Dear friends and supporters of the Better Housing Coalition:

We all belong to the same species, homo sapiens. Among us there is of course a wide variation in the sizes and shapes of our bodies, skin tone and hair color, languages we speak and cultures we identify with. With all of the current social unrest, cries for racial justice, differences of opinion over monuments erected of controversial figures and political debates roiling our country right now, it may be hard to fathom that we humans can agree on much of anything. But as studies have shown, we are much more alike than we are different. We are, in fact, remarkably similar. Notwithstanding the variables that make us individually unique, scientists say that the DNA of all humans living today is 99.9% identical.

Like trees in an ancient forest, our roots run deep—and they are inextricably connected.

Besides our common heritage, there exist many values we all share, needs we all have and common ground we all tread on. Three such values include: **Hope**, as in being able to envision a bright future for ourselves and our families; **Choice**, as in the ability to choose where and how we live, work and play; and **Safety**, as in feeling secure enough in our surroundings to be able to live our best, most fulfilling lives. We invite you to visit our interactive digital report at [bit.ly/BHCimpact2019](http://bit.ly/BHCimpact2019) to hear how these values live at BHC and how they have helped transform the lives of three BHC residents: Jeremiah, Denise and Carol.

It seems almost quaint to look back on 2019, given the sheer volume and variety of impactful events that have come our way. Last September, we and 300 of our friends came together at the Gottwald Center in a joyful celebration of **BHC’s 30th anniversary**—30 wonderful years of building community, supporting residents, and advocating for greater equity for all who live in our region. If you’re reading this, it’s likely that you helped make those three decades of achievement possible by supporting our work. Thank you.

Last July, we celebrated the grand opening of **The Goodwyn at Union Hill**, a nearly $10 million investment in 52 beautifully appointed multi-family rental homes in the Church Hill neighborhood. These apartment homes will continue to provide affordable options to working families in a neighborhood now priced out of reach for many. And to address the need for senior housing at all income levels, construction began on **Market Woods**, 60 new apartment homes in North Chesterfield County. **Market Woods** opened in July 2020, and amidst the health pandemic has become our first virtual marketing test case.

There’s also much to celebrate regarding **services to our residents**, which are fully underwritten by philanthropic gifts. Thanks to your generosity, more than 1,000 BHC residents of all ages benefitted from our free programs such as vocational training, higher education scholarships, senior health and wellness activities, and case management assistance.

Finally, with much hard work and the talented leadership of our board of directors, BHC completed a new **five-year strategic plan** to guide future actions for growth and sustainability. This plan lays forth a series of thoughtful, aggressive strategies that will help many more families have a good place to call home. BHC has always held the belief that our work is just as much about individual and community uplift as it is about housing, and this plan reflects our commitment to all of that.

The coming years will be exciting, challenging—and possibly full of unknowns—but our mission is clear: BHC will change lives and transform communities through high-quality, affordable housing, now and into the future. It’s written in our DNA.
Creating & maintaining affordable housing.

1,068 PEOPLE PARTICIPATED in BHC’s free resident services programs

$3.5M Invested in CAPITAL IMPROVEMENTS to existing properties in our portfolio to maintain high-quality standards

60 New, high-quality AFFORDABLE APARTMENTS FOR SENIORS (Market Woods)

9 SINGLE FAMILY HOMES UNDER CONSTRUCTION and 5 sold to first-time homebuyers

Stabilizing families.

656 Residents received CASE MANAGEMENT ASSISTANCE to resolve housing and health issues

190 Households received EVICTION DIVERSION SERVICES, resulting in a 20% decrease in evictions

100 BACKPACKS FILLED with $7,000 in SCHOOL SUPPLIES DONATED to lower-income families

Economic mobility.

$10k HIGHER ED SCHOLARSHIPS AWARDED to residents over the age of 18

MARKAYA 2019 Founders’ Scholarship Recipient

82 & 123 YOUTH ADULTS Received EDUCATIONAL AND VOCATIONAL SERVICES to prepare them for academic and workforce success

7 Households were able to move from RENTER TO HOMEOWNER

Helping seniors age in place.

457 Seniors received FREE GROCERIES, valued at $295,220

316 Seniors received HEATING AND COOLING ASSISTANCE, valued at $97,960

767 Seniors engaged in HEALTH AND WELLNESS ACTIVITIES

843 Seniors got HELP APPLYING FOR ELIGIBLE ENTITLEMENTS

“I am the outcome of the care provided by my family, friends and the Better Housing Coalition staff.”
— JEREMIAH

“Having the choice to live in The Goodwyn at Union Hill makes me feel that regardless of what my income is, I matter.”
— DENISE

“What is better about my life is I can depend on having a safe apartment to live in...Better Housing Coalition and Monarch Woods was a godsend for me.”
— CAROL

LEARN WHY YOUR SUPPORT IS VITAL TO THE HEALTH AND WELL-BEING OF OUR FAMILIES & SENIORS AT BETTERHOUSINGCOALITION.ORG
**Better Housing Coalition: 2019 Financial Report**

**Revenue:**

- **Rental Property:** $12,871,383 (68%)
- **Property Sales:** $2,666,635 (14%)
- **Contributions and Grants:** $1,924,618 (10%)
- **Government Support:** $702,009 (4%)
- **Earned Fees:** $419,661 (2%)
- **Other:** $463,229 (2%)

**Total Revenue:** $19,047,535

---

**Expenses:**

- **Rental Property:** $8,893,753 (58%)
- **Property Sales:** $2,763,228 (18%)
- **Resident Enrichment Programs:** $2,062,955 (13%)
- **Real Estate Development:** $611,176 (4%)
- **Core Operations:** $609,697 (4%)
- **Fundraising:** $441,468 (3%)

**Total Expenses:** $15,382,277*

*Does not include depreciation of $4,047,842

---

**Net Assets:**

**As of 12/31/2019:**

- **Total:** $70,153,511

---

Atlantic Union Bank is proud to sponsor the Better Housing Coalition’s 2020 Annual Report.

We’ve always been committed to enhancing and improving the communities where our customers live, work and play. And in today’s world, the need for affordable housing has never been greater. We commend the BHC for making a difference in the lives of people in the Richmond region.

AtlanticUnionBank.com
800.990.4828

SEE INTERACTIVE STORIES, FULL DONOR ROLL & BHC LEADERSHIP AT bit.ly/BHCimpact2019
The Better Housing Coalition changes lives and transforms communities through high-quality, affordable housing.

23 West Broad Street | Suite 100 | Richmond, Virginia 23220 | (804) 644-0546

PRODUCED THROUGH THE GENEROSITY OF:

Atlantic Union Bank

PROUD MEMBER OF THE NEIGHBORWORKS NETWORK