

2022 Highlights





Piloted a new approach to financial education and graduated our first financial health cohort

We got everyone on board and up to speed with our electronic application, client database management systems, and a refreshed website

Navigated rent relief programs to support our tenants in times of

need





new construction project - a four bedroom home and

Completed our first blessed the tenant with a key ceremony



Awarded large sustaining operational grants from several foundations and completed our first full audit



Launched two pilot first-time homeownership programs

In 2022 Urban Hope Was cleared for take

Pilot:

- 1) test (a plan, project, etc.) before introducing it more widely
- 2) to lead or conduct over a usually difficult course

Dear Urban Hope Family,

2022 was the year of the pilot! When we think about the two main ways the verb "pilot" is used, we have been doing both with gusto.

We launched two new pilot programs as part of our "stable to thriving" campaign. We have two households who are on their way to homeownership: one through our lease-to-own program, and another through our Opportunity House program that will help multiple, successive families prepare for homeownership.

We have said for some time now that Urban Hope considers two moves when we think about our tenants making life progress: one is from unstable to stable, and another is from stable to thriving. We are now expanding to add in more of the second.

Through our data, and through relationship with our clients, we know that our programs are helping in substantial ways. We have witnessed significant progress by our tenants and financial clients in both their housing and finances. And as we know, when greater stability is secured, many more good things happen with health, employment, and education.

It would be an understatement to say that we have navigated a difficult course over the last few years. The lingering effects of the pandemic have presented very real challenges for our Urban Hope family, and we have, with your support, been able to be a place for steady hope and encouragement. The challenging course ahead also includes proposing a different "PILOT" (Payment in lieu of Taxes) as a possible solution for our elected officials to change the impact of rising tax assessments on non-profits providing

The work you are helping us do is very directly helping our neighbors enjoy expanded opportunities, and it is a joy to witness!

Thank you for your faithfulness to this transformative work.

With gratitude, Sarah M. Hale **Executive Director**





Founded in 2000, Urban Hope is a housing nonprofit that partners with clients to gain financial health, secure safe, quality, affordable rental housing, and chart pathways to homeownership. Our work is inspired by Christian faith, led by and centered on residents, and focused on the East End of Richmond, VA. In our rapidly-changing neighborhood, we prioritize racial equity, are committed to anti-displacement practices and policies, and seek to build towards an inclusive and just community where everyone can find a home. Urban Hope is the only agency focused on rental housing that remains affordable for people making between 20 and 50% Area Median Income (AMI) in the East End of Richmond.

Our guiding principles to keep us on the right flight path...

Mission

To make home a cornerstone of opportunity by keeping it affordable.

Vision

A thriving community where everyone can find a home.

Values

Because of Jesus...We value **relationships** of mutual respect to empower our work. We value **equipping** our clients and tenants to flourish. We value **accountability** to our community and to each other. We value **innovation** to close the gaps in affordable housing.





Urban Hope's "Pilot & Flight Crew"

Sarah Hale, Executive Director

Rae Hudnell, Office Coordinator

Shaleetta Drawbaugh, Director of Operations

Carolyn Loftin, Director of Programs

Lawson Wijesooriya, Director of Development and Strategy

Urban Hope's "Air Traffic Control"



Dontrese Brown, Board Chair, BROWNBAYLOR and Tilt Creative + Production



Caitie Rountree Chan, Vice Chair/Secretary, National Community Reinvestment Coalition



Shawn Maida, Treasurer, Foster Made



Tom Mitchell, Second Baptist Church



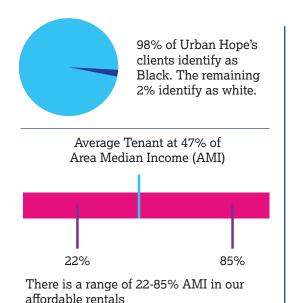
Nelson Reveley, Alpha-Omega Wealth Management, Grace Covenant Presbyterian Church



Iesha Williams, Richmond City Health District



86 total tenants housed in 2022



63% of Urban Hope's clients identify as female and 37% identify as male

Because of the impact of Urban Hope and/or affordable housing...

96% feel more stable

86% report less stress related

to finances

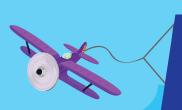
positive impact on educational outcomes

feel more safe

made progress toward their goals

healthier overall

better economic opportunities



Urban Hope preserves affordability in our neighborhood... "...Where could "Anyone" find a property like this (with a back yard) at this price? ...where could "Anyone" find a property like this (with a back yard) at this price?

People really don't believe me when they come over and I tell them how much I pay for rent...I DO NOT take it for granted... it's a BLESSING!" - Tenant

"It impacts all areas of my life. I'm much happier, less stress, can come out in my neighborhood and not be scared. I'm truly blessed. Housing is one of the hardest things to keep and maintain right now and if it wasn't for God and UH, I may have been homeless and sick." - Tenant





Urban Hope promotes economic opportunity...

"Because my housing is affordable I am able to still save and work on cleaning my credit." - Tenant

Urban Hope believes that our "secret sauce" is an interconnected community of relationships...



"They make me feel more like family, they're always there for you, if you have a problem they work with you and help." - Tenant

Congrats Nicole!

On Aug. 17th, Nicole received the keys to her new four-bedroom Urban Hope rental home built by Center Creek Homes. It was a very emotional day for her and her family who had been renting a smaller house from Urban Hope for several years. In typical Nicole fashion, she gave us words of wisdom, encouragement and thanks for providing her a safe, affordable home. If you want to hear more from Nicole directly, a video from that day is on our website.





"We will be putting up pictures on the wall for the first time." - Nicole

Thirty remained in stable/safe/affordable housing

One move from stable to thriving!

Thriving

Four moves to stable/safe/affordable housing

One referred by a partner

One seeking to leave public housing

One under threat of displacement by owner's desire to sell

One's housing stability threatened by



Unstable

Stable/Safe/Affordable

Impact of 30 kept stable:

- Two moves into the open market
- Significant rent relief deployed
- 99% of tenants in 2022 remained stably housed

2022 PILOT PROGRAMS



Lease-to-own

Program Overview

- UH acquired a house from a favorable under-market sale with very low-interest debt from opportunity lenders.
- UH identified prospective homebuyer.
- Actual net operating income from rental payments will be credited to the tenant at the point of purchasing the house.
- Client aims to purchase the home within 3 5 years, when the
 combination of the rental credit and a traditional mortgage from a
 lending institution give the buyer enough to purchase the house
 at Urban Hope's cost, enabling UH to repay its lenders.

"We were concerned a market-driven price for our house could go well beyond what we felt was 'fair and equitable', and might negatively impact our neighborhood. When we first purchased the house in 2014, God moved in so many ways, blessing us with the generational generosity of our family's financial help and placing us within a community of new people we came to love and learn from. We prayed for an opportunity to sell to someone off-market to prevent a bidding war, preferably to someone who would continue to invest in Jesus' presence in Church Hill. He exceeded even those hopes, working through Urban Hope to align us with a family that had been praying and dreaming for a chance exactly like this. By selling to Urban Hope under-market value, we had the opportunity to be faithful to our conviction of stewardship by passing along generational generosity to others and to watch God answer the prayers of a family who had lived in this neighborhood for generations."

- Seller of lease-to-own house

"Due to UH's employees actually living and working in the community they've been able to build relationships and assess the needs of those who may not have been able to [stay] in the neighborhood by piloting and creating different affordable programs. They're helping to dismantle barriers that stood in between my family and homeownership."

- Prospective homebuyer tenant



Urban Hope seeks to create opportunities for low-income households to build generational wealth through homeownership by sharing access to capital and leasing affordably to enable significant progress toward financial goals.





"We never really considered home ownership. It never really seemed like something that would be obtainable. We are looking forward to completing the short-term goals to ultimately achieve us a home.

- Opportunity House tenant

Opportunity House Program Ověrview

- UH acquired a house with one long-term, forgivable, no-interest loan.
- UH identified prospective homebuyer.
- For two years, the prospective homebuyer pays a monthly rent equating to 24% of net income. While renting with UH, the prospective homebuyer works on their credit, builds their savings and searches for their home of choice for potential purchase with the full support of our in-house housing counselor.
- At the successful completion of the program, UH will transfer any net operating income from the property to the settlement agent upon closing to be used to cover the down payment, closing costs, maintenance reserve or other direct costs of the home purchase.
- The cycle then begins again with a new prospective first-time homebuyer

"Our family wanted to help another family achieve homeownership. We believe it is one of the best ways to provide stability, increase assets, and reduce generational poverty. The Opportunity House makes this possible not only for one family, but a new family every three to five years. We are thrilled to be a part of this pilot program."

- Financial sponsor of the Opportunity House

November 9, 2022 was a great day for celebration at the Speakeasy Grill in historic Jackson Ward! Nine determined individuals received certificates of completion of our 2022 financial cohort. It was a showcase of Black excellence at it's finest, with our keynote speaker being Lea Whitehurst-Gibson, founder and CEO of Virginia Community Voice. Many members cited being prepared with savings as one of their biggest financial lessons over the course of the ten month experience.



"I didn't give up on me. I for the first time ever in life had a savings that was put aside in case of an emergency. An emergency did arise and I had it to use without a payday loan or going into more debt. I am now back to rebuilding it, I didn't have a pity party about it being gone. I kept pushing."

- Cohort Member

Urban Hope Income and Expense 2022

| INCOME | | | | |
|-----------------------------|-----------|------------|------------|-----------------|
| SOURCE | CAPITAL | OPERATIONS | PROPERTIES | TOTAL |
| Church Contributions | \$ - | \$45,965 | \$ - | \$45,965 |
| In-Kind Contributions | \$110,000 | \$19,215 | \$4,915 | \$134,131 |
| Individual Contributions | \$201,036 | \$528,673 | \$- | \$729,709 |
| Institutional Contributions | \$10 | \$59,512 | \$22 | \$59,543 |
| Grants | \$123,000 | \$235,000 | \$- | \$358,000 |
| Rental & Management Income | \$- | \$- | \$234,349 | \$235,249 |
| Total | \$434,045 | \$888,365 | \$239,286 | \$1,561,597 |

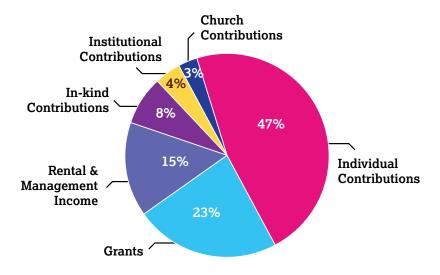
| EXPENSES | | | | |
|--|-----------|------------|------------|-----------|
| SOURCE | CAPITAL | OPERATIONS | PROPERTIES | TOTAL |
| Depreciation & Amortization | \$69,575 | \$ - | \$ - | \$69,575 |
| Fundraising & Marketing | \$ - | \$14,632 | \$ - | \$14,632 |
| Other Operating Expenses | \$ - | \$79,598 | \$ - | \$79,598 |
| Portfolio Revitalization | \$64,637 | \$ - | \$ - | \$64,637 |
| Programs - Financial Literacy & Tenancy | \$108,083 | \$15,207 | \$210,053 | \$333,342 |
| Salaries and Benefits | \$ - | \$365,358 | \$ - | \$365,358 |
| Total | \$242,295 | \$474,794 | \$210,053 | \$927,141 |

| NET OPERATING INCOME | | | | | |
|--|-----------|-----------|----------|-----------|--|
| SOURCE CAPITAL OPERATIONS PROPERTIES TOTAL | | | | | |
| Net Income | \$191,751 | \$413,571 | \$29,234 | \$634,556 | |
| Restricted Funds | \$123,000 | \$24,906 | \$8,981 | \$156,887 | |
| Unrestricted Net Income | \$68,751 | \$388,665 | \$20,253 | \$477,669 | |





Sources of Income



Urban Hope Balance Sheet

AS OF DECEMBER 31, 2022

| ASSETS | | | | |
|-------------------------------------|-------------|--|--|--|
| Construction in Progress & Deposits | \$179,468 | | | |
| Fixed Assets | \$3,580,367 | | | |
| Maintenance Reserve | \$14,235 | | | |
| Reserved Cash for Capital | \$574,267 | | | |
| Restricted Cash for Programs | \$47,583 | | | |
| Unrestricted Cash on Hand | \$450,627 | | | |
| TOTAL ASSETS | 4,846,547 | | | |

| LIABILITIES | |
|--------------------------------------|-------------|
| Current Payroll Liabilities | \$6,792 |
| Notes Payable to Opportunity Lenders | \$2,705,490 |
| Notes Payable for Virginia Housing | \$379,574 |
| TOTAL LIABILITIES | \$3,091,856 |

| EQUITY | |
|-------------------|-------------|
| Retained Earnings | \$1,120,135 |
| Net Income | \$634,556 |
| TOTAL EQUITY | \$1,754,691 |

| | TOTAL LIABILITIES | AND EQUITY | \$4,846,547 |
|--|-------------------|------------|-------------|
|--|-------------------|------------|-------------|

In 2022 we acquired...

| Units | DESCRIPTION | Details | Acquisition Cost to UH |
|-------|-----------------------------|--|------------------------|
| 1 | 4 BR/3 BA single- family | Land bank lot; new construction | \$226,308 |
| 1 | 3BR/3 BA | Acquired from generous seller for lease-to- own pilot program | \$293,883 |
| _ | Church building | Acquired building in 2022, under development (see below) | \$349,887 |
| 2 | | | \$870,078 |

Next up in the pipeline...

| Units | DESCRIPTION | Details | Capital Needed |
|-------|-----------------------|---|---|
| 2 | 2 BR/1&2 BA each | Land Bank lot; new construction duplex | Set to be completed and occupied in Q2 2023 |
| 2 | 1 BR/1 BA each | project:HOMES; rehab duplex | Funded, under construction |
| 2 | 1 BR/1 BA each | project:HOMES; new construction duplex | \$160,000 |
| 4 | (2) 2 BR, (2) studios | Multi-use church renovation/UH Headquarters | \$250,000 (in matching philanthropy, balance financed by Virgina Housing) |
| 10 | | | \$586,579 |







IN 2022

Urban Hope owned 31 units by the end of the year.

Infamining

41 units, with **120 people** in stable affordable housing

BY **2024**



Below are ways you can have a part in turning these opportunities into reality:

Philanthropic Opportunities

- Donate cash, securities, or real property towards a capital project. Your gift is fully tax-deductible and creates the most significant affordability and lowest possible rents.
- Consider a "bargain sale" of your home, a below-appraisal sale price enables seller to take a tax deduction for the difference and create firsttime homeownership opportunities at lower prices.
- Lend us money to create homeownership opportunities without financing costs and then forgive the loan over time to take the tax deduction as needed.

Individual impact investment loan

- Lend us \$20k or more for 5 years so that we can move fast on acquisitions
- You receive 2.5% interest paid annually from UH
- UH replaces your loan with long-term debt and returns your loan in full at the end of the term or reinvests it into the next acquisition project in the pipeline
- Some choose to forgo the interest payments in exchange for a tax deduction in the amount of the interest owed

Kingdom Legacy House program

Please consider leaving a legacy of repair, justice, and love by gifting your home to Urban Hope through a Transfer On Death deed, enabling us to help build wealth for those who have historically been unable to do so because of discriminatory policies and practices in housing on the basis of race.

Thank you to all 2022 Urban Hope Supporters!

5 or more consecutive years

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Edith and Tom Allin

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Elena Aronson and Hayden Hobby

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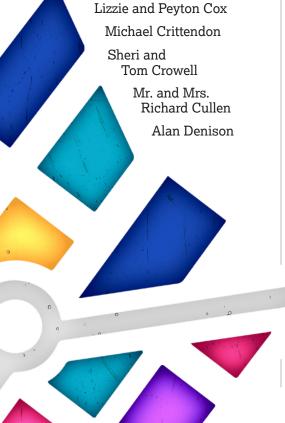
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Family Giving Fund



3 - 4 consecutive years

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Dr. Leanne Yanni and Mr. Will Caudle

Scott and Louise Zingaro

ZYN Cares Fund





In Memoriam John V. Moeser, Ph.D.

Urban Hope dedicated our work in 2022 to honor the legacy of Dr. Moeser. His wise, kind, and careful counsel to our staff and board expanded our foundations and helped us grow with integrity. He included us in the housing arena in such a way that our small-but-mighty organization was recognized as an effective provider of affordable housing and financial counsel. We will be forever grateful for his championing of Urban Hope. We continue in his honor to work toward the vision he tirelessly pursued of equity, justice, inclusion, and flourishing of all in our region.

