



*Creating Housing Opportunities*

# BRINGING HOME WITHIN REACH

ANNUAL REPORT 2016-2017

More than 50 years ago, there was healthy skepticism whether a nonprofit that was committed to creating housing opportunities could really have a lasting impact on the community. We are happy to have answered the critics with a resounding, “Yes, it is possible!”

There are a number of factors contributing to our continued success. First, our board and staff continually work to anticipate housing needs and then work with our long-time partners such as United Way and the City of Des Moines to develop the services necessary to assist the community’s most vulnerable citizens. Second, we have a critical mix of public and private partners that provide the resources necessary to serve our clients. Third, the community has accepted and embraced our multi-pronged approach. To revitalize neighborhoods and create stable families, you must have quality, affordable housing. But it goes deeper than that. We provide the services that make landlords, tenants and homeowners better prepared to fulfill their individual responsibilities. From our housing counseling to homeownership programs to supportive services, we are here to help our clients be successful.

This past year, our 20/20 Vision capital campaign raised more than \$1.8 million to help fund our homeownership initiatives that include development of new units in the Birdland and Capital Park neighborhoods. The campaign also established a revolving fund that will ensure our development activities continue well into the future. We also continue to focus on our counseling programs where we helped more than 3,500 people find answers about their housing concerns. Our services such as homeownership education, Stable Families and Rentwise are enabling more families than ever before to find and retain stable, affordable housing.

As we move forward, we will continue to ensure we can create housing opportunities for low-income families by working with coalitions and groups that share our interest. This is not a new endeavor for us. In the past, we have been active in many different ways.

- In the 80s, we were a strong voice for the homeless. We helped lead the Des Moines Coalition for the Homeless as well as provide staff support to the first scattered site transitional housing program.
- We were the impetus in getting the first state funding for shelters in 1987. Now known as the Shelter Assistance Program, this program has provided millions of dollars to shelters across the state.
- In 1988 we loaned money from our first fundraiser to Sr. Stella Neill so she could buy units on 12th Street and then acted as an advisor and general contractor in the rehab of Anawim's first units.
- We received United Way funding and administered the first program for rental assistance for people with HIV, long before there was the federal HOPWA (Housing Opportunities for People With Aids).
- We worked with a coalition of public, private and nonprofit groups to help create the Neighborhood Revitalization plan, the Neighborhood Finance Corporation, and the Polk County Housing Trust Fund. We received a two-year advocacy grant to build a coalition and hire a lobbyist to create the state housing trust fund.
- In 2015, began working closely with Viva East Bank, a coalition of partners and residents working together to revitalize three of Des Moines' east-side neighborhoods.
- In 2017, raised the money for a revolving loan pool to continue funding our development efforts.

Today, as public funding has tightened, advocacy efforts have become more fragmented as everyone competes for dollars. Yet, unless there is a comprehensive effort to solve housing for all segments, there is little headway made for collective affordable housing efforts. We look forward to working with our peers to find ways to create a single vision for our community that addresses the housing needs for low- and moderate-income families. As the community shows interest in ensuring we have the right amount of affordable housing, we are helping shape the conversation that will bring the development and revitalization of critically needed affordable housing units to our community.

For now, our current programs and services will continue to meet the needs of our clients, but this is no doubt there is room for more work. We are at a critical juncture in our community. We sincerely believe the affordable housing conundrum can be solved with the right people at the table. It is time to bring those people to the table and bring home within the reach of those who want it.

— **Pam Carmichael**, Executive Director

## ADVOCACY

---

### NEIGHBORHOOD REVITALIZATION

- Infill Housing Development
  - Acquisition and Rehabilitation
  - Owner-Occupied Repairs
- 

### HOMEOWNERSHIP OPPORTUNITIES

- Single Family Sales
  - Townhomes
  - Condo Association
  - Lease to Purchase
- 

### RENTAL HOUSING OPTIONS

- Single Family Homes
  - Duplexes
  - Supportive Housing
- 

### COUNSELING & EDUCATION

- Tenant Counseling
- Landlord Counseling
- Stable Families
- Homeless Prevention
- RentWise for Renters
- Homeownership Readiness
- Homebuyers Education

# Redeveloping the Birdland Neighborhood

The Birdland Neighborhood is no stranger to natural disaster. In 1993 and 2008, historical flooding took out several homes. After each of the floods, residents chose to leave. Abandoned homes were demolished, and those lots were left empty. By 2014, it was estimated that nearly half of the 120 housing lots were empty. That's where HOME, Inc. and other housing nonprofits have stepped in.

This year, HOME, Inc. has committed to building **six new homes.**

Three are already sold, and applications are being taken for the other three. In the next two years, we expect to

**build four more homes**

**and 13 townhomes.**

An April 2017 Des Moines Register article best states why development such as this is important.

*"The work in the Birdland area highlights how nonprofits and public agencies are focusing their efforts to revitalize Des Moines' blighted neighborhoods, where home values have stagnated and private builders and developers have been unwilling to invest."*

Plus a private developer succinctly mentions why it is hard for private builders and developers to focus on developing affordable housing:

*"Don Brill, a veteran homebuilder who recently completed his 500th metro area house, estimated it would cost him at least \$190,000 to build a no-frills three-bedroom, two-bathroom house in the city."*

*But in areas like Birdland or MLK Jr. Park, such a home wouldn't sell for much more than \$125,000, he estimated. 'You're going to lose your socks, shoes and everything else on that deal,' he said. Lending is another hurdle. Even if someone would be willing to pay \$190,000 for a new home in the Birdland area, for example, getting a mortgage would be difficult, Brill said. Banks would reject the mortgage because adjoining homes would pull down its value."*

This is why HOME, Inc., with the collaboration of partners like Viva East Bank, plans to invest \$7.76 million in public and private funds to build a total of 37 homes in the Birdland and Capitol Park neighborhoods by 2020.

## 2016-2017 PROPERTY PROGRAM ACCOMPLISHMENTS

8

ACQUIRED PROPERTIES

3

NEW CONSTRUCTION UNITS

6

UNITS DEVELOPED

6

MANAGED CONTRACT PROPERTIES

5

RENTAL PROPERTIES MAINTAINED FOR SUPPORTIVE SERVICES

21

COMPLETED MHIP PROJECTS THAT HELPED LOW-INCOME HOMEOWNERS MAKE CRITICAL IMPROVEMENTS TO THEIR PROPERTIES

# Homeownership

**ROBYNNE'S STORY** is about life, healing, motivation and strength to keep going after devastating setbacks. She calls it, "my journey to Heal and my journey to Live."

Coming from a childhood of street life and drugs to spending ten years in federal prison, Robynne's life has taken a positive turn around over the past 14 years. She has faced many barriers as she sought to find a new life. There were barriers around every corner: she had little to no access to stable and affordable housing, transportation and income. She was estranged from her children, had few marketable work skills and possessed a felony criminal record. With Robynne's determination and perseverance she sought out community resources and services that helped encourage and support her journey to re-entry. Knowing it was her responsibility to overcome these obstacles she set goals and strived to reach them with incredible success.

Robynne approached HOME, Inc. in 2004 for housing assistance through our lease purchase program. She was working full-time for minimum wage and was in the process of starting a cleaning business with the assistance of a small business grant. Knowing her recent background and lack of employment and rental history we were willing to provide Robynne with a chance to overcome some of her obstacles. We believed in her commitment to build a life for herself and her children. It wasn't easy. During a span of four years she established employment stability, rental history, increased wages, accumulated savings, repaired past credit issues and established alternative lines of credit to meet conventional underwriting criteria.

In 2008 Robynne was able to assume the mortgage held by HOME, Inc. and became a proud homeowner where she continues to reside.

Robynne says she is a living testament to what can be accomplished with inspiration and hard work.

---

She has achieved many successes over the past 14 years: doubled wages, full time employment with benefits at a local hospital, sustained and maintained homeownership, proud taxpayer, entrepreneur and an enormous sense of self-worth and confidence. In addition, her journey has inspired her to give back by organizing a non-profit re-entry program for female ex-offenders. As a member of the HOME, Inc. family, Robynne is a firm believer that support and technical services from community resources empowers individuals to achieve life-changing accomplishments.

# Supportive Housing Services

Our supportive housing provides the counseling and education to make people successful homeowners and tenants. The following stories are examples of how our clients have succeeded when given the tools to be successful tenants and homeowners.

## LISA'S STORY

**LISA IS THE SINGLE MOM OF A TEENAGE GIRL.** She is a strong independent woman who has gone through many life events to make her the person she is today. At a young age, she found herself pregnant in an unfortunate situation and was forced to raise her daughter with limited support.

Before entering Stable Families, she was working at an in-home senior citizen center earning a decent income. Although she received public benefits for awhile, she stopped receiving public benefits 10 years ago because she always made her income "work." She always maintained consistent jobs and had lived in her current home for 10 years. In May 2017, Lisa was in a serious car accident, which put her out of work for a few weeks. After falling behind in rent, Lisa was referred to Stable Families by her landlord.

Stable Families was able to provide initial financial assistance to prevent Lisa and her family from becoming homeless. If it

weren't for Stable Families, Lisa would likely have to move in with her mother and transfer her high school aged daughter out of the school district.

Lisa has been committed to working with her Stable Families caseworker even when she suffered a health setback. Together, they came up with a plan, applied for food stamps and other public benefits. Stable Families was able to provide financial assistance so she did not lose her apartment of 10 years as she worked through her illness.

Lisa continues to make progress and increase her income. She has been able to get the mental health treatment she needs and get public assistance like food stamps. Lisa is closer than ever in becoming stable. She plans on going back to school to get her nursing degree. She is forever grateful for the support her case manager brings and the financial assistance to help during the unexpected times.

## 2016-2017 SUPPORTIVE SERVICES ACCOMPLISHMENTS

### GENERAL COUNSELING (ALL CLIENTS)

3,368 NEW CLIENT CONTACTS

▶ 93% found our counseling helpful

### STABLE FAMILIES

33 FAMILIES with 82 children



## SAL'S STORY

**SAL IS A SINGLE DAD FROM LOS ANGELES.** He felt after watching the grizzly details on the news every night that LA was just not the place to raise his kids. Even though he was involved in community work and helped at-risk youth stay on the right path, he knew it was time to find a better environment for his own children. In 2012, a friend offered to let him stay in his home in Des Moines, so he pulled up stakes and came here with his three youngest children. Because the living arrangement was only temporary, the family eventually found themselves staying at the St. Joseph's Family Shelter. Sal got a job driving buses full-time for the Des Moines school system, and the family quickly moved to their own place. He also signed up for the Section 8 housing voucher program, but discovered the wait list was five years.

During those five years, they lived in a two-bedroom apartment and struggled with a landlord who would not make repairs. When his name finally got to the top of the wait list, he came to an informational meeting about the program and received his housing voucher. At this meeting, HOME, Inc. housing counselor gave a short speech regarding landlord/tenant rights

and responsibilities. He knew he had found an agency that would help get needed repairs (basement flooding and mold) made to his apartment. The HOME, Inc. housing counselor assisted him with repair notices and contacting the city inspector to resolve the maintenance problems in the home. Sal also received information about HOME, Inc.'s Homeownership Program at that time.

As time went on, he looked into other home buying programs, but decided HOME, Inc. was the best fit for him. He returned to HOME, Inc. and met with the homeownership coordinator in November 2016. He completed an assessment and together they created an action plan with steps for him to follow and complete to become eligible to buy a home. In August 2017, Sal became a proud homeowner of a new house.

Sal and his children love living here so much he has convinced his adult children to move here as well. He enjoys his family being together in a safer environment to live and work. Sal has continued his love of community work in Des Moines at the local YMCA and as a volunteer at Creative Visions.

## CASE MANAGEMENT

60 PARTICIPANTS

47 homeownership readiness plans

8 pre-purchase participants  
*(HOME, Inc. families in first year of homeownership and new families preparing to buy)*

5 supportive housing participants

## HOMEBUYERS EDUCATION

111 CERTIFIED HOMEBUYERS

# 20/20 Vision



This year, we embarked on a **\$2 million fundraising campaign** that would help us fund the development of affordable housing.

## THE CAMPAIGN WAS DESIGNED TO:

---

Leverage \$7.76 million in public/private partnerships to develop 37 affordable units through four years.

Develop new long-term relationships with area funders.

Establish a proactive fund development program.

Create a \$250,000 revolving equity fund pool for property development.

Identify additional funding opportunities through the collection and analysis of client outcomes.



## ACCOMPLISHMENTS TO DATE:

---

We have raised \$1.8 million as of November 1, 2017. We have \$200,000 in grant requests pending.

The \$250,000 revolving equity fund was established with funding from a Community Foundation of Greater Des Moines Leadership grant, the Polk County Development Grant and other HOME, Inc. funding sources.

We completed the first year campaign phase with the development and sale of nine homes to low-income families in Capitol Park and Birdland neighborhoods. The appraised home values of the nine units ranged from \$145,000-\$160,000. Existing housing values range from \$71,000-\$79,000.

## 20/20 Contributors

Without the support of the following contributors, we would not have been able to meet our fundraising goals.

Anonymous Donor  
Bankers Trust  
City of Des Moines  
Community Foundation of  
Greater Des Moines  
Conlin Family Iowa Charitable Giving Fund  
William C. Knapp Charitable Foundation  
Knapp Properties  
Polk County  
Wells Fargo Mortgage  
Wells Fargo Housing Foundation  
Thurston Family Foundation



# Financials

Statements for July 1, 2016– June 30, 2017

## Balance Sheet

June 30, 2017

### Assets

Cash	\$444,481
Accounts Receivable	134,424
Promises to Give	181,338
Wherry Building Deposit	5,600
Prepaid Expenses	7,817
Contracts Receivable	562,668
Homeownership Properties	733,300
Office Equip-Depreciation	777
Rental Property-Depreciation	752,143
<b>Total Assets</b>	<b><u>\$2,822,548</u></b>

### Liabilities

Accounts Payable	\$117,750
Prepaid Rent	22
Custodial Funds	34,000
Deferred Grant Revenue	0
Mortgages, Notes, & Liens	1,702,205
<b>Total Liabilities</b>	<b><u>\$1,853,977</u></b>

### Net Assets

Unrestricted Fund Balance	\$787,233
Temporarily Restricted	181,338
<b>Total Net Assets</b>	<b><u>\$968,571</u></b>

Total Liabilities and Fund Net Assets	<b><u>\$2,822,548</u></b>
------------------------------------------	---------------------------

## Revenue and Expense Statement

For the Period From July 1, 2016 to June 30, 2017

### Revenue

Contributions	\$44,078
2020 Vision	433,838
Gifts In Kind	72,244
ESGP Grant	37,311
HUD Housing Counseling	20,906
CHDO Operating Grant	34,875
CHDO Proceeds	0
PCHTF Grants	31,134
United Way CHSP Grant	264,000
United Way-Stable Families	102,000
United Way-HOPE	11,719
Homeownership Counseling	1,600
RentWise	0
Other Grants	130,446
Homebuyer Education	13,371
Development Fees	40,442
General Fees	38,904
Contracting	42,920
Product Sales	0
Property Sales	17,289
Rent & Late Fees	30,045
Contract Interest	9,579
Interest	553
Miscellaneous	892
<b>Total Revenues</b>	<b><u>\$1,378,146</u></b>

Total Revenues	\$1,378,146
Total Expenses	1,070,947
<b>Current Surplus/(Deficit)</b>	<b><u>\$307,199</u></b>

### Expenses

Salaries	\$554,813
Payroll Taxes, WC, & Fees	75,457
Employee Benefits	74,476
Office & Staff Supplies	8,399
Postage	1,711
Office Rent	29,755
Equipment Rental/Repair	3,971
Contracted Services	16,535
Office Printing	1,808
Fund-raising	48,088
Marketing	5,508
Depreciation	29,981
Audit	20,725
Attorney Fees	70
IT Support	5,059
Program Supplies	2,146
Equipment	2,001
Tools	222
Communication	6,897
Subs-Pubs-Dues	558
Mileage	7,682
Staff Training	5,798
Miscellaneous & Recruiting	757
Business Insurance	20,674
Gain/Loss Sale of Assets	0
Grants to Families	57,222
ESG & Stable Families Aid	69,624
Vacancy Loss-Bad Debt	10
Property Insurance	1,942
Mortgage Interest	7,231
Property Repair, Util,, & Misc.	10,207
Contracting & Warranty	658
Property Taxes	962
<b>Total Expenses</b>	<b><u>\$1,070,947</u></b>

# Contributors

## 2016-2017 Contributors

Karl Althaus  
Jean Basinger  
Ben Sr. & Patty Bellus  
James (Jeb) & Delores Benbow  
Richard & Ruth Bloxham  
William & Karen Brauch/Masseti-Miller  
Bob & Donna Brown  
Marylyn Bruce  
Deborah (Deb) Buenting  
City of Des Moines  
Dan Caffrey  
Jan Campbell  
Pam Carmichael  
Alicia & David Claypool  
Joseph Coco  
Cath Cody  
Alan Collet  
Conlin Family Iowa  
Charitable Giving Fund  
Jennifer Cooper  
Susan & Vincent Boesen/Copple  
Don Corrigan  
Charles & Tammera Denton  
Kenneth Deever  
Matthew Dittmer  
Dave & Joan Discher  
Angela Duarte  
Jim Giles  
Deric Gourd  
Eloise Cranke  
Carl Jr. & Marcene Grant  
Ronald & Glenna Grohe  
Alan & Mary Gross  
Carrie Hall  
Scott Hartsook  
Lance & Joleen Henning  
Amy Hensley  
Lauren & Karen Hutzell  
Karen Jeske  
Alan & Paula Jones  
Richard & Jan Johnston  
Jodi Kness  
Kathi Koenig  
Lynn Lamb  
Thomas & Judy Leffler/Anderson  
David & Elaine Yurdin/Lundstrom

First United Methodist Church  
M&M Sunday School  
Chris & JoAnn Manning  
Pat & Barb McClintock  
Mike McCoy  
Linda Miles  
John & Celia Nelson  
Celia Nelson  
Shelly Nelson  
Tom & Wanda Newell  
Deborah Nixon  
Robert & Patricia Oberbillig  
Amy Plymat  
James Perry  
Betsy Pokorny  
Bruce Ray  
Jack Ricketts Jr.  
Renee Rinard  
Ralph & Teresa Rosenberg  
Steven Rottler  
Kris Sadoris  
Sam & Bobbye Scheidler  
Steven & Karen Jayne/Shaff  
Anne Spina  
Harold & Wanda Swanson  
Willa Tharp  
Stan & Dotty Thurston  
Mary Jo Vogl  
Gayle Welter  
Adam & Jessica Whitney  
Windsor Presbyterian Church  
Sue Wright

## Funding Partners

City of Des Moines  
HUD Housing Counseling  
Iowa Finance Authority  
Metro Home Improvement  
Neighborhood Finance Corporation  
Polk County Community and  
Family Services  
Polk County Housing Trust Fund  
Perennial Properties  
Seimer Institute for Family Stability  
United Way of Central Iowa  
Wells Fargo Housing Foundation

## 20/20 Vision Campaign

Anonymous Donor  
Bankers Trust  
City of Des Moines  
Community Foundation  
of Greater Des Moines  
Conlin Family Iowa Charitable  
Giving Fund  
William C. Knapp Charitable  
Foundation  
Knapp Properties  
Polk County  
Wells Fargo Mortgage  
Wells Fargo Housing Foundation  
Thurston Family Foundation

## In-Kind Donations

Greater Des Moines Habitat  
for Humanity  
The Haney Family

#### **BOARD OF DIRECTORS**

Deric Gourd, President  
Kris Saddoris, Vice-President  
Jeni Cooper, Treasurer  
Gayle Welter, Secretary  
Kathy Kahoun, Secretary  
Jack Daugherty, Past Pres.  
Aaron Barnum  
Ben Bellus  
Victoria Facto  
Kathleen Koenig  
Todd McBride  
Brent Schipper

#### **STAFF**

Pam Carmichael, Executive Director  
Dale Baldwin, Construction Supervisor  
Dan Caffrey, Property Manager  
Angela Duarte, Administrative Assistant  
Sadie Gasparotto, Counseling Services Manager  
Kathleen Hanika, Program Assistant  
Tia Hebert, Case Manager  
Stable Families and Hope Program  
Lynn Lamb, Homeownership Coordinator  
Pam Logsdon, Housing Counselor  
Diana Mata-Corvera, Housing Counselor  
Diana Rezac, Homebuyer Educator  
Lindsey Smith, Intern

**For more information**



*Home Opportunities Made Easy, Inc.*

---

Please contact Pam Carmichael, Executive Director  
at 515.243.1277 x216 or [pscarmichael@homeincdsm.org](mailto:pscarmichael@homeincdsm.org).