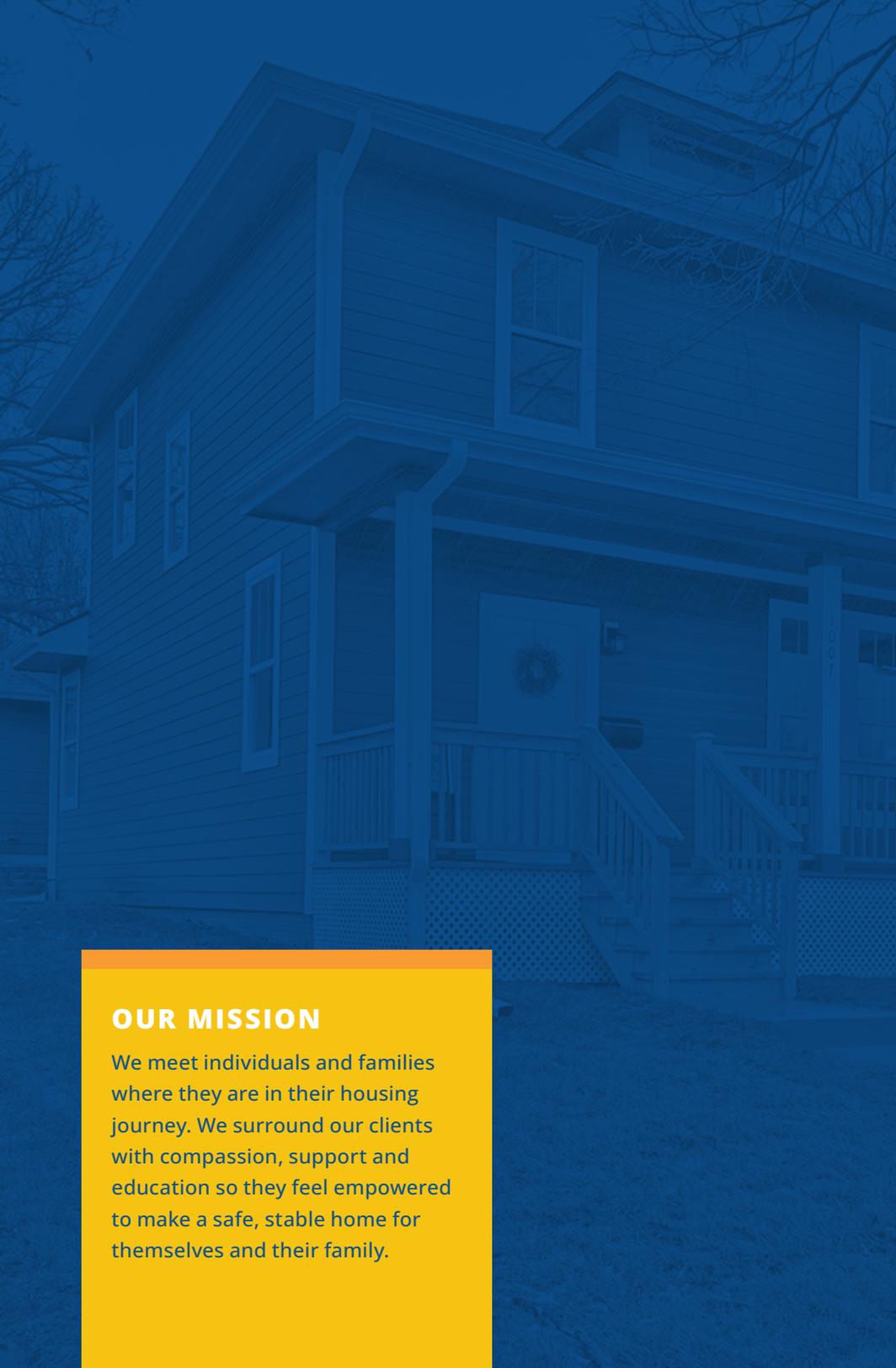


2022-2023 ANNUAL REPORT

# ***Building Hope Through Housing***



Creating Housing Opportunities



## **OUR MISSION**

We meet individuals and families where they are in their housing journey. We surround our clients with compassion, support and education so they feel empowered to make a safe, stable home for themselves and their family.

# LETTER FROM THE EXECUTIVE DIRECTOR

***Dear Friends,***

Since joining HOME, Inc. in August 2023, I have been in awe of the enthusiasm, energy and impact our organization has for serving and strengthening our communities. It's truly transformative.

We don't just believe everyone deserves a safe place to call home. We live it. That's why HOME, Inc. continues to invest, collaborate, assist and explore new opportunities to empower central lowans in their housing journey.

No doubt, the past year has been a success, which you will read more about in the following pages:

- A record 5,000+ renters, tenants and landlords served through our Rental Counseling Hotline, helping many avoid homelessness.
- More than \$1 million invested in improving low-income neighborhoods through construction and renovation of affordable housing.
- A 186% increase in first-time homeowners participating in personalized homeownership readiness education and pre-purchase counseling.

Such progress is the direct result of our dedicated staff, volunteers and partners like you. I would also like to recognize Tony Montgomery and Kourtney Kirkpatrick — former HOME, Inc. leaders whose contributions helped drive the meaningful outcomes highlighted in this report.

Thank you for your support of HOME, Inc. as we continue to build hope through housing.

With appreciation,



**Carrie Woerdeman**  
*Executive Director*



# HURDLES TO SAFE, AFFORDABLE HOUSING

The ability to access safe, affordable housing continues to be a challenge for Iowans, particularly in Polk County. Supply has not kept up with demand, and rising rental and mortgage rates vastly outpace what the average household can afford. The barriers can be even greater for low-income families, such as those served by HOME, Inc.

# 95,680

*The number of extremely low-income*

# RENTER HOUSEHOLDS

*spending more than half of their income on housing*

## 40

*Number of affordable and available rental homes per 100 extremely low-income renter households*

## 57,191

*Shortage of affordable housing units available for extremely low-income renters*

*(Source: 2023 Iowa Housing Profile, National Low Income Housing Coalition)*



**IOWA**

---

# \$20.65

Hourly wage a person must earn to afford rent for a two-bedroom home in Polk County

---

# 46%

Percentage of Des Moines metro renters — **almost 39,000 people** — who are cost burdened, spending more than 30% of their income on housing

(Source: The State of the Nation's Housing Report 2023, Joint Center of Housing Studies at Harvard University)

---

# 33%

Percentage of Polk County households that are renters

---

# 11,000

Shortage of affordable housing units available for extremely low-income renters

(Source: 2023 Iowa Housing Profile, National Low Income Housing Coalition)

---

# 114

Number of hours per week a head of household must work at minimum wage to afford a two-bedroom rental unit in Polk County

(Source: 2023 National Low Income Housing Coalition)

**POLK  
COUNTY**



# RENTAL HOUSING RESOURCES AND REFERRALS

HOME, Inc. plays a vital role in helping tenants and landlords make better decisions and prevent potential problems by offering support and the latest information.

## COUNSELING SERVICES

Our counselors listen to concerns, provide advice and connect clients with community resources to help tackle whatever challenges they are facing.

A trusted resource for both tenants and landlords, we deliver fair and impartial information on how to address issues such as:

- Termination or eviction
- Rental assistance
- Deposit handling
- Repairs and maintenance
- Finding and creating affordable housing



*HOME, Inc. staff and volunteers enjoyed sharing information and opportunities to support our mission during RAGBRAI.*

# 5,222 TOTAL CALLS

WERE RECEIVED, AND ASSISTANCE WAS PROVIDED TO

## 1,546

TENANTS

## 1,605

LANDLORDS AND  
SERVICE PROVIDERS

# 93% OF CLIENTS

*were able to solve their rental problems*

## PROPERTY AND RENTAL HANDBOOK

The free HOME, Inc. Property and Rental Housing Handbook is available on our website, [HomeIncDSM.org](http://HomeIncDSM.org). This comprehensive, searchable guide is now available in English and Spanish and is designed to help everyone better understand their rights and responsibilities.

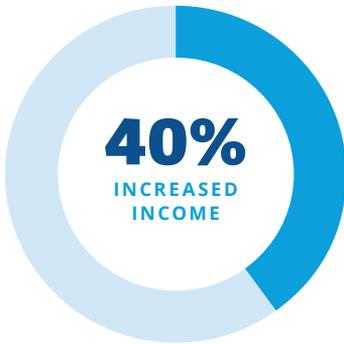


# PREVENTING HOMELESSNESS FOR FAMILIES IN CRISIS

When working to make ends meet, just one unplanned expense or unexpected event can put a family at risk for homelessness. Through case management, short-term financial assistance and referrals to partner agencies, HOME, Inc. and the HOPE for Stable Families initiative help families stay in their homes and move out of crisis toward financial stability.

## 62 FAMILIES SERVED

*76% minority households*



## 149 CHILDREN SUPPORTED

*and able to stay in the same school*

## Ashley's story



## A FUTURE FILLED WITH HOPE

As a college student and single mother, Ashley's plans took an unexpected turn when her son with special needs suddenly required frequent visits in and out of the hospital. In crisis, her classwork fell behind, she could no longer work, and Ashley's young family risked losing their housing.

The HOME, Inc. HOPE for Stable Families program supported Ashley with short-term rental assistance so she and her children

could remain in their home. A dedicated case manager from HOME, Inc. helped teach her to manage a budget and connected Ashley with other community partners for additional support.

Today, Ashley is back on track to graduate, is gainfully employed, and is creating a financially stable future for her family with the caring staff at HOME, Inc. to encourage her with every step.



*HOME, Inc.'s largest annual fundraiser, Hunt for Housing, continues to grow each year, engaging more of the community in our important cause.*

## **BUILDING MOMENTUM: HUNT FOR HOUSING**

For the fourth consecutive year, the annual Hunt for Housing event raised awareness and much needed funds to support our variety of programs.

This premier event is held at West End Architectural Salvage & Coffee Shop in Des Moines and features delicious food, live music, a scavenger hunt and silent auction. Thanks to our many generous sponsors and donors, Hunt for Housing continues to break fundraising records each year!

# **\$105,555 RAISED**

***during Hunt for Housing 2022***

## Jeremy's story

### FROM STRIVING TO THRIVING

Jeremy reached out to HOME, Inc. after a sudden change in circumstances put him in a serious financial bind, threatening his livelihood and the roof over his head. A single father of two young daughters, Jeremy was behind on his rent and had lost his vehicle.

HOME, Inc. provided immediate financial assistance to help Jeremy catch up on his rent. Our counselors referred him to other community resources, including the Oakridge Neighborhood Services' Wheels of HOPE program, which helped him obtain a reliable car.

Jeremy's hard work is paying off. With the help of HOME, Inc., he has learned to create and manage a budget and has increased his income by nearly \$2,500 a month — improving his situation and putting Jeremy and his family on the path to success.



*Four-year-old Henry donated his \$1 earned for picking up his toys to HOME, Inc. Others followed his lead on social media, helping Henry exceed his goal and raising more than \$800 towards our mission. Thanks, Henry!*

# CONFRONTING HOUSING INEQUALITY

Stable housing strengthens communities, civic pride and provides children with a secure living environment, while opening doors to generational wealth and a brighter future. However, for many families, lack of access to quality education, financial resources and readiness, social safety nets and referrals can make owning and maintaining a home feel unattainable.

HOME, Inc. is doing our part through collaborative partnerships and programs that meet the specific needs of low-income and minority households in Iowa.

## HOMEOWNERSHIP READINESS COUNSELING



## HOMEBUYER EDUCATION



# 186%

*increase in first-time homeowners participating in education programs*



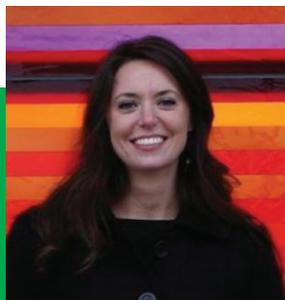
*HOME, Inc. was honored in 2023 during the special event, Raising the Roof to Celebrate Fair Housing, for our work to realize the vision of fair housing and opportunity for all.*

## **HELP FOR HOMEOWNERS**

When repairs or maintenance are needed to a client's home so their space can remain livable, HOME, Inc.'s construction management team steps in to help oversee the work to ensure it is completed with a high level of care and quality.

# \$208,693

***in repairs were facilitated by HOME, Inc.***



*"HOME, Inc. has been a vital partner in rehabilitating and producing high-quality, safe and attractive housing for some of the City of Des Moines' and the region's most vulnerable residents."*

**Lisa Crabbs,**

*Neighborhood Services Department,  
City of Des Moines*

# BUILDING A BETTER FUTURE

HOME, Inc. works to address the lack of affordable housing in Polk County. Since 1990, we have invested more than \$20 million in housing in low-income neighborhoods for both new construction and repairs to existing homes.

# \$894,000

*invested in housing new construction and repairs*

## ACCESSORY DWELLING UNITS

Often referred to as in-law suites, carriage houses or casitas, accessory dwelling units (ADUs) are secondary housing structures built on an existing residential property. ADUs can house adult children or aging parents or be used for rental income.

This innovative and exciting new housing model improves affordability and diversity in a community without changing the physical character of a neighborhood.

In 2022, HOME, Inc. designed and sold one of Des Moines' first newly constructed ADUs, working with project partners AARP Iowa, Invest DSM, Veridian Credit Union and Neighborhood Finance Corporation. Watch for more progress to come surrounding this creative housing solution.



## LEASE PURCHASE PROGRAM

Living in a property owned by HOME, Inc., families in the Lease Purchase Program work to gradually build a positive payment history and credit score to purchase the home eventually. HOME, Inc. proudly partners with banks and other community organizations to make this program possible.



*“Central Bank is honored to partner with HOME, Inc. to finance the construction of new neighborhood homes in the Des Moines metro. These efforts support numerous individuals and families in their journey toward homeownership. Our partnership with HOME, Inc. reflects a shared goal — to be a leader in community development and help fulfill the need for safe and reliable housing for our community.”*

**Jordan Niewoehner,**

Commercial Banking Officer,  
Central Bank

# TOGETHER, TRANSFORMING LIVES

***Thank you to our supporters and friends***



*Anonymous Donor | HOME, Inc. Board of Directors | Metro Home Improvement  
Neighborhood Development Corporation | Polk County Community and Family Services  
Siemer Institute for Family Stability*

## **CORPORATE & ORGANIZATION DONORS**

*Andersen Corporation*

*Arthur J. Foundation*

*Arthur J. Gallagher & Co.*

*Bankers Trust*

*Chrysalis Foundation*

*Community State Bank*

*Greater Des Moines*

*Community*

*Foundation*

*ITA Group Foundation*

*Lincoln Savings Bank*

*McGowen, Hurst, Clark &  
Smith, P.C.*

*Polk County Housing  
Trust Fund*

*Prairie Meadows*

*Principal Financial Group*

*Target*

*The Standard*

*U.S. Bank Foundation*

*Veridian Credit Union*

*VisionBank*

*Wellmark Foundation*

*Wells Fargo Bank*

## INDIVIDUAL CONTRIBUTORS

*Bill & Jean Basinger*

*Ben & Wendy Bellus*

*Kate Bergeron*

*David Boone*

*Willard & Donna Brown*

*Andrew Cederdahl*

*Don & Phyllis Childers*

*Rhonda Clark-Leyda*

*David & Alicia Claypool*

*Joseph Coco*

*Catherine Cody*

*JB Conlin*

*Jeni Cooper*

*Don Corrigan*

*Eloise Cranke*

*Tracy Creason*

*Nora Crosthwaite*

*Jeffrey Damman*

*David & Joan Discher*

*Megan Drake*

*Chris Draper*

*Bridget Drendel*

*David & Julie Eberbach*

*Tim & Vicki Facto*

*Marguerite Fitch*

*Eric Fleharty*

*Bill & Judy Fletcher*

*Jose Garcia*

*Jim Giles*

*Jodi Gjersvik*

*Deric Gourd*

*Ron Grohe*

*Alan & Mary Gross*

*Joe & Carrie Hall*

*Matthew Haney*

*Michael Harryman*

*Steve & Chris Hensley*

*Mike Hildebrand*

*Michelle Hutson*

*Larry & Karen Hutzell*

*Doug & Karen Jeske*

*Kathleen Kahoun*

*Gloria Kelly*

*Kourtney Kirkpatrick*

*Amelia Klatt*

*Holly Kluever*

*Kathi Koenig*

*Elizabeth Kozor*

*ChrisAnn Langston*

*Thieu & Thao Huynh Le*

*Thomas & Judy Leffler*

*Audrie Leib*

*Ashley Madsen*

*Kris Mattoon*

*Michelle McGovern*

*Robert McLearn Jr.*

*Xan McNelly*

*William Brauch &*

*Kate Miller*

*Mike Montgomery*

*Shelly Nelson*

*Tom & Wanda Newell*

*Elizabeth Newman*

*Summer Parrott*

*Amy Plymat*

*David & Betsy Pokorny*

*Stefan Politz*

*Joan Racki*

*Angela Reiter*

*John & Celia Retz-Nelson*

*Candice Revita-Ramirez*

*Colleen Rogers Messenger*

*Ralph & Teresa Rosenberg*

*Steven Rottler*

*Kristin Saddoris*

*James & Laura Sarcone*

*Sam Scheidler*

*Dora Sedeno*

*Jennifer Severin*

*Steve Jayne & Karen Shaff*

*Adriana Slaughter*

*Mitch Smith*

*Anne Spina*

*Paul Strayer Jr.*

*Phyllis Swink*

*Carol Templer*

*David Tharp*

*Dotty Thurston*

*Sally Troxell*

*Matt Unger*

*Tim & Toni Urban*

*Catherine Witte*

*Susan Wright*

*Betty Yount-Perry*

## GIFTS IN KIND

<i>Ancient Ways</i>	<i>Downtown Doggie Daycare</i>	<i>Mars Coffee</i>
<i>Art Terrarium</i>	<i>Drake University Athletics</i>	<i>Mi Patria</i>
<i>ASK Studio</i>	<i>Elan Spa</i>	<i>Goizanie Mullin</i>
<i>Beckley Automotive</i>	<i>Danielle Emmert</i>	<i>Tom Nancarrow</i>
<i>Annette Benjamin</i>	<i>Angela Erickson</i>	<i>Orange Theory Fitness</i>
<i>Big Tomato Pizza</i>	<i>Eric Fleharty</i>	<i>Peace Tree Brewing Co.</i>
<i>Black Magic Tattoo</i>	<i>Findley Theaters</i>	<i>Power Life</i>
<i>Blank Park Zoo</i>	<i>Greater Des Moines Botanical Garden</i>	<i>Raygun</i>
<i>Boesen the Florist</i>	<i>Greater Des Moines Habitat for Humanity</i>	<i>Salon Spa W</i>
<i>Captain Roy's</i>	<i>Corey Hansen-Burnett</i>	<i>Salon Zaza</i>
<i>Center Grove Orchard</i>	<i>Tia Hebert</i>	<i>Science Center of Iowa</i>
<i>Courtney Conlin</i>	<i>Chris Hensley</i>	<i>Sensual Leadership Academy</i>
<i>City of Des Moines</i>	<i>Honest Wrenches</i>	<i>Simply Simone</i>
<i>Coffee Cats Café</i>	<i>Iowa Taproom</i>	<i>Skin Ritual</i>
<i>Courtney Conlin</i>	<i>Iowa Wild</i>	<i>Tacos La Familia</i>
<i>Cycle Bar</i>	<i>Kenny's Garage</i>	<i>Tangled Tails</i>
<i>Danielle Emmert</i>	<i>Kin</i>	<i>The Library Café</i>
<i>Dennis Puckett, Sullivan &amp; Ward, P.C.</i>	<i>Let Beauty Rain</i>	<i>Thistle's Summit</i>
<i>Des Moines Music Coalition</i>	<i>Lua Brewery</i>	<i>Uptown Acres Vinyl</i>
<i>Doll Distributing</i>	<i>Lucky Horse Beer &amp; Burgers</i>	<i>West End Architectural Salvage</i>
<i>Dough Co. Pizza</i>		<i>ZLR Ignition</i>
<i>Katie Douglas</i>		

## 2022 HUNT FOR HOUSING SPONSORS

<i>1st National Bank</i>	<i>Conlin Properties</i>	<i>Polk County Housing Trust Fund</i>
<i>AARP</i>	<i>Green State Credit Union</i>	<i>RE/MAX Concepts</i>
<i>Advanced Plumbing</i>	<i>Hildreth Construction</i>	<i>The Law Shop</i>
<i>AmeriGroup</i>	<i>Iowa Total Care</i>	<i>The Websters – Baqara &amp; The Thunderdome</i>
<i>American Equity</i>	<i>Koester Construction</i>	<i>Dotty Thurston</i>
<i>Bankers Trust</i>	<i>KRM Development</i>	<i>VisionBank</i>
<i>Pam Carmichael</i>	<i>McGough Construction</i>	<i>Wells Fargo</i>
<i>Carr Law Firm, P.L.C.</i>	<i>MediGold</i>	
<i>Central Bank</i>	<i>Midwest One</i>	
<i>Community Choice Credit Union</i>	<i>Stephanie Murphy</i>	
	<i>Polk County</i>	

# BOARD OF DIRECTORS

Effective January 1, 2023

**President: Kris Sadoris**, Hubbell Realty Company

**Vice President: Ryan Arnold**, Drake University

**Treasurer: Jose Garcia**, McGowen, Hurst, Clark & Smith, P.C.

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

**Andrew Cederdahl**, Iowa Department of Justice

**Jeni Cooper**, Bankers Trust Company

**Eric Fleharty**, Farmers Business Network

**Dave Hellstern**, Sullivan & Ward, P.C.

**Kathy Kahoun**, Community Volunteer

**Xan McNelly**, ZLR Ignition

**Derma Rivera-Aguirre**, Lutheran Social Services of Iowa

**Candice Revita-Ramirez**, Des Moines University

**Dora Sedeno**, Veridian Credit Union

**Adriana Slaughter**, Paychex

# FINANCIALS

Unaudited abbreviated statements for 7/1/22–6/30/23



- 12% Government Funds (\$288,439.28)
- 57% Property Income (\$1,369,693.80)
- 19% Grants (\$461,175.02)
- 7% Contributions (\$161,942.69)
- 4% Events (\$93,748.34)
- 1% Program Income (\$20,150.00)
- 33% Payroll (\$797,727.73)
- 10% Direct (\$231,797.38)
- 9% Indirect (\$215,961.43)
- 48% Property (\$1,139,346.60)



1618 Sixth Ave.,  
Des Moines, IA 50314  
515-243-1277  
[HomeIncDSM.org](http://HomeIncDSM.org)

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