is doing my best to keep our residents calm and focused. In the one or two days I was in the office, I made sure to see and speak with the residents who had exhibited the most anxiety or service needs. When working from home, I made sure to call 6 or 7 residents per day, and rotated who I called so that everyone would still feel connected to Services staff. That’s the beauty of us being stretched and pulled in unexpected ways. With every success, the trust and faith essential to relationship-building with our clients skyrockets.”*



#### **LINDELL SYKES**

Senior Supportive Services Specialist,  
Studios at South Richmond

*“I stayed at home for over three months during COVID-19 because of a health condition. At first I was nervous, but later I felt more confident to come back to work while wearing a mask. The biggest challenge is to focus on everyone staying healthy. My job is to do my very best to keep my teammates and our residents safe.”*



#### **CINTHIA SOK**

Desk Clerk,  
Studios at South Richmond

# Resilience, UNINTERRUPTED

*Carolina's is just one story of the transformative power of Services, Uninterrupted.*

For years, Needham Wilder's story was one of a hopeful life, interrupted. "I had a great childhood," he says. But later in life, things took a dark turn when Needham — known as Carolina — lost both parents and his sister in a short period of time. He spiraled into depression and substance use — and eventually into the criminal justice system.

On several occasions, upon being discharged from prison, he found himself without access

to any housing or support. He would then "get in trouble" and go back, like a revolving door. "I was tired of being on the street, not having anywhere to go."

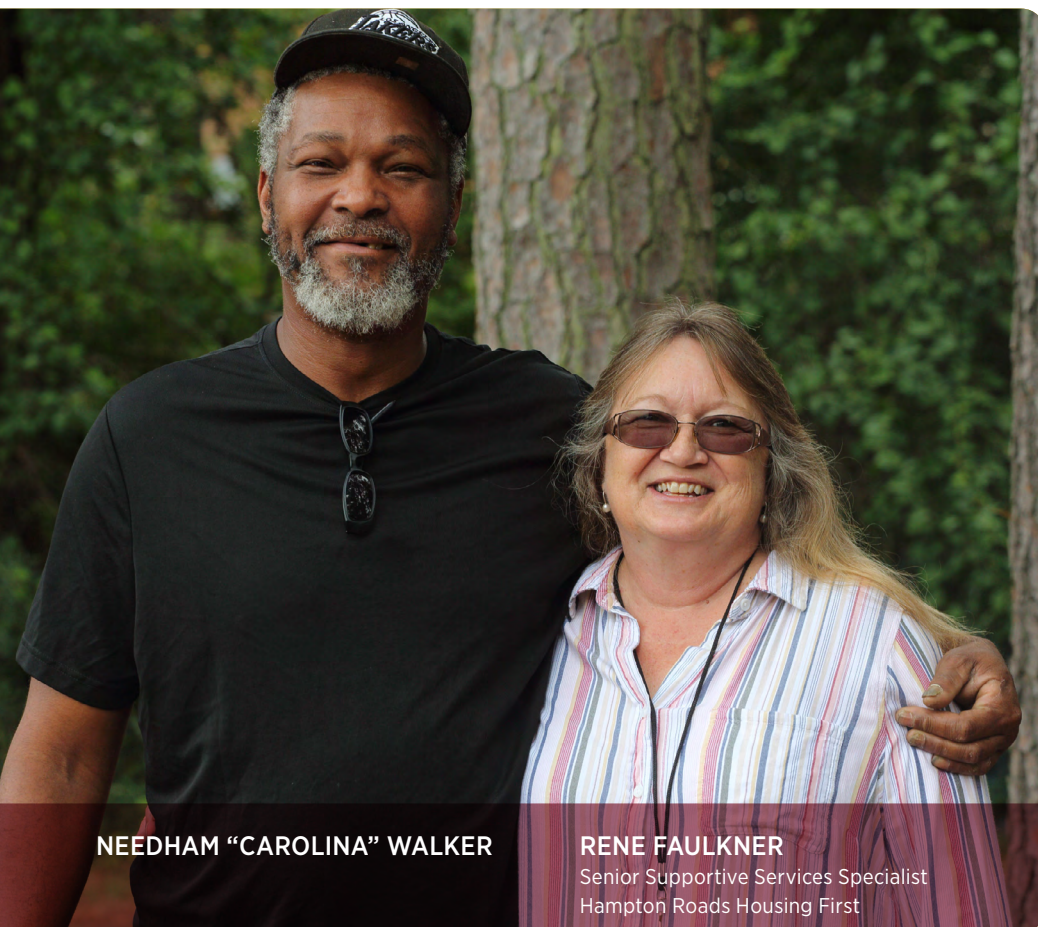
In early 2020, he connected with homeless services in South Hampton Roads and was referred to Virginia Supportive Housing. On March 17, six days after the WHO declared a pandemic, Carolina entered VSH's Hampton Roads Housing First scattered site program.

It was only the second time in his life he'd had a place of his own, and it was here that he discovered the power of **Services, Uninterrupted** to help him truly change the course of his life.

Despite the challenges of the pandemic and limited opportunity for in-person connection, Carolina has been hard at work, and the VSH services team has been with him every step of the way. He replaced his cell phone and his health insurance card. He got his learner's permit. He connected with a primary care physician and specialty providers. He worked with staff to register with the IRS and received all three stimulus checks. He got the COVID-19 vaccine. And, he allowed staff to accompany him to court in June 2020 on pending charges from before program entry seemingly related to his homelessness. VSH staff were able to testify to his new housing and support; when they returned to court six months later showing no issues, the charges were dismissed.

Home, for Carolina, means "stability, safety, and staying out of trouble." But, most significantly, he says, "it's a way to be reached." His family now has a phone number and address for him — recently, his uncle came up from North Carolina to visit, and the two went fishing together.

A life back on track. Family connections restored. Carolina's is just one story of the transformative power of **Services, Uninterrupted**. Working with VSH, Carolina says, "has made me a better man."



NEEDHAM "CAROLINA" WALKER

RENE FAULKNER

Senior Supportive Services Specialist  
Hampton Roads Housing First



# Building, UNINTERRUPTED

*Safe, supportive housing is more vital than ever before.*

**Building, Uninterrupted** is about more than building structures. It's about building trust. When Virginia Supportive Housing (VSH) moves into a new community, trust is the foundation upon which everything else relies.

The nursing home on Cool Lane in Richmond's East End had been shuttered for years. Across the street, Faith Community Baptist Church (FCBC) made sure the city knew they and their neighbors wanted the next occupant to be a true community partner. Several possibilities came forward over the next few years, but none felt right until VSH entered the conversation.

Dr. Patricia Gould-Champ, Founding Visionary and Pastor at FCBC recalls the day she met VSH Executive Director Allison Bogdanovic. "We talked for hours and that allowed me to know her heart, and see that what she wanted to do was in keeping with our community."

Others in the community were not initially as enthusiastic. Dr. Gould-Champ convened a number of meetings between VSH and community leaders, as well as a tour of VSH's New Clay House development.

Building trust is slow work, and must be done intentionally, says Dr. Gould-Champ, and "at every turn they [VSH] have involved the people who live here."

Skepticism turned to enthusiasm, and feedback from neighbors influenced Cool Lane Apartments' ultimate design. In addition to 86 units of permanent supportive housing, the building includes offices and meeting rooms for FCBC and its partners to deliver community-serving programs.

Trust was essential in other areas, as well. Pandemic-induced supply chain issues drove

construction budgets significantly beyond initial estimates, and the resulting funding gap could have substantially delayed the project. But our strong relationships with our lenders means that groundbreaking will still occur in 2021—uninterrupted.

Cool Lane Apartments is **Building, Uninterrupted**, and its importance cannot be overstated. Homelessness in Richmond has increased 65% as a result of the pandemic.

Safe, supportive housing is more vital than ever before. And in communities like the East End, the need for other critical services is equally urgent.

Cool Lane Apartments, co-created with the community it serves, will be there to meet these needs. It will be, in the words of Dr. Gould-Champ, "a place of pride. A place that affirms us."

## COOL LANE APARTMENTS



### 86 UNITS

- 80 one-bedroom apartments
- 6 studio apartments
- 13 fully accessible units
- Construction begins fall 2021
- Projected completion early 2023
- Built to Earthcraft Gold certification
- First VSH property in Henrico County



### REV. DR. PATRICIA GOULD-CHAMP

Pastor and Founding Visionary at Faith Community Baptist Church





# Innovation, UNINTERRUPTED

*With the construction of these units at Premier Circle, Charlottesville will have the capacity to supportively house its entire chronically homeless population.*

Premier Circle defines **Innovation, Uninterrupted**. When the pandemic drove homelessness in the Charlottesville area to new levels, Virginia Supportive Housing (VSH) and four other Charlottesville-based nonprofits responded with an audacious idea: functionally end chronic homelessness in the Charlottesville region altogether.

A community functionally ends chronic homelessness (or, reaches “functional zero”) when it has adequate supportive housing units to address the needs of its chronically homeless population. According to VSH Senior Real Estate Development Officer Elizabeth Nice, achieving functional zero in Charlottesville had long been discussed among area organizations including VSH, People and Congregations Engaged in Ministry (PACEM), Thomas Jefferson Area Coalition for the Homeless (TJACH), and Piedmont Housing Alliance (PHA).

“Conversations had been underway,” says Nice, “but finding a location wasn’t easy.”

Then COVID happened, and a struggling hotel property became available in the right location. Nice says that rather than hinder progress on this plan, “COVID actually helped us by offering a possible location that could

serve both immediate and long-term needs.”

Because VSH and its partners had already been involved in such innovative planning, they had a powerful case for turning a run-down hotel into a solution for chronic homelessness by providing short-term non-congregate shelter and permanent housing. Enter the Charlottesville Area Community Foundation (CACF), who made a \$4.25 million dollar grant (the largest single grant in that organization’s history) to seed the project, and Premier Circle was born.

As a pandemic response to increased acute homelessness, Premier Circle’s first phase is a non-congregate emergency shelter. The next phases will include 80 VSH-managed supportive housing apartments and 60 PHA-managed affordable housing units. With the construction of these units at Premier Circle, Charlottesville will have the capacity

From left to right: Jayson Whitehead, PACEM Executive Director; Sunshine Mahon, PHA CEO; Anthony Haro, TJACH Executive Director; Eboni Bugg, CACF Director of Programs.



to supportively house its entire chronically homeless population. Functional zero will be achieved.

The speed with which Premier Circle has progressed during the pandemic is only possible because best-in-class agencies were willing to not only think boldly but to operate across organizational boundaries. The partnership addresses a spectrum of needs by deploying each partner’s mission in the focus area it serves most effectively, and the results will be game changing for Charlottesville.

That is **Innovation, Uninterrupted**.

## PREMIER CIRCLE PROJECT TIMELINE

### PHASE ONE:

Spring 2021-Spring 2023

- The Red Carpet Inn renovated into 115 units of non-congregate shelter
- Shelter is TJACH-led and PACEM-staffed
- VSH fundraises for construction

2021

### PHASE TWO:

Spring 2023-Spring 2025

- VSH constructs 80 units of PSH
- PHA begins construction on 60 affordable housing apartments

2023

### PHASE THREE:

Spring 2025-Fall/Winter 2026

- PHA completes construction

2025

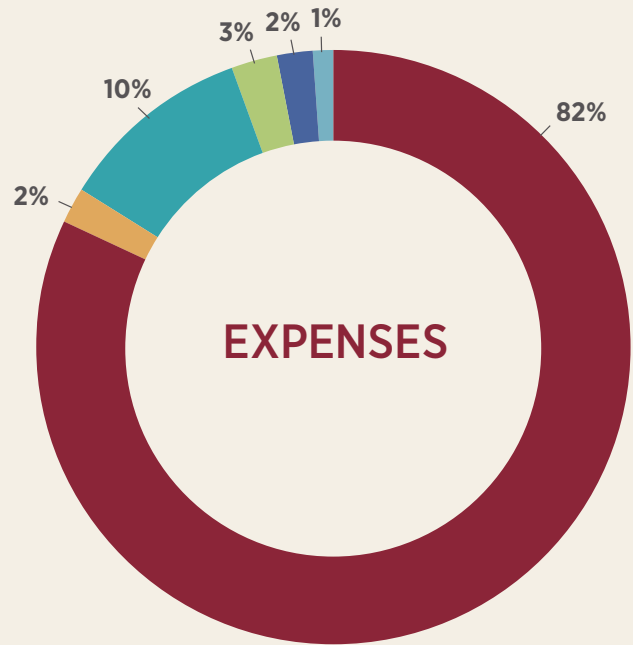
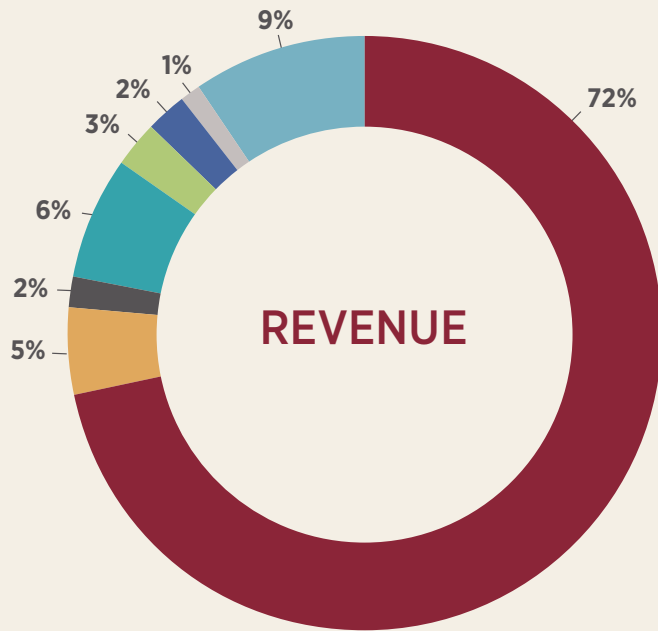
### PHASE FOUR:

Winter 2026

- Commercial parcel on property improved and sold

2026

# 2020 FINANCIAL HIGHLIGHTS



Government grants	\$9,913,899
Property management and service fees	\$615,711
Contributions restricted for capital projects	\$240,000
Contributions for program expenses	\$907,179
Contract fees	\$353,367
Medicaid reimbursement	\$334,037
Investment earnings & other revenue	\$140,627
PPP Loan	\$1,277,286
<b>TOTAL</b>	<b>\$13,782,106</b>

Supportive services	\$10,825,239
Property management	\$280,401
Management and General	\$1,375,847
Mission Advancement	\$339,094
Multi-family development	\$273,758
Depreciation	\$113,698
<b>TOTAL</b>	<b>\$13,208,037</b>

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## *Sincerest thanks*

TO ALL OUR DONORS AND VOLUNTEERS.

Progress wasn't the only thing uninterrupted at VSH this year. Your uninterrupted commitment to ending homelessness makes possible the services, building, and innovation you've read about here. Your generosity and selflessness ensures that we can provide our residents and program participants with the highest quality housing, facilities, services, and support despite the pandemic. Thank you for your contribution - together, we are making homelessness history.

As part of our ongoing efforts to increase sustainability and reduce our environmental impact, we've

shifted the list of our 2020 donors from print to our website. Use the QR code below to open the webpage, or use the link below.

<https://www.virginiasupportivehousing.org/2020-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 [virginiasupportivehousing.org](https://virginiasupportivehousing.org). To discuss further or learn more, please contact:

### **Greater Richmond and Charlottesville**

Chris Edwards  
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804-788-6825, ext. 307

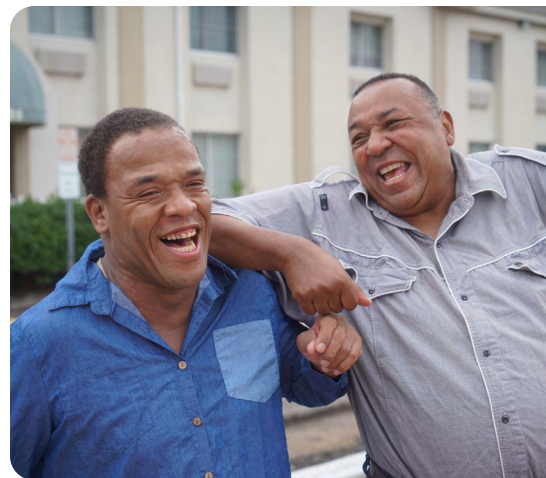
### **Hampton Roads**

Nancy Perry  
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757-409-1724

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

Caitlin Reynolds  
[creynolds@virginiasupportivehousing.org](mailto:creynolds@virginiasupportivehousing.org)  
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