



2024-2025 ANNUAL REPORT

# Shaping the Future

of Affordable Housing



Creating Housing Opportunities

## FROM OUR EXECUTIVE DIRECTOR

Dear Friends,

I'm proud of the meaningful impact HOME, Inc. made in 2025. This year reminded us of the power of collaboration and reinforced what we know to be true: housing is more than shelter; it's the foundation for thriving communities.

HOME, Inc.'s 2025 key accomplishments include:

### HOUSING COUNSELING AND EDUCATION

We **strengthened our services and accountability** by welcoming a new team member focused on counseling and data analytics, helping us better capture client stories that demonstrate our impact. We also refined processes and leveraged new technology to enhance our offerings and support clients in achieving lasting stability.

### AFFORDABLE HOUSING DEVELOPMENT

HOME, Inc. began construction on a **record 10 new housing projects** in calendar year 2025 to expand homeownership opportunities. Two homes will be part of the **Central Iowa Community Land Trust (CICLT)**, ensuring they remain affordable for generations.

### OUR MISSION

To empower our neighbors by helping them overcome the barriers to obtaining and maintaining safe, stable, affordable housing. We do this through education, housing counseling, neighborhood revitalization and affordable housing development.

### OUR VISION

Every person has a place to call home.





## VOLUNTEER ENGAGEMENT

Volunteers played a vital role in raising awareness of HOME, Inc. and supporting our community. In late 2025, they kicked off our **multi-month shed and fence build**, which will provide safe outdoor spaces and storage for low-income families. Students interested in trade careers also participated during the **Build My Future event**, gaining hands-on experience constructing the shed walls.

## COMMUNITY PARTNERSHIPS

HOME, Inc. led strategic efforts in homelessness prevention as part of Polk County's **Blueprint to End Homelessness** and began **incubating the CICLT as its operational steward**. We also **expanded our work with Invest DSM** to create affordable homeownership opportunities in its Special Investment Districts, strengthening neighborhood revitalization efforts.

## INVESTING IN THE FUTURE

We launched our **redesigned and expanded website, HomeIncDSM.org**, improving **accessibility and user experience**. We also hosted an intern through **Project Iowa's YouthWorks program**, nurturing the next generation of leaders in housing advocacy.

These successes would not have been possible without the dedication of our team, volunteers, partners and supporters. Together, we helped more families take steps toward stability, opportunity and homeownership.

**Thank you** for making 2025 a year of growth, impact and hope. Here's to building on this momentum in 2026!

**Carrie Woerdeman**

Executive Director



## BARRIERS TO HOUSING STABILITY

Safe, affordable housing remains inaccessible for many, as rising costs and limited availability create barriers, particularly for lower-income households.

# \$264,900

median home sale price  
**leaves average  
wage-earners behind**

(Source: Realtor.com, May 2025)



## 1 in 4 renter households are extremely low income\*

68% of those households  
are severely cost-burdened,  
spending more than half  
their income on housing

\*Earning at or below the federal poverty  
guideline or 30% of the area median  
income, whichever is higher

# 110

 **hours/week**

earning minimum wage to  
afford a two-bedroom rental

# 59,000

 **shortfall**

of accessible and affordable  
rental homes to meet the need

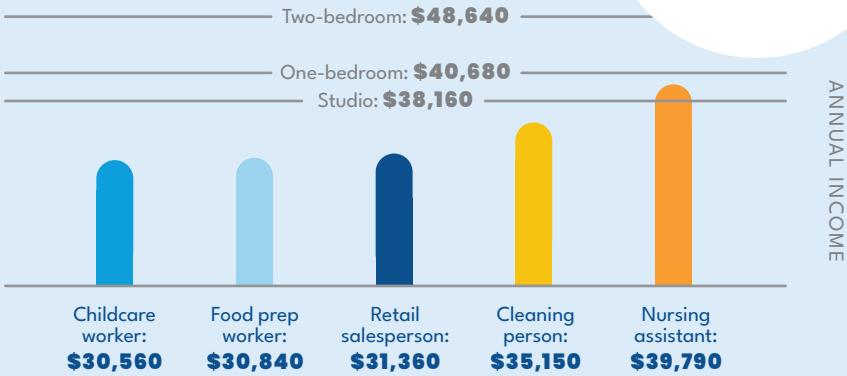
(Source: National Low Income Housing Coalition, 2025)



IOWA

# Rent Outpaces Wages

The annual income required to afford rent exceeds the average earnings of many common occupations.



(Source: National Housing Conference Paycheck to Paycheck Database, 2025)

# 42% of renters

are cost-burdened, spending more than 30% of their income on housing

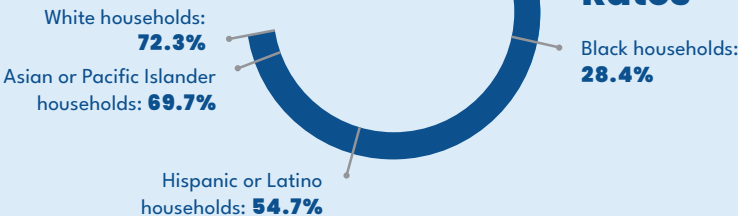
(Source: Joint Center of Housing Studies at Harvard University, 2025)

# 1 in 5 people

report living in unhealthy or unsafe housing

(Source: 2024 Community Needs Assessment, Polk County)

# Homeownership Rates



(Source: U.S. Census Bureau American Community Survey 5-Year Estimates, 2020-2024)





**44.7%**

of Polk County residents  
worry about paying their  
rent or mortgage

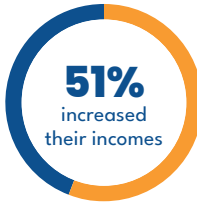
(Source: Central Iowa Community  
Health Needs Assessment, 2024)

# Serving Immediate Needs

## HOPE for Stable Families

When families with children face homelessness or crises, HOME, Inc. steps in. Through the HOPE for Stable Families initiative, we provide short-term rental assistance, case management and connections to community resources, helping families stay in their homes, regain stability and build toward long-term financial security.

**37** families served



## Rental Housing Counseling

Our HUD-certified housing counselors help tenants and landlords understand their rights and responsibilities, resolving conflicts before they escalate. Most importantly, they mitigate emergencies during crises to help keep families safely housed.

Services are confidential and free of charge, covering such issues as:

- Finding affordable housing
- Identifying potential sources of rental assistance
- Lease terminations and evictions
- Maintenance and repairs
- Security deposit handling
- Identifying other community resources that support financial stability

**2,713** total requests



calls, emails and in-person from tenants, landlords and service providers

## Rental Housing Handbook

One of HOME, Inc.'s most sought-after resources is our Rental Housing Handbook. A current, comprehensive guide for renters and landlords, it's available in English and Spanish at [HOMEINCDSM.org](https://www.HOMEINCDSM.org).





# Empowering Homeowners

**Children of low-income homeowners are 11% more likely to graduate from high school than children of low-income renters.**

(Source: National Center for Healthy Housing, 2021)

HOME, Inc. meets clients wherever they are in their housing journey, empowering them with knowledge, support and resources to make informed decisions every step of the way.

We provide free Homebuyer Education Classes and one-on-one Pre-purchase Readiness Counseling, whether buying through HOME, Inc. or the traditional market.

### **HOMEBUYER EDUCATION**

**109 participants**

**30% historically marginalized households**

**92% low-income**

### **PRE-PURCHASE READINESS COUNSELING**

**27 participants**

**76% historically marginalized households**

**94% low-income**

"I am able to teach my kids that a house is an investment."

**Catherine**, HOME, Inc. client



## A Home of Her Own

Kathy dreamed of a home where her children could have their own bedrooms and a safe place to play. As a busy single mom making every dollar stretch, homeownership often felt out of reach. Small signs along the way offered hope.

Through the Journey to Homeownership program hosted by Neighborhood Finance Corporation, Kathy learned about HOME, Inc. and the education and counseling available.

Soon after, she drove past a house under construction while on her way to work. It was like the home she had imagined for her family, complete with a nearby park.

Inspired, Kathy reached out to HOME, Inc. for support and was amazed to discover that the house she admired was one of the agency's affordable housing development properties.

## With Focus and Faith

With guidance from HOME, Inc.'s housing counselors and education programs, Kathy built a budget, strengthened her credit and created a clear plan. Her family made careful financial choices and stayed focused on their goal.

When she felt discouraged, Kathy prayed, "God, if this is the house you want me to have, give me a sign." Her spirits lifted when she saw that the house was freshly painted in her favorite color, red.

Reinvigorated, Kathy continued toward her dream and, in June 2025, she closed on her new home.

"I am so grateful. **I felt like I didn't go through this alone.** I am proud of myself."

**Kathy**, HOME, Inc. client



## HUNT FOR HOUSING OPENS DOORS

The sixth annual Hunt for Housing brought together a terrific turnout of community champions, raising awareness and \$69,246 to advance housing stability and expand opportunity.

Thank you to our many generous donors and sponsors for helping make this event possible.

### 2025 HUNT FOR HOUSING SPONSORS

AARP	Louie's Floor Covering
American Abstract	Luana Savings Bank
Bankers Trust	McAninch Corporation
Bear Creek Archeology Inc.	Nebraska Furniture Mart
Central Bank	Neighborhood Finance Corporation
Conlin Family Iowa Charitable Giving Fund (Conlin Properties)	Pearson's Dirtwork & Trucking Inc.
Creative Planning	Polk County Housing Trust Fund
Cutler Development	RE/MAX Concepts Cares Foundation
Gilcrest/Jewett Lumber Company	Redfox Property Management
Hildreth Construction Services	T&L Properties
Holmes Murphy & Associates	VisionBank
Iowa State Bank	
ITA Group Foundation for Charitable Giving	
Kading Cares	



VISIONARY SPONSOR





# Expanding Affordable Housing

**“We’re committed to creating  
lasting home affordability to help  
families build brand equity and  
strengthen neighborhoods.”**

**Carrie Woerdeman,**  
Executive Director, HOME, Inc.

HOME, Inc. helps revitalize low-income neighborhoods while making homeownership attainable for families at or below 80% of the area median income, keeping mortgages affordable for long-term stability.

# \$1.58M invested

in affordable housing development and home rehabilitation projects in the 2025 calendar year

## Designed with Dignity

The Baccam home had gradually fallen into disrepair, making it difficult to maintain and challenging to navigate safely. It also couldn't accommodate a wheelchair, an essential need for the family.



HOME, Inc. worked closely with the Baccams to plan a newly built, ADA-compliant house. Improvements included a sturdy, easy-to-use ramp at the side entrance and other thoughtful design elements throughout to support independence and provide comfort and peace of mind.



## Community Land Trust Launch

In 2025, HOME, Inc. was selected as the operational steward of the Central Iowa Community Land Trust (CICLT), expanding permanent affordable homeownership across the Des Moines metro.

With startup investments from Polk County, the City of Des Moines and the City of West Des Moines, CICLT focuses on creating homeownership opportunities in areas where buying a home would not otherwise be possible for low-income households. Initial efforts include Invest DSM's Special Investment Districts, where organized home and business revitalization is underway.



Homes are sold to income-qualified families and individuals earning at or below 80% of the area median income.

## How the Homeownership Model Works

The trust works by retaining ownership of the land while homeowners purchase the house through a 99-year renewable ground lease. When they sell, homeowners receive 100% of the equity they've invested plus 25% of the home's appreciation. The remaining 75% stays with the trust, ensuring the home remains affordable for the next buyer.

“The CICLT is another tool in the toolbox for all housing service providers to create lasting impact,” said HOME, Inc. Executive Director Carie Woerdeman. “HOME, Inc. is proud to be part of its beginnings.” Learn more at [CICLT.org](https://www.ciclt.org).



HOME, Inc. created a record number of homeownership opportunities:  
**10 new homes started construction in calendar year 2025.**

# 33,592

new owner-occupied homes by 2038 will be needed  
in Polk County to keep pace with job growth



More than half of the  
demand is for homes  
priced under \$175,000.

(Source: Downtown Workforce  
Housing Study, 2018)

“HOME, Inc. proves that  
**housing is the first  
step toward stability  
and success.**”

**Amelia Klatt**

Board President, HOME, Inc.



## Partners in Progress

Thank you to our partners, supporters and friends for helping us break down barriers and make safe, stable, affordable housing a reality for families in our community.



Anonymous Donor, HOME, Inc. Board of Directors, Polk County Community and Family Services



**518**

volunteer hours  
shared in FY25

# Engaging Community

**HOME, Inc. brings people together to better understand the housing challenges many families face, turning awareness into action.**

## Second Annual Day of Service

More than three dozen volunteers built a fence from the ground up, creating a safe space where a young family can play, gather and grow. Special thanks to **Wells Fargo** for making this project possible.



## Principal Give Back Bash

Employees from **Principal Financial Group** partnered with HOME, Inc. to assemble “welcome home kits” filled with toys and activities for children of homebuying families during a special Giving Tuesday event.

HOME, Inc. was one of only five nonprofits invited to participate. Thank you to **Principal Foundation** and the many volunteers for making the day unforgettable.



## Build My Future

HOME, Inc. teamed up with high school students at the annual **Build My Future** event, hosted by **Iowa Skilled Trades**, to assemble wall panels for outdoor storage sheds. In addition to providing a hands-on learning experience, the activity allowed students to help local families.

Part of a larger, planned multi-shed build, once complete, the volunteer project will support six low-income families in need of secure, organized storage. Our partners at **Neighborhood Finance Corporation** helped identify the recipient families.



“Partnering with HOME, Inc. gives us confidence that the projects we contribute to **will continue strengthening our neighborhood for years to come.**”

**Mark Hildreth**

President, Hildreth Construction Services

## DONORS

Karl Althaus	Amelia Klatt	Principal Financial Group
Judy Anderson	Kathleen Koenig	Jason Pulliam
Susan Askue	Thao Huynh & Thieu Le	Angela Reiter
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Central Bank	Karen Miller	Shaff-Jayne Charitable Fund
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City of Des Moines	David Nelson	Abbey Sturm
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Deric Gourd	O'Halloran Family Foundation	VisionBank
Ron Grohe	Amy Plymat	Wells Fargo
Carrie Hall	Polk County Board of Supervisors	Catherine Witte
Haney Giving Fund	Polk County Housing Trust Fund	Susan Wright
Kathy Hanika		
Lance Henning		
Iowa Finance Authority		
Rebecca Israel		

## GIFTS IN KIND

Big Grove Brewery	Enchanted Mystical Boutique	Dennis Puckett
Black Magic Tattoo	Exile Brewing Company	Jayson Shaffer
Bozz Prints	Fresko	Slingshot Architecture
City of Des Moines	Jose Garcia	Sullivan & Ward, P.C.
Des Moines Art Center	Greater Des Moines Botanical Gardens	Suz Live Painting
City of Des Moines Parks and Recreation	Amelia Klatt	Team IRG
Des Moines Performing Arts	Goizane Mullins	The Varsity
Eatery A	New Vistas Exterior	Clinton Webster
	Orchestrate Hospitality	David Webster
		ZLR Ignition

## BOARD OF DIRECTORS

Effective January 1, 2025

**PRESIDENT:** Amelia Klatt, Greater Des Moines Partnership

**VICE PRESIDENT:** David Nelson, G2 Adventures, LLC & SILCO, LLC

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Carrie Kruse, City of Des Moines

Cory McAnelly, Principal  
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Cole McClelland, Bankers Trust

Xan McNelly, ZLR Ignition

Roshni Ryan, Team IRG/  
Keller Williams

Dora Sedeño, Veridian Credit Union

## With Appreciation

HOME, Inc. also gratefully recognizes the following board members for their dedicated service as they completed their terms: Andrew Cederdahl, Jeni Cooper, Jose Garcia and Adriana Slaughter.

## FINANCIALS

Unaudited abbreviated statements for 7/1/24–6/30/25



- 61% Property Income
- 28% Program Income
- 12% Contributions



- 47% Payroll
- 32% Property
- 12% Direct
- 9% Indirect



Percentages may not total 100% due to rounding.

# Opportunities to Give

Make a meaningful impact in your community while connecting with others who believe in HOME, Inc.'s mission:

- Give a financial contribution or in-kind gift
- Volunteer your time and talents
- Attend Hunt for Housing
- Include HOME, Inc. in your annual giving plans or estate plans

LEARN MORE:



The **Women's Affordable Housing Network** was one of many dedicated volunteer groups in 2025.



Thank you to **ZLR Ignition** for generously creating this annual report as an in-kind gift to HOME, Inc.



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**HOMEINCDSM.ORG**

