THE ROAD HOME:

BUILDING OUR FUTURE

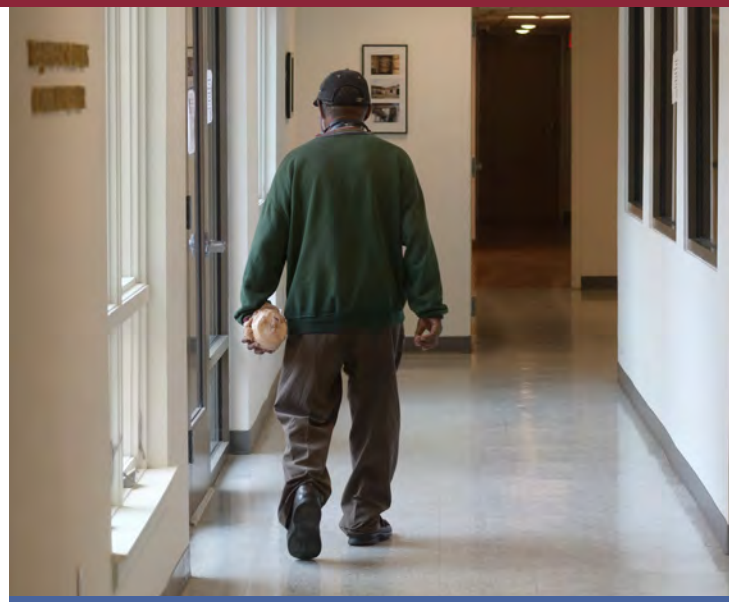
VIRGINIA supportive housing

2022 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 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.



THE MISSION OF VIRGINIA SUPPORTIVE HOUSING IS TO END HOMELESSNESS BY PROVIDING PERMANENT HOUSING AND SUPPORTIVE SERVICES.

Dear Partners—

We built that!

Thirty-four years ago Virginia Supportive Housing was born from a blueprint: the audacious idea that the "chronically homeless" could be embraced with dignity, and that with stable housing and supportive services, they could build a foundation strong enough to stabilize and thrive. We gathered tools—best practices that begin with housing first—and builders—associates and champions who shared our dream—and we went to work.

We built scattered site partnerships. We built residential communities. We built in Richmond and Hampton Roads and Charlottesville. We built relationships with municipalities and neighborhood associations and a phenomenal network of supporters.

But the most important building of all was done by our residents, who picked up the tools of housing and supportive services and engaged in the long and deliberative work of building their lives. They always have been and remain the reason for our being.

Thirty-four years later VSH serves over 1,500 individuals across the state. Our annual budget of $11.4m supports the work of our 150 teammates, all aligned around the mission to end homelessness. And year over year, 98% of our residents and program participants remain stably housed.

This is all the result of remarkable work done by the remarkable people who share space in the big and bustling VSH household. We'll celebrate our journey in the following pages. I hope you'll recognize the impact you've had on this journey and join me in saying: We built that!

And now we are building more than ever.

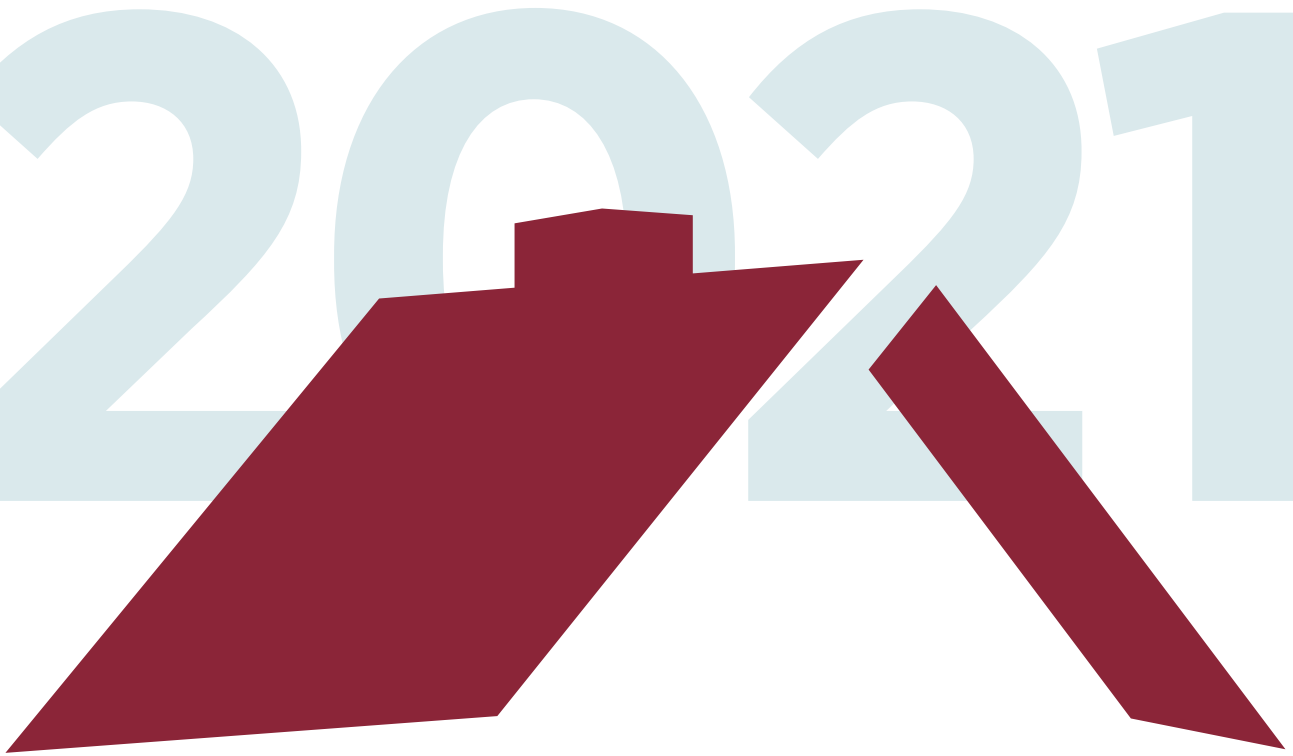
Our supportive housing pipeline is robust as we strive to create new homes in new localities for our most vulnerable neighbors. Construction is underway at Cool Lane Commons in Henrico County and we are preparing for construction on Premier Circle in Albemarle County and for the renovation and expansion of Gosnold Apartments in Norfolk. Together these three projects will create more than 200 new supportive apartments and renovate 60 units ready for reinvestment. Our ability to unite public and private partners and raise significant capital remains stronger than ever — each deal averages $20 million from 25 individual sources.

So in this Impact Report, we'll also celebrate our blueprint for the future and moving closer to our vision of ending homelessness. I hope you'll recognize the important part you have to play in this future and join with me when I say with excitement: We're building that!

Allison Bogdanović

—Allison Bogdanović, Executive Director

"The most important building of all was done by our residents... they always have been and remain the reason for our being."



1,565 people lived at home,

instead of on the street, thanks to your support.

You helped provide permanent housing and supportive services to:

922
formerly homeless individuals

186
low-income individuals*

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

389
served through Supportive Services for Veteran Families (SSVF)

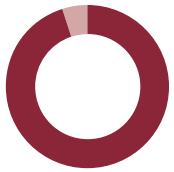
** Individuals earning 50% or less of the Area Median Income. For these individuals, affordable rental housing is the primary tool that decreases their chances of experiencing homelessness.*

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

Almost all remain permanently housed.

98%

remain in stable, permanent housing



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

99%

stay at least one year

On average, they choose to stay several years.

6 years

is the average length of stay

Their income improves.

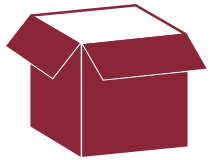
$465

average increase in monthly income for those who improve their income

Many maintain or increase their income.

70%

of our residents reported maintaining or increasing their cash income



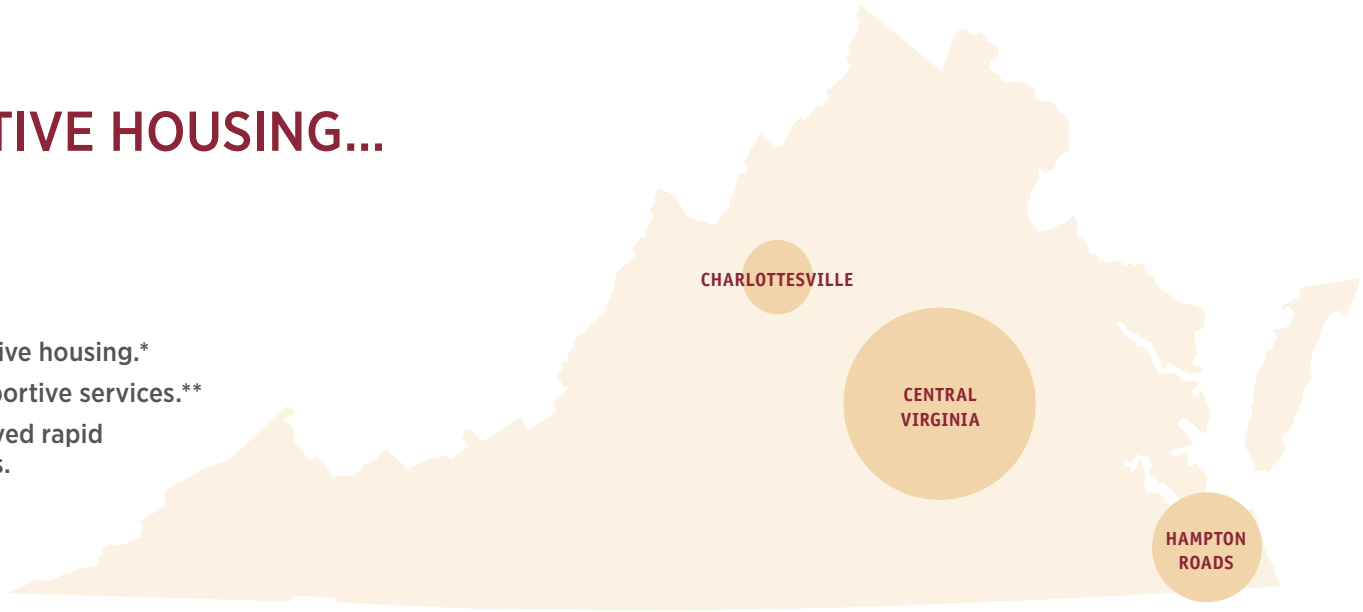
And some build on their strengths to the point that they can "move on."

10

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

106 individuals served

39 individuals served with permanent supportive housing.*

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

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

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

CENTRAL VIRGINIA

856 individuals served

426 individuals served with permanent supportive housing.*

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

346 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
Acquired in 1998 · 8 units

STRATFORD HOUSE
(Cherokee Hill)
Acquired 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

HAMPTON ROADS

603 individuals served

457 individuals served with permanent supportive housing.*

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

68 with street outreach 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 individuals receiving permanent supportive housing:

MANY ARE CHRONICALLY HOMELESS UPON INTAKE

Chronically homeless 64%

MOST HAVE A DISABILITY

Physical disability or chronic health condition 47%
Chronic mental health condition or substance use 61%

MOST ARE OLDER

Under 18 . . . . . 4%
18-24 . . . . . 2%
25-44 . . . . . 15%
45-61 . . . . . 54%
62+ 25%

SOME ARE VETERANS

Veterans 10%

MOST ARE BLACK

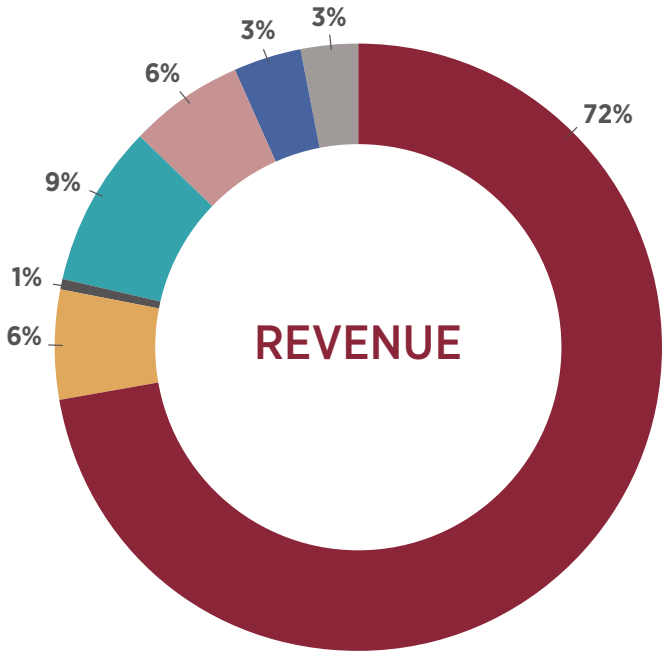
Black 70%
White 25%
Hispanic 2%
Multiracial/Other 4%

MOST ARE MALE

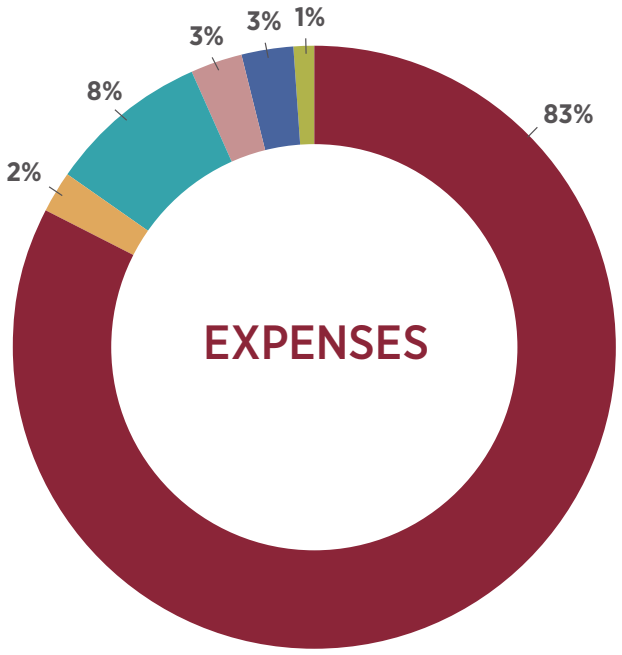
Male 64%
Female 36%

These percentages include four transgender people.

2021 FINANCIAL HIGHLIGHTS



Government grants	$8,292,080
Property management and service fees	$640,779
Contributions restricted for capital projects	$75,000
Contributions for program expenses	$974,024
Contract fees	$727,912
Medicaid reimbursement	$397,432
Investment earnings & other revenue	$337,136
TOTAL	**$11,444,363**



Supportive services	$9,186,938
Property management	$247,733
Management and General	$948,300
Mission Advancement	$326,414
Multi-family development	$289,880
Depreciation	$115,708
TOTAL	**$11,114,973**

The above revenue and expense items reflect Virginia Supportive Housing's 2021 IRS Form 990. To view VSH's full IRS Form 990, please visit ConnectVA.org.

SINCEREST THANKS

TO ALL OUR DONORS AND VOLUNTEERS.

It takes each of us to build a future in which homelessness doesn't exist. Virginia Supportive Housing could not build properties and provide services at the rate and quality that we do without your generosity and selflessness. Your steadfast commitment to ending homelessness ensures that we can provide our residents and program participants with the highest quality housing, facilities, services, and support, both today and in the future. 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 2021 donors from print to our website. Use the QR code below to open the webpage, or use the link below.

Link:
https://www.virginiasupportivehousing.org/2021-supporters/

THE ROAD HOME: BUILDING OUR FUTURE

In 1988, Virginia Supportive Housing was founded under the name SRO Housing of Richmond with the mission of ending homelessness by providing permanent housing and supportive services. A small, all-volunteer staff began developing and overseeing a single property in the City of Richmond - services were provided by VCU social work students and the 47 residents shared kitchens and bathrooms. While our mission has remained the same, the past thirty years have seen VSH's work grow in ways unimaginable at our founding.

In 2022, Virginia Supportive Housing serves over 1,500 people in three regions (with expansion plans into a fourth). Real estate development, property management, and supportive services departments are all housed under our roof. From securing millions in government grant revenue, to developing our scattered-site programs, to building healthcare partnerships, we have spent three decades pursuing our mission while finding innovative and sustainable ways to expand and improve our capacity.

In the following pages, we invite you to follow along on our journey from 1988 to 2022 — and beyond — as we celebrate the expansion and innovation bringing us closer to ending homelessness in Virginia.

PAST

2017
Church Street Station Studios opens

1992
New Clay House opens

2006
Gosnold Apartments opens

2012
The Crossings opens

2007
"Scattered site" model

1988
"SRO Housing of Richmond"

PRESENT

2018
Government grant consolidation

2018
Move On program

2019
VCU Health partnership

2019
New Clay House renovation & expansion

2019
CORES certification

FUTURE

2022
Fredericksburg partnership

2023
Cool Lane Commons opens

2024
Gosnold Apartments renovation & expansion begins

2024
Premier Circle opens

"I began my Board service in 1992, before VSH's first property, New Clay House, opened. It has been a remarkable thirty years. Based on founder Karl Bren's vision, dedicated and talented staff and volunteers have built VSH into an organization that is a force in ending homelessness in central and southeastern Virginia."

JEFF LEVIN
VSH Board Member 1992-2001

PAST:
A STRONG FOUNDATION

From 1988 to 2018, Virginia Supportive Housing grew steadily. We identified ways to improve our housing model in accordance with industry best practices. We saw opportunities for expansion, either into new communities (Hampton Roads, Charlottesville) or in different ways to deliver our model (more service populations, scattered site programs). Three decades of "wise growth" built a strong foundation as we considered the future on our 30th anniversary.

> "We are well-positioned to continue fulfilling our mission thanks to hard-earned experience and a commitment to pursue 'wise growth.'"
>
> —2018 Impact Report

"As VSH has grown, I have seen so many changes in the innovation of the housing we provide. From the change of 60 units to 80 units, to making our buildings more energy efficient. We are always working to make our housing better."

JULIE ANDERSON
Director of Real Estate Development

1988
"SRO Housing of Richmond"

The organization is created to provide permanent supportive housing to chronically homeless adults using the Housing First approach.

SRO: single room occupancy

Housing First: an approach that prioritizes permanent housing access with low barriers to entry

1992
New Clay House opens

Its 47 SRO-style units are built to the best practice model of the time: 150 sq ft rooms with only a sink and toilet and shared community kitchens and bathrooms. New Clay House is the first permanent supportive housing community in Virginia. Development costs $1.9m.

1996
Studios at South Richmond opens

VSH's second property marks the transition from the SRO model to the current best practice: larger studio apartments with kitchenettes and full bathrooms.

1997-1999
In-house property management and supportive services

Previously provided by community partners, VSH adds each as an internal department.

"I am most proud to have been a part of the development of the 6 Hampton Roads PSH developments that brought 400 units of new affordable housing to the region. Those 6 joint projects represented essentially unprecedented regional collaboration to house formerly homeless people. VSH's people and the projects they built made each successive project possible."

ANDY FRIEDMAN
Former Director of Virginia Beach Department of Housing

EARLY 2000s
Expanded service populations

Based on funding opportunities and local service gaps, VSH expands supportive housing to unique sub-populations vulnerable to housing instability. In 2005, VSH adds services for individuals with TBIs, to complement existing services for individuals with HIV/AIDs.

TBI: traumatic brain injury

2006
Gosnold Apartments opens

VSH's first property in South Hampton Roads, it is also the nation's first regionally supported studio apartments for homeless single adults: Norfolk, Virginia Beach, and Portsmouth each provide funding and rental subsidies.

2007
"Scattered site" model

Funded by the Shelter Plus Care grant, VSH launches its first PSH program, with housing provided by private landlords and services through mobile case management. Today, VSH operates 14 scattered site programs serving 350 people in Richmond and Hampton Roads.

2009
Government grant contracts

VSH exceeds the industry average of 7 for government grant contracts. This sustainable funding source expands VSH's capacity to provide services in the long term.

2012
SSVF program

Today, VSH's SSVF program is the largest and longest running in Virginia.

SSVF: Supportive Services for Veteran Families, a program designed and funded by Veterans Affairs.

2017
Church Street Station Studios opens

It's VSH's 6th property in Hampton Roads and 17th building overall.

"In the late 2000s in Charlottesville, our shelters were a good band-aid, but we needed a solution. We'd tried to figure out how to execute our vision, but VSH made it happen. I, and our community, will forever be grateful to VSH for helping us turn this idea into reality."

DAVE NORRIS
Former Mayor of Charlottesville

2012
The Crossings opens

VSH's first property in Charlottesville is the first VSH property to utilize an integrated income model: 30 units for homeless individuals and 30 units for individuals making 50% or less of the Area Median Income.

PRESENT: WISE GROWTH

From 2018 to 2022, Virginia Supportive Housing began exploring new and better ways to fulfill our mission, building on the foundation of the previous three decades. From a CORES certification that raised the quality of our property management and the comprehensive renovation of New Clay House–our flagship property–to the rollout of Move On and our healthcare partnerships, our innovative steps set the stage for ever greater growth in the future.

> *"Watching this team work diligently, sacrificially, and with excellence during the pandemic, I don't think "heroic" is an overstatement. This is a mission-driven team that operates at the highest level and I'm proud to be associated with them."*

JASON SNOOK
Board of Directors, President

2018
Move On program

Launching first in Hampton Roads, the program transitions qualified residents into independent housing. It has now been implemented in all three regions.

2018-2024
Government grant consolidation

After peaking with 30+ active government grants, Revenue begins a massive multi-year and multi-region consolidation of our 22 HUD CoC Scattered-Site grants into 3 grants by 2024. Currently, VSH operates around 20 grants.

2019
CORES certification

The certification demonstrates that VSH's resident services are high-quality and aligned with person-centered best practices. VSH is the first Virginia organization to receive the certification.

CORES

2019
New Clay House renovation & expansion

The transformation applies 30 years of PSH best practices, including larger and more units, improved community and office space, and energy efficient design and construction.

2019-2021
Health partnerships

An ongoing pilot program with VCU Health focuses on housing complex care patients to reduce use of emergency departments and improve long term outcomes. A similar program with Sentara in Hampton Roads launches in 2021.

"VSH has given staff a home to flourish creatively. Since 2013, we have expanded our scattered site PSH programs to include Portsmouth, expanded street outreach efforts, and expanded program types i.e. Sentara and VCU projects. It's meaningful to have the opportunity to create services beyond just housing stability services and support our clients in a greater capacity."

SHARONITA COUSIN
Associate Director of Supportive Services

Lily Lewis beams. She bounces. Her heart radiates positive energy like the sun radiates light. It's hard to believe that same heart nearly failed her in 2020.

A heart attack, born of fifteen years of heart failure and the stress of working two jobs seven days a week, landed Lily in VCU Health's hospital for nearly a month. Afterwards, unable to return to work and unable to afford a sudden rent increase of 50%, Lily and her daughter and her grandchildren were forced into living in a hotel in Chester. Compounding matters, Lily needed a heart transplant but housing instability meant she was not a candidate. Even accessing VCU Health from Chester was a barrier.

Fortunately, VCU Health and VSH have a partnership through which VSH supplies permanent, supportive housing for patients like Lily who have complex morbidities whose treatment is adversely impacted by housing instability. Lily moved into New Clay House in July 2021 and has shown remarkable improvement. Taking the bus to appointments at VCU Health is easy and quick, and having permanent housing means she's back on the transplant candidate list.

"I feel great compared to how I once felt," says Lily. "I get the best care, both at VCU and here."

And that glow you see when you visit New Clay House? That's Lily's rambunctious heart lighting the place up with pulsing laughter and beating hope.

FUTURE: INNOVATION AT WORK

According to the *2022 State of Supportive Housing in Virginia* report (SSH), Virginia requires over 17,500 additional supportive housing units to securely house all Virginians in need. More than ever, Virginia needs organizations and localities working together to provide permanent, sustainable solutions to homelessness and housing instability.

2023 will mark 35 years of Virginia Supportive Housing – 35 years honing our expertise in providing permanent supportive housing (PSH) and sustainably expanding our footprint. As we look to the future, the strength of our foundation has enabled us to think bigger – pursuing innovative projects to better meet Virginia's housing needs. Our current pipeline exemplifies that innovation in action.

The 2022 SSH report calls for bold action so that "all people, particularly those with the greatest needs, have a place in the community and the support they need to thrive." We are answering the call. We are breaking down silos so we can continue building up the impact of our organization, which will in turn break down barriers and build up stronger communities.

> *"I am proud of our growth and consistency with our mission. In 10 years, I see VSH expanding across more regions in the commonwealth continuing our mission to end homelessness."*

DEL SMITH
Associate Director of Supportive Services

> *"In the future, I see our organization being an influential part of the community not only locally but state and nationwide. I believe we have the tools for others to learn from and model their programs from our success."*

DENISE BAVARO
Program Manager, HomeLink

2022
Fredericksburg partnership

VSH signs an MOU to build our first PSH property in Fredericksburg. It will be our first geographic expansion since 2012.

2023
Cool Lane Commons opens

The 86-unit property will be VSH's first in Henrico County and its 18th property in the Richmond area.

2024
Premier Circle opens

VSH's second property in Charlottesville is expected to functionally end chronic homelessness in the region.

2024
Gosnold Apartments renovation & expansion begins

60 existing units will be renovated and 40 units added, making Gosnold our largest supportive housing community to date.

THE FUTURE: BREAKING DOWN AND BUILDING UP

COOL LANE COMMONS

Location: **Eastern Henrico County bordering the City of Richmond**
Expected Completion: **2023**
Number of Units: **86**

At almost 100,000 sq. ft., Cool Lane Commons will include office space for neighborhood service organizations, particularly Faith Community Baptist Church across the street. This services-oriented collaboration marks a milestone in our efforts to more intentionally integrate our properties into the communities they join and to become stronger supporters of—and partners to—our neighboring organizations.

PREMIER CIRCLE

Location: **Albemarle County, north of Charlottesville**
Expected Completion: **2024**
Number of Units: **80**

Premier Circle will include PSH and affordable family housing with services – a collaborative approach that tailors the project to the region's specific housing needs. VSH's PSH units will have the capacity to functionally end chronic homelessness in Charlottesville.

GOSNOLD APARTMENTS II

Location: **Norfolk**
Expected Completion: **2025**
Number of Units: **100**

In keeping with evolving best practices, our renovation and expansion of Gosnold Apartments will improve the site and bring the total units to 100 – our largest building ever. This renovation reinforces our commitment to providing high-quality housing that affirms the dignity and independence of our residents.

FREDERICKSBURG

In 2022, we committed to building a property in Fredericksburg, an important expansion of our service area. The MOU formalizes our partnership with the city and local service organizations to integrate VSH into the continuum of care and to develop a project responsive to community needs in the long term.

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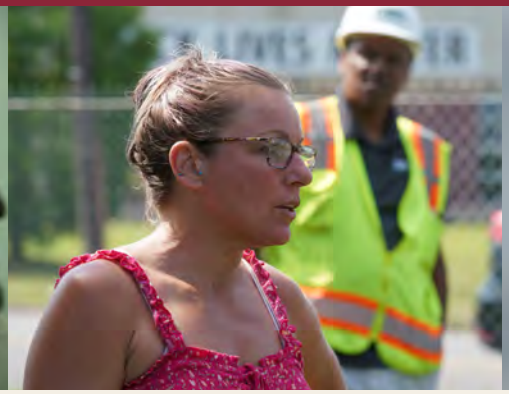
Greater Richmond and Charlottesville
Chris Edwards
cedwards@virginiasupportivehousing.org
804-788-6825, ext. 307

Hampton Roads
Nancy Perry
nperry@virginiasupportivehousing.org
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
804-525-1954



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