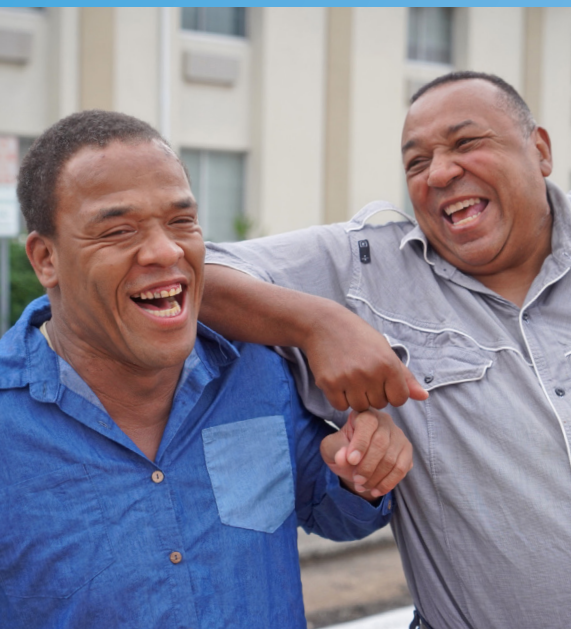


2024

Impact Report



Support  Works
HOUSING

Support Impacts

In 2024
1,639 people
lived at home,
thanks to
your support.

784 lived in a SupportWorks apartment

360 participated in a scattered-site program

495 were rapidly rehoused through Supportive Services for Veterans Families (SSVF)

881 were formerly homeless

180 were low-income*



* 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.



* Their transition out of SupportWorks housing creates availability of much-needed supportive housing units for individuals still experiencing homelessness.

Support Builds

CHARLOTTESVILLE – 96 INDIVIDUALS SERVED

The Crossings at Fourth and Preston
Built in 2012 – 60 units

Supportive Services for Veteran Families
38 individuals

RICHMOND – 956 INDIVIDUALS SERVED

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

Cool Lane Commons
Built in 2024 – 86 units

Bliley Manor
Acquired in 1998 – 8 units

Stratford House (Cherokee Hill)
Acquired in 1998 – 8 units

Cary Street Apartments
Built in 2004 – 4 units

Independence House
Built in 2005 – 6 units

James River Apartments
Built in 2008 – 14 units

HomeLink
253 Served

Supportive Services for Veteran Families
457 Served

HAMPTON ROADS – 587 INDIVIDUALS SERVED

Gosnold Apartments (Norfolk)
Built in 2006 – 60 units

Church Street Station Studios (Norfolk)
Built in 2017 – 80 units

South Bay Apartments (Portsmouth)
Built in 2010 – 60 units

Heron’s Landing Apartments (Chesapeake)
Built in 2013 – 60 units

Cloverleaf Apartments (Virginia Beach)
Built in 2008 – 60 units

Crescent Square Apartments (Virginia Beach)
Built in 2016 – 80 units

Hampton Roads Housing First
107 Served

Street Outreach
23 Served

Of the formerly homeless individuals served by supportive housing:

Many are chronically homeless upon intake
Chronically homeless 63%

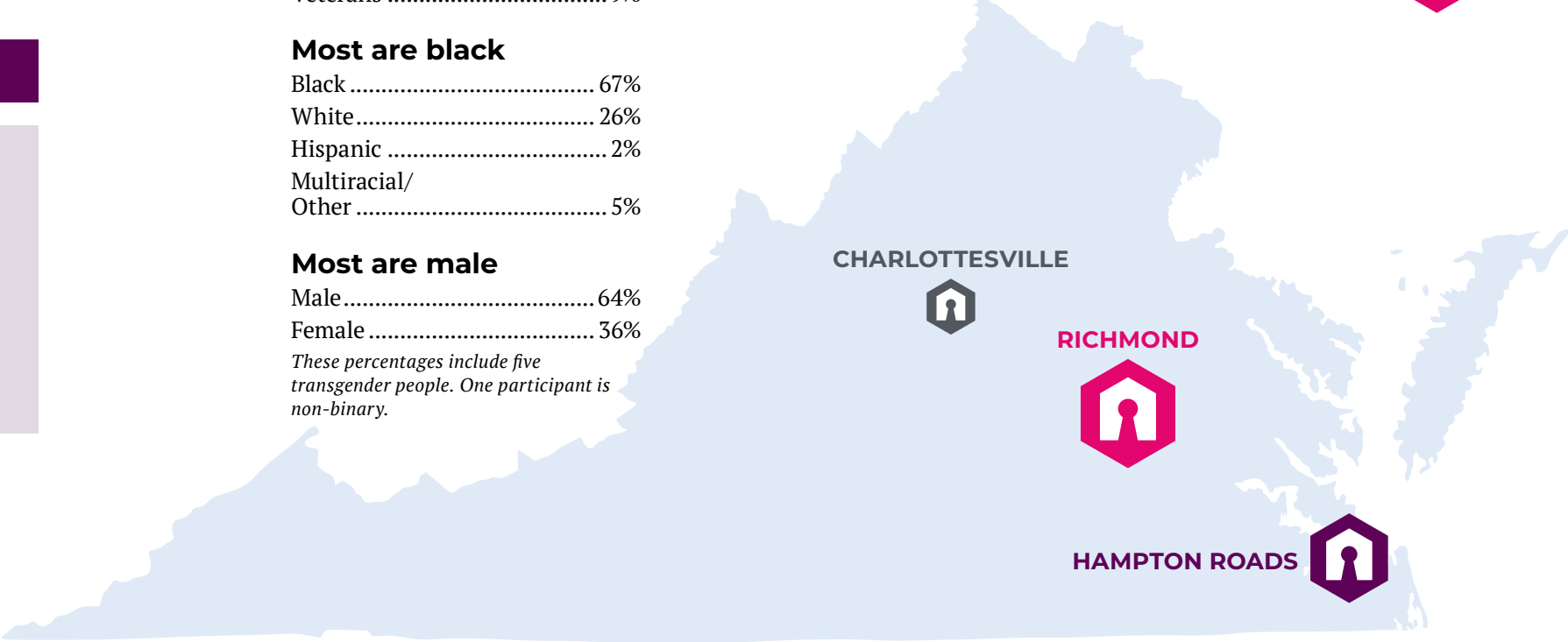
Most have a disability
Physical disability or chronic health condition 44%
Chronic mental health condition or substance use 51%

Most are older
Under 18 3%
18-24 2%
25-44 13%
45-64 61%
65+ 21%

Some are veterans
Veterans 9%

Most are black
Black 67%
White 26%
Hispanic 2%
Multiracial/Other 5%

Most are male
Male 64%
Female 36%
These percentages include five transgender people. One participant is non-binary.



Support Stabilizes

Many aspects of the SupportWorks Housing mission have remained unchanged over the years, but our success also lies in our ability to adapt and evolve. We thought it would be interesting to ask some of our longer-tenured teammates how their jobs have changed over the years. (And the following page explores how we've adapted and evolved by harnessing the power of data.)

Shaniqua Faulk joined our Property Management (PM) team in 2006, and Karen Gorum joined PM three years later. Both think that better integration across teams contributes to heightened mission impact.

Property management, Karen says, is about taking care of the buildings, but the focus is always on resident well-being. "A person can't be a good tenant if they are in crisis," she says, describing instances in which getting a resident to pay late rent or cease their disruptive behavior was more about caring for a person in pain than sending official notices. "We work a lot more closely these days with Services to make sure we're taking care of people first."

Shaniqua adds that over time, PM has also become more involved at earlier stages of new project developments. "Our knowledge of how the properties are used and what our residents really need from their private and public spaces is valuable when new properties are being designed."

...Better integration across teams contributes to heightened mission impact.

Julie Anderson, Director of Real Estate Development (RED) and herself a 16-year SupportWorks veteran, agrees, and adds that SupportWorks has a great reputation in the communities it operates in, thanks to the great work of both Property Management and Services, which can shorten the time it takes to develop new properties. "When I first started, overcoming community resistance and getting approvals took a long time, and now that is much easier because we are known as good neighbors."

The financial benefit of shortened project timelines is more important than ever because one of the other changes Julie describes is the dramatic increase in the cost and complexity of developing new projects. "Financing sources, compliance demands, material costs have all become more burdensome," says Julie.

The RED team draws on its deep expertise in both construction and financing—as well as its collaboration with PM—to thrive in this ever-changing landscape. As Julie notes, "Their input into the locations and types of buildings, number of apartments, and even sustainable building practices, plays a big part in our success."



"A person can't be a good tenant if they are in crisis."

– Karen Gorum
Assistant Property Manager II,
Church Street Station

"...Overcoming community resistance and getting approvals took a long time, and now that is much easier because we are known as good neighbors."

– Julie Anderson
Director of Real Estate Development



"Our knowledge of how the properties are used and what our residents really need from their private and public spaces is valuable when new properties are being designed."

– Shaniqua Faulk
Associate Director of
Property Management



Support Strengthens

Every one of us can point to the places where technology and automation is making the world a less-personal place. Self-service kiosks, endless phone menu trees, texts instead of phone calls. Sometimes it seems technology drives us inevitably farther away from one another. SupportWorks uses technology to do the opposite.

SupportWorks grew rapidly in the early 2010s, receiving more and more grant funding to serve even more people. And as the world increasingly runs on data, grant reporting and compliance requirements became more complex. This complexity began to exact a toll on SupportWorks' effectiveness.

"Services teammates were spending hours each day entering data," says Joshua Meade, Data and Compliance Specialist, every minute of which took them away from spending time directly serving residents and program participants. Even small data entry errors could cost time and money to fix. There was another financial impact, as well. Reporting overhead led to delays, which left SupportWorks vulnerable to having to return grant money if the money couldn't be put to work. The solution to both of these related challenges lay in reducing the service team's reporting overhead and increasing reporting accuracy.

That's where Joshua and his self-described "team of nerds" comes in. They offload much of that reporting overhead from Services, eliminating costly data-entry errors and allowing Services to devote more time to serving residents and participants. Denise Bavaro, Program Manager for the scattered-site program HomeLink, says "without the work of our data group, it would be almost unmanageable."

The back-end result is more accurate and more efficient reporting, which gives funders the confidence that their money is being deployed as intended. The front-end result is that SupportWorks can serve even more people, and be even more supportive to each person as they pursue their individual journeys to success.

Thanks to Joshua and his team, SupportWorks is turning the normal trope of automation leading to impersonalization on its head. Our technology is designed to place human beings even more in the center of our business. Support transforms lives, and good data transforms Services, which is why Denise says, "I am so thankful for our data team!!!"

Support transforms lives, and good data transforms Services.



Support Transforms

“Home is what this place is to me.”

Earlisa Matthews knows what life is like when you have no support. When your family turns you out. When drugs take you in. When your shelter is a prison cell.

“I’ve been clean since March 5, 2012, but I had other things to go through after that,” says Earlisa, describing years in an abusive relationship. “I prayed for a way out, and when the chance for this apartment happened, I was gone.”

“The chance” happened in 2020 and “this apartment” is SWH’s Church Street Station in Norfolk. She points to a decoration atop a bookshelf. The word “home,” made of woodcut letters. The letters are connected, with a heart at the end. The H and the M are painted bright blue, the O and the E a mellower purple. The heart, of course, is pink.

“I painted that in a class,” she says, “because home is what this place is to me.”

And Earlisa is making the most of her chance, working hard to be as connected as the letters in her bookshelf decoration. She shows up to pretty much every activity Church Street Station offers. Classes

on money management. Mental health seminars. Red Table Talk, a women’s peer support group. Decorating the common room for Christmas, Easter, Mother’s Day.

When she runs out of things to do at Church Street, she visits other SWH properties. “I take the activities bus to Heron’s Landing and to Gosnold and do activities there. I love that bingo game!”

Earlisa also spreads the word. She’s constantly encouraging other residents to take part in everything Church Street Station offers, urging them to connect with one another the same way her blue and purple and pink HOME is all joined up. “I try to get everybody involved in something,” says Earlisa. “We’ve got to support each other.”

Earlisa Matthews now knows what life is like when you have abundant support, when an organization like SWH gives you another chance. “God gave me all of this,” she says, looking with wonder at the tables and chairs and books and art that surround her, “and I’m not going to waste it.”



Support transforms lives, but it also transforms communities. As an evidence-based best practice, SupportWorks’ supportive housing delivers measurable results for the communities we serve.

But don’t just take it from us! A few of our partners from local governments shared with us their perspective on the value of investing in supportive housing and collaborating with SupportWorks Housing to make it happen. We’re grateful for their leadership and their support as we work together to end homelessness—and save communities millions of dollars in the process.



“We had folks who had been homeless in some cases, for decades, some of the hardest to serve individuals in our entire community and The Crossings [Supportive Housing Community] worked for them. **It dramatically improved their quality of life, and, in many cases it**



– **Dave Norris**
Former Charlottesville Mayor and City Councilperson

saved us money in the community. Up to that point they had been very frequent consumers of very expensive public services, going back years, if not decades, cycling in and out of emergency rooms and homeless shelters and mental health facilities and detox facilities and the courts and the prisons and jails. That all adds up and costs a lot of money, but when you can get somebody into permanent supportive housing, their quality of life improves and they’re less of a financial burden on our community, so it’s a total win-win, and again, it was SupportWorks that made that happen.”



“Given our shared mission and goals to end homelessness by facilitating permanent housing and supportive services, it is only natural that the City of Chesapeake considers SupportWorks Housing as a



– **Rick West**
Chesapeake Mayor

significant partner organization in our community. With their outstanding track record of 98% of residents not returning to homelessness, **I am confident that Chesapeake’s association with SupportWorks will continue to pay dividends to our entire community for years to come.**”



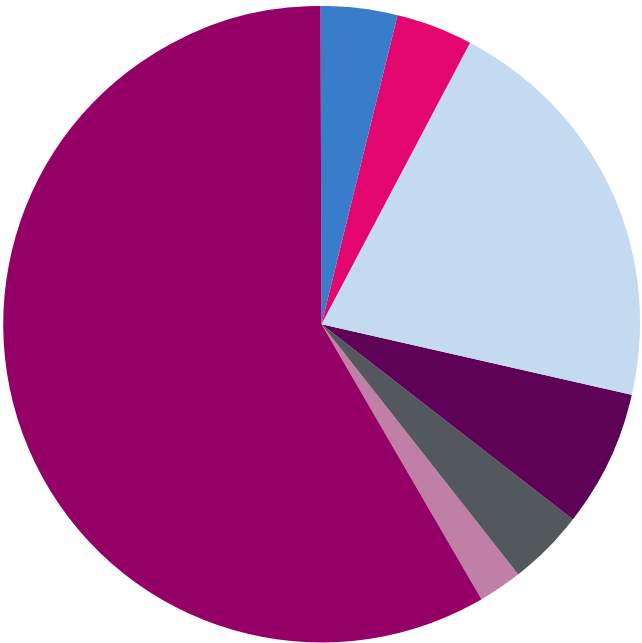
“Henrico County is grateful for our partnership with SupportWorks Housing. **Cool Lane Commons’ apartments are filling a much-needed gap for some of the most**



– **Tyrone E. Nelson**
Henrico County Board of Supervisors Chairman, Varina District

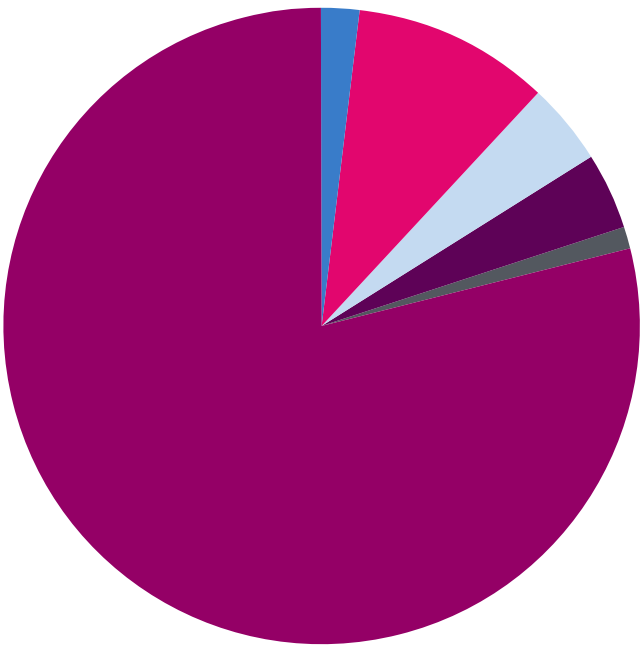
vulnerable members of our community. We look forward to continued collaboration with SupportWorks and other nonprofit partners to ensure that no one is left behind.”

2023 Financial Highlights



Revenue

Government Grants	\$ 8,352,793	59%
Property Management & Service Fees	\$ 537,179	4%
Contributions Restricted for Capital Projects	\$ 600,500	4%
Contributions for Program Expenses	\$ 2,910,782	21%
Developer Fees	\$ 945,276	7%
Contract Fees	\$ 534,094	4%
Investment Earnings & Other Revenue	\$ 238,214	1%
Total	\$ 14,118,838	100%



Expenses

Supportive Services	\$ 9,070,099	79%
Property Management	\$ 263,678	2%
Management and General	\$ 1,194,454	10%
Mission Advancement	\$ 441,512	4%
Multi-family Development	\$ 415,347	4%
Depreciation	\$ 120,792	1%
Total:	\$ 11,505,882	100%

The above revenue and expense report reflects SupportWorks Housing’s 2023 IRS Form 990, filed under Virginia Supportive Housing. To view the full IRS Form 990, please visit guidestar.org.

Sincerest thanks to all our donors and volunteers.

Your steadfast commitment to our shared belief that homelessness is solvable ensures that SupportWorks Housing 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.

View our 2023 Donors at SupportWorksHousing.org



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Your Support Helps Create Homes All Year Long

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Visit SupportWorksHousing.org

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