

2020-21 *Impact Report*

SERVING CALIFORNIA'S CENTRAL COAST SINCE 1970



Mustang Court, King City - Owner-Builder

A Message from Board Chair *Shelly Higginbotham*

It's been another unprecedented year, but as People's Self-Help Housing employs a team of dedicated professionals who inspire us all, the organization continues to demonstrate its resiliency even as the pandemic persists.

Working under displaced circumstances, remotely or from home, these all continue to be the challenges under which our staff remain strong. Navigating non optimum conditions, while still delivering exemplary programs in support of our residents, has become and probably for the foreseeable future will be, the mode in which we will effectively respond to the ever-growing need for affordable housing.

At this point in the global pandemic, there is not much that hasn't been written about both personal and organizational resiliency. That said, I stand amazed not just at our own fortitude, but also of our development partners, tireless service providers and cherished supporters. Although at times, their own needs have been equally as great, and in some cases even greater, together we have stayed the course, not missing any occasion to bring health, hope, and opportunity for people simply looking for a place to call home.

As the board chair, I have never been prouder of our staff and how they have responded to every challenge. In partnership with our community, let's all continue to Build Together!



PSHH Land Acknowledgement

We humbly acknowledge the indigenous people of the territories that our organization now occupies. Those indigenous groups include the Chumash, Salinan, Yokuts, Kitanemuk, and Tataviam people. We honor and respect the sacred connection between these people and the land that they have stewarded for generations. At the properties for which we are now the temporary stewards, we pledge to stand against the inequities and injustices that Indigenous people have or might face. Our work commits us to advocate for justice and equity on behalf of our residents, ensuring we do our best to safeguard against future injustices.

This acknowledgement is an important step in our learning from past histories and their present-day implications, and to ensure our properties will be just and equitable places to live. It is a demonstration of our respect to the past keepers of this land, the land itself, and our responsibilities and duties as its current keepers.



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Together we can build so much more than housing. Please make your generous gift today!

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Email giving@pshhc.org

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2020-21 Leadership

Board of Directors

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Chief Operating Officer Anna Miller
Chief Real Estate Development Officer Veronica Garcia

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Compliance Liz Smith
Construction Todd Broussard
Development John Day
Education Joanna Dominguez
Home Ownership Sheryl Flores
Human Resources Nicole Ramos
Property Management Jane Renahan
Resident Services & Neighborhood Dev. Rick Gulino, LCSW
Special Projects Alejandra Mahoney
Technology Davis Foley

We also thank the following people for their much appreciated service during this reporting period:

John Fowler, **President & CEO**
Morgen Benevedo, **Executive Vice President**
Monica Demalleville, **Accounting & Finance Project Manager**
Angela Heyward, **Director of Multi-Family Housing Development**
Rob Pearson, **Board Member**

A Message from CEO & President *Ken Trigueiro*



As I write this, I'm celebrating not only the organization's positive impacts within our communities, but also the honor and privilege of leading People's for my first full year. I'm gratified to report that in our 51st year, thanks to the sterling efforts of over two hundred dedicated team members, we achieved a whole new level of growth and accomplishment.

That despite the dynamic challenges of the pandemic we have continued to grow, has only been possible because of our strong foundation. Decades of prudent and visionary planning have allowed us to maintain our supportive presence in our existing footprint, and to move forward with confidence in communities new to us. In 2020-21, we grew our homeownership land inventory, we broke ground on new projects, and we attracted innovative investment. These exciting acquisitions and partnerships will provide for a robust pipeline of projects and continue to serve thousands more of the most vulnerable among us.

Critical initiatives have advanced as well, including a deeper dive into our racial equity, diversity and inclusion work toward the understanding and addressing of disparities around us. Though much has been done, much more lies ahead if we are to effect the changes our communities deeply deserve. I'd like to take the opportunity here to thank those both internally and externally, who are wholeheartedly investing in this work with honesty, passion, and financial resources.

In the following pages, you'll read about award winners, community champions, construction projects in the making, and poignant losses; you'll learn how many people it takes to move our mission forward, and how many cherished residents we serve. It's impossible for a 27-page publication to capture every aspect of our work over the past year, but I hope that it will give you a glimpse into some of the triumphs and travails that we and our partners shared together.

The pandemic has taken a tragic toll all around us, and I have been humbled to see the incredible tenacity and resilience shown by our residents, our staff, and those whose partnerships make our work possible. How long these trying times will last no one knows, but what I am certain of is that we have become, and will continue to be stronger together because of this shared experience.

Building Opportunity Home Ownership

First PSHH Homes in Monterey County

Despite the challenges of the pandemic, seven households broke ground and progressed to near completion on their self-help homes in King City.

In March 2020 a lottery was held to determine the order of processing applications from a long list of hopeful builders. The lucky winners were soon notified, but with the impacts of the pandemic immediately disrupting normality, all communications and homebuyer education were switched to virtual platforms. Despite the social distancing challenges, with which we all soon became very familiar, safety rules were implemented on the construction site, and with masks, frequent hand washing and limited volunteer assistance, the progress of the enthusiastic crews was only slightly impeded. Although the virus did affect some involved in the project, and the delivery of materials was delayed due to global shortages, after just over a year of working long, hard weekends, full occupancy is expected for the fall of 2021!

Building on this success, PSHH has acquired a second site in Monterey County and looks forward to working with future owner-builders in the construction of 36 more self-help homes.



Strong Foundations

When Karen Garcia-Vargas joined PSHH this year as an Administrative Assistant, it was not her first touchpoint with our organization! Many years prior, Karen's parents participated in the Home Ownership program in Nipomo, where they tirelessly built a home for their family. Today she reflects on this experience, "It greatly impacted our lives. [This program] provided my family with opportunities to grow up in a healthy, safe environment and to flourish academically and professionally." Karen exemplifies this success today as a valued, talented member of the PSHH team!

Did you know...

Over 90% of the families that have built self-help homes in the last 25 years still own and live in their houses!



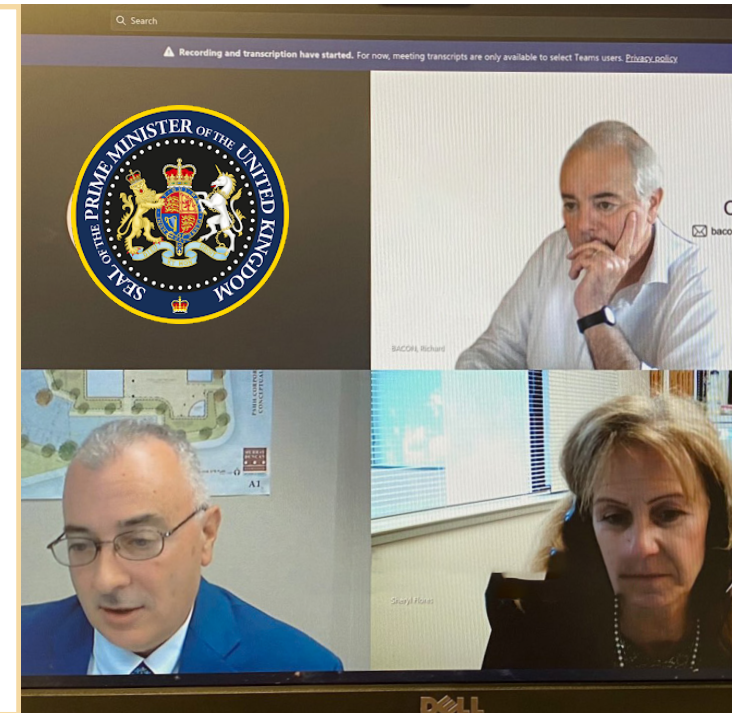
Transatlantic Housing Collaboration

The need for more affordable housing is a global challenge, so when PSHH was approached by the UK Government to discuss our models of production, we eagerly agreed and were more than willing to represent the USA by sharing our 50+ years of experience.

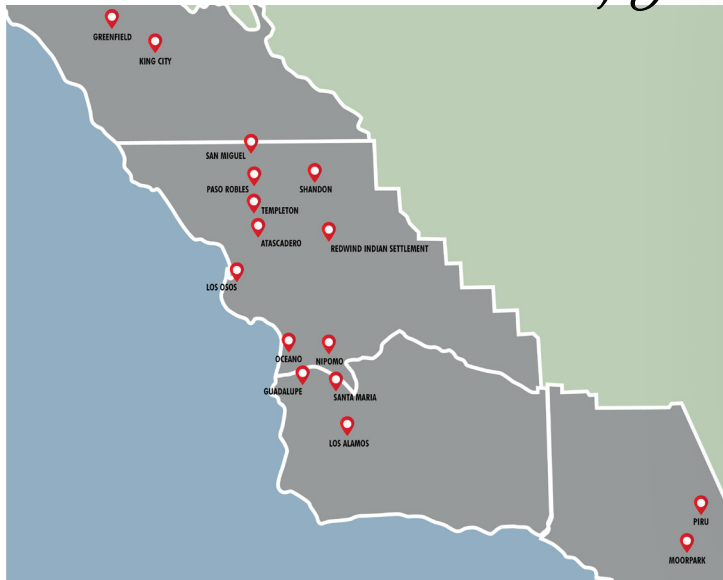
Commissioned by Prime Minister Boris Johnson to lead a review on how to scale up the delivery of self-build homes, Member of Parliament Richard Bacon consulted with CEO & President, Ken Trigueiro, and Vice President of Home Ownership, Sheryl Flores, on the local and regional challenges of building through this model. Heartened by the remark of “if PSHH can do it in one of the most expensive footprints in the world, we are certain that it can be replicated in the equally challenging real estate market of the UK”, Bacon probed the executive team on land prices, by right development, cost and availability of construction materials, and labor.



The mutually informative transatlantic discussion, which contributed to the 114 page report “How Putting Customers in Charge Can Change Everything” and can be read at pshhc.org/newsroom or by scanning the QR code, identifies six key recommendations, which to those working in and generously supporting the affordable housing sector on this side of the pond, sound very familiar!



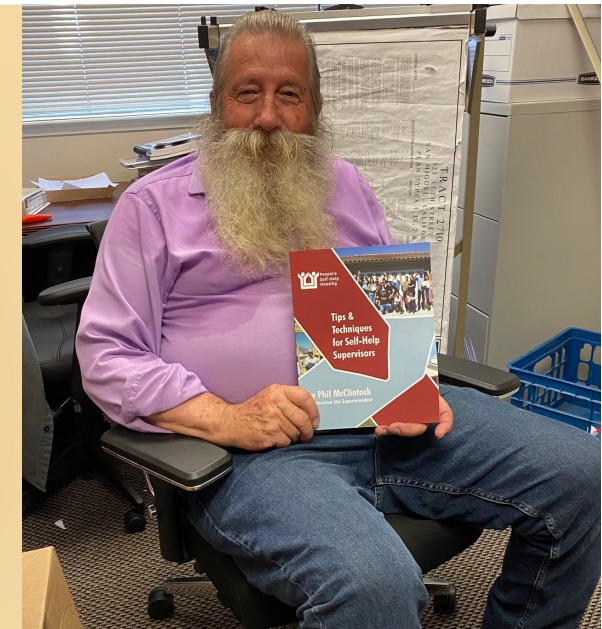
Current & Future Home Ownership Sites



People's Publications

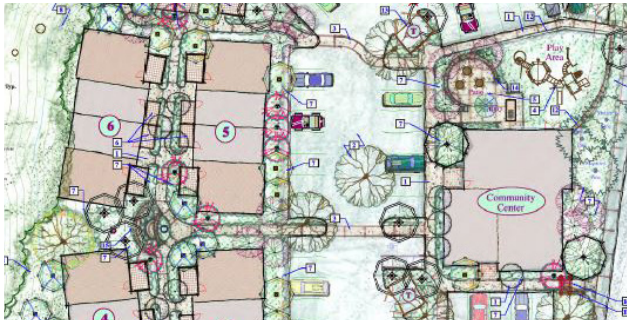
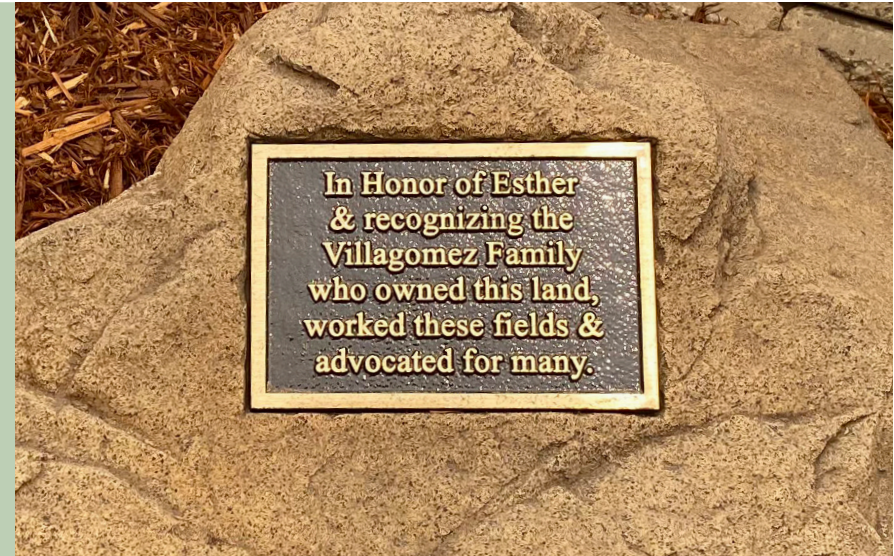
PSHH's long-time Construction Site Superintendent Phil McClintock has become a published author!

After over two and a half decades of service, Phil has compiled his technical knowledge into a 140+ page manual that walks through the self-help home building process from start to finish. The guide provides incredible on-the-job details that will support superintendents at PSHH and beyond for years to come. Limited edition copies are available for any individuals or organizations who want to learn how it's done - from a true professional!



Esther's Legacy

Wherever PSHH builds, our residents are rarely, if ever, the first to enjoy the location. Such was the case with Guadalupe Court, which provides 38 affordable housing units for farmworkers. The land historically stewarded by the Chumash, more recently was the home of generations of the Villagomez Family. This spring, a special event saw the unveiling of a monument to honor matriarch 'Esther'. Family members from throughout the state, who have gone on to be social workers, educators, social justice advocates, and agricultural workers, gathered in recognition of their beloved Esther, who opened her heart to all in need of a meal, a bed, or a roof over their head. Lauding Esther's love of the land, but more importantly her love of the people who worked it, CEO & President Ken Trigueiro said "She may be looking down from heaven with a happy heart knowing that many families will now live in comfort."



Did you know...

Although it takes many steps to get a project from initial concept to grand opening, PSHH has a lot of exciting new housing in the works! Our 'Project Pipeline' currently has 18 new properties at various stages of development!



Portfolio Preservation

Often working behind the scenes, our Asset Management team provides vital guidance that helps ensure all our properties are able to meet their strategic and longitudinal goals. This is achieved through capital planning, risk management, investment strategizing, and compliance oversight.

By streamlining processes, our Asset Managers ensure a healthy portfolio, which strengthens our organizational capacity to build more of the standard-setting affordable housing for which PSHH is known!

In the Pipeline...



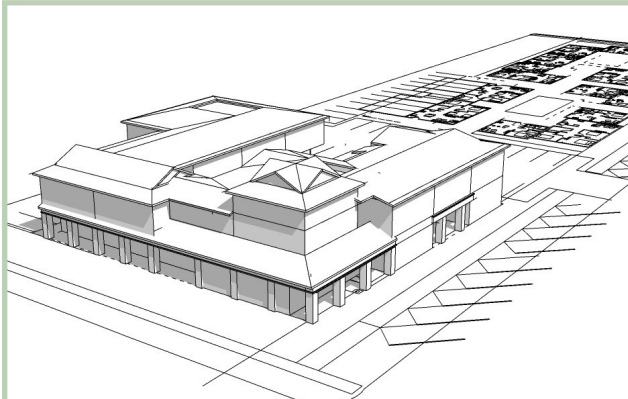
Cypress Place

Ventura County

Serving: Low-Income Families, Farmworkers

Units: 150

Cypress Place will consist of 150 affordable units for low-income families and farmworkers. The property will be constructed in two phases, with phase one building 90 units and phase two completing the remaining 60 units. A stand-alone building will provide residents with a community center, learning center, laundry room, access to a beautiful outdoor recreational area, and two playgrounds!



Fillmore Terrace

Ventura County

Serving: Low-Income Families, Formerly Homeless Individuals

Units: 50

Fillmore Terrace will bring new housing to the Heritage Valley community in the City of Fillmore, near downtown. The property will have solar panels to provide power and reduce greenhouse gas emissions and will incorporate energy-efficient appliances, sustainable stormwater management, and green building materials.



Tiburon Place Apartments

San Luis Obispo County

Serving: Low Income Families, Veterans

Units: 68

Tiburon Place Apartments will provide much-needed new, affordable housing in the City of San Luis Obispo.

Residents will have access to amenities including a community center, onsite property management, free supportive services, Camino Scholars programming, a classroom & computer room, a community kitchen, and a playground.



Building Neighborhoods

General Contracting

Key Collaboration

An innovative new approach to affordable housing was developed this year when Project Homekey emerged in response to Covid-19. Originally known as Project Roomkey, people experiencing homelessness were protected from the pandemic by being safely housed in underutilized hotel and motel accommodation.

Fueled by a \$15M grant from the State of California, and transitioning to a longer-term solution model, Project Homekey funded the purchase and remodel of a former Motel 6 in Paso Robles into interim shelter housing and 63 units of permanent, supportive housing.

Developed in close collaboration with the Housing Authority of San Luis Obispo, El Camino Homeless Organization, and the City of Paso Robles, Project Homekey is a first-in-the-nation program.



Expanded Guidance & Consultation

This year PSHH got the opportunity to support El Camino Homeless Organization (ECHO) as the project manager on renovations at their Atascadero shelter. In collaboration with Precision Construction Services, PSHH helped ECHO repaint the property, build new room partitions, install updated lighting fixtures, complete ADA upgrades, and much more. Our team also helped navigate the unique project requirements and permit processing. This effort was made possible through the State of California's Homeless Emergency Aid Program funding and was administered by the County of San Luis Obispo.

Did you know...

As construction nears completion, we are looking forward to all San Luis Obispo-based staff once again being under the same roof. Slated to open Fall 2021, this energy-efficient building will provide greater capacity for PSHH programs and housing to grow.

Coming Soon...



Pismo Terrace

San Luis Obispo County

Serving: Low-Income Individuals & Families, Transitional Youth, Formerly Homeless Individuals

Construction Starting: Fall 2021 **Units:** 50

Pismo Terrace is a rehabilitation of an existing 1.2 acre site and will accommodate approximately 50 units of new affordable housing.

Produced in collaboration with the 5 Cities Homeless Coalition, this project has been approved, funded, and planned in record time!



Broad Street Place

San Luis Obispo County

Serving: Low-Income Individuals & Families, Formerly Homeless Veterans

Construction Starting: March 2021 **Units:** 40

Broad Street Place will provide mixed-use, new housing for the City of San Luis Obispo, comprised of three commercial spaces and 40 apartment units. Residents will also have access to a community center, bike storage, playground space, electric vehicle charging stations, onsite property management, and free supportive services.



Templeton Place II

San Luis Obispo County

Serving: Seniors, Veterans, Formerly Homeless Individuals

Construction Complete: Fall 2021 **Units:** 36

Templeton Place II is the second phase of the existing PSHH property Templeton Place. This new site will provide 36 additional units of housing for seniors, veterans, and formerly homeless individuals. Residents will have access to a beautiful community center, onsite laundry facilities, and supportive resident services free-of-charge.



Building Community

Property Management

Distinguished Property Award Winners

These awards recognize exceptional property management and encourage continued excellence in service to our residents. This year's winners include:

2021 Quarter One

Platinum

Casas de las Flores, Carpinteria
Jardin de las Rosas, Santa Barbara
Los Adobes de Maria III, Santa Maria
Pacific View, Morro Bay

Gold

Atascadero Gardens, Atascadero
Casas de los Carneros, Goleta
Casas las Granadas, Santa Barbara
Dahlia Court, Carpinteria
Ellwood Apartments, Goleta
Guadalupe Court Apartments, Guadalupe
Lachen Tara Apartments, Avila Beach
Sea Breeze Apartments, Los Osos
Sierra Madre Cottages, Santa Maria
Victoria Hotel, Santa Barbara
Villas at Higuera, San Luis Obispo

Silver

Brizzolara Apartments, San Luis Obispo
Cawelti Court, Arroyo Grande
Chapel Court, Carpinteria
Dahlia Court II, Carpinteria
Ladera Street Apartments, Santa Barbara
Los Adobes de Maria I & II, Santa Maria
Oak Forest Apartments, Arroyo Grande
Oceanside Gardens, Morro Bay
Ocean View Manor, Morro Bay
Rolling Hills Apartments, Templeton
Sequoia Apartments, Morro Bay
Storke Ranch Apartments, Goleta
Valentine Court I & II, Santa Maria
Victoria Street Bungalows, Santa Barbara

2021 Quarter Two

Platinum

Casas de las Flores, Carpinteria
Casas las Granadas, Santa Barbara
Ellwood Apartments, Goleta
Guadalupe Court Apartments, Guadalupe
Jardin de las Rosas, Santa Barbara
Ladera Street Apartments, Santa Barbara
Sierra Madre Cottages, Santa Maria
Storke Ranch Apartments, Goleta
Victoria Hotel, Santa Barbara
Villas at Higuera, San Luis Obispo

Gold

Brizzolara Apartments, San Luis Obispo
Casas de los Carneros, Goleta
Chapel Court, Carpinteria
Dahlia Court II, Carpinteria
Heath House, Santa Barbara
Isla Vista Apartments, Goleta
Lachen Tara Apartments, Avila Beach
Los Adobes de Maria I & III, Santa Maria
Ocean View Manor, Morro Bay
Valentine Court II & III, Santa Maria

Silver

Atascadero Gardens, Atascadero
Dahlia Court, Carpinteria
Oceanside Gardens, Morro Bay
Sea Breeze Apartments, Los Osos
Valentine Court I, Santa Maria



Emerging Leaders

Career path development is an important part of both the PSHH 2020-23 Strategic Plan and of our internal equity and diversity goals. In Property Management, extensive restructuring allowed for growth and specialization among key maintenance fields – such as plumbing, electrical, carpentry, and small appliance repair. For property managers, new positions were introduced, allowing for expanded leadership roles, greater professional development, and shared decision making.



Did you know...

Our Property Management team helped access \$105,000+ in rent relief for residents struggling financially after Covid-19.



Development Anniversaries



New to the Portfolio...



Building Capacity

Financial Partnerships



Equity, Education & Emerging Ideas

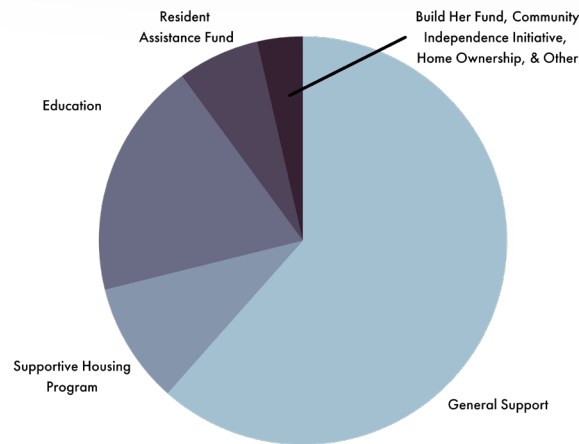
As the importance of lifting up underserved communities and female voices remains, our donors have helped build more inclusive communities with their support of equity initiatives like the Build Her Fund. These donations help empower and inspire young women living at our properties through education and opportunity.

For those enrolled in our College Club, gifts to the Build Her Fund help young, female-identifying students gain the confidence to succeed through culturally-relevant mentorship and opportunities for college and career exploration. Studies show cultural factors, like concerns surrounding social integration in the university setting, play a role in the decision to follow through with college enrollment, even after acceptance. Program funds buoy students with practical support and encouragement, dispelling worries about the university environment and preparing first-generation students for successful college enrollment.

The Build Her Fund also made an impact at Heath House, where a groundswell of individual and in-kind donations from donors like you brought the historic property's renovation and reopening to fruition, providing safe shelter, furnishings, and housewarming kits to women making the transition out of homelessness.

Your Support Matters

This year, over 390 generous donors invested in PSHH's mission and residents. Each gift is directed to a specific fund, which ensures the timely, impactful use of the gift. These donations keep our learning centers staffed and bustling, equip our social workers and frontline staff with PPEs, and ensure that all residents and programs receive the support they require. Thanks to your gifts, over 5,600 residents continue to flourish in welcoming, service-enriched communities across the heart of the California coast.



Did you know...

Over 60% of our donors allocate their gifts to our "General Support" fund, which underwrites the cost of operations and sustains all of PSHH's resident services.



The careful and responsible management of our financial resources is of utmost importance to our entire organization. All assets are well-protected and expertly used in the fulfillment of our mission and all stakeholders can be assured that any investment in PSHH is wisely and prudently stewarded.

Statement of Financial Position

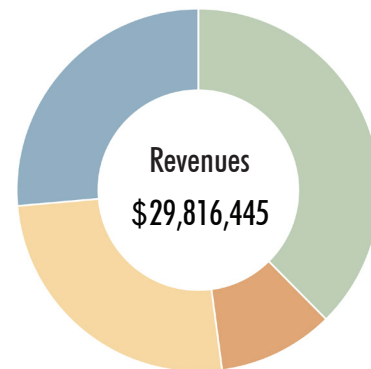
Cash and Cash Equivalents	\$21,246,737
Accounts, Grants & Contracts Receivable	\$2,257,814
Notes Receivable	\$28,471,012
Endowment Fund	\$188,994
Affordable Housing Project Interests	\$5,847,177
Prepaid Expenses	\$469,048
Development Projects in Progress	\$45,926,989
Property and Equipment, Net of Depreciation	\$62,827,472
Total Assets:	\$167,235,243

Accounts Payable & Accrued Liabilities	\$2,570,081
Security Deposits	\$674,899
Deferred Revenues	\$816,953
Notes Payable	\$77,825,964
Other Liabilities	\$3,357,798
Total Liabilities:	\$85,245,696

Net Assets without Donor Restrictions	\$79,991,162
Net Assets with Donor Restrictions	\$1,998,384
Total Net Assets	\$81,989,547

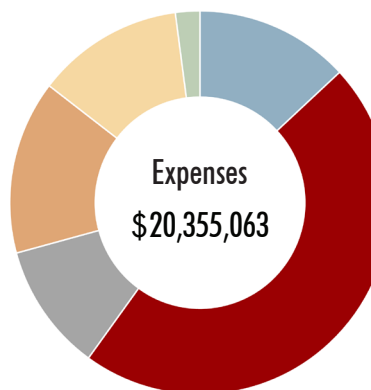
Total Liabilities and Net Assets: \$167,235,243

Statement of Financial Activities



Revenues, Gains & Other Support

Affordable Housing Rental Income	\$11,207,371
Government, Grants & Contributions	\$3,078,139
Development, Construction, Asset Management & Other Service Fees	\$7,664,195
Interest, Dividends & Sale of Land	\$7,866,738



Program Expenses 85%

Housing Development & Net of Capitalized Costs	\$2,666,042
Rental Operations & Property Management Costs	\$9,540,760
Social Services & Educational Programs	\$2,197,473
Depreciation Expense	\$2,986,112

Support Services Expenses

Management & General 12%	\$2,541,013
Fund Development 2%	\$423,663

Net Assets 6/30/20: \$72,357,965

Net Assets 6/30/21: \$81,989,547

Data reflects July 1, 2020 - June 30, 2021 | Financial audit approved 9/30/21

Introducing... *Heath House*

Since opening its doors in December of 2020, Heath House has become a haven for the seven women who now call this lovingly renovated property, home.

Located in a quiet residential area in Santa Barbara, the two-story craftsman style house had fallen into considerable disrepair and was facing an uncertain fate. Although the property was beloved by all who had seen the home provide comfort and palliative care to many transitioning into the final stages of life, the funds needed to renovate the fast-fading house were considerable.

The journey from disrepair to restored elegance took the goodwill of the entire community. Donated furniture, housewares, and artwork created a welcoming space, while other generous gifts provided for stocked store cupboards and move-in kits. Residents can now watch birds at the feeders, experience serenity from an elegant stand of bamboo from the secluded decking, and hear the sounds of children playing in the nearby park.

Past board members, Housing Authority partners, and civic collaborators brought the project to our attention and with their vision, political bravery, and collaboration, PSHH has not only been able to restore a piece of Santa Barbara's community history, but with the rebuilding of Heath House, brought restoration and a new sense of belonging to the women rebuilding their own lives.

To support Heath House, please consider making a generous gift today at pshhc.org/give.





Supportive, Affordable Housing for Formerly Homeless Women

Building Resilience Supportive Housing Program



Service for Our Veterans

After 20+ years of homelessness, our Supportive Housing Program had the honor of housing a vulnerable veteran who had been living with various disabilities for decades. While transitioning out of chronic homelessness presented many challenges, PSHH was able to connect them with 24/7 crisis support and mental health care. With housing stability came emotional stability and a quality of life so improved that this proud veteran continues to appreciate not just the home they have found, but also the supportive community they were able to build.

“ I have been a resident for two years now and would like to take this opportunity to thank PSHH for the services and considerations that you offer. Most especially for putting a roof over my head... There has been an effort of compassion, not just a job description. Thank you for providing me a home and a new outlook.”

- Henry*, PSHH Resident in Santa Barbara

*Resident name has been changed

Did you know...

Last year PSHH's Supportive Housing Program:

- Provided clinical case management services to 1,200+ residents
- Supported 50+ homeless households with moving into permanent housing
- Arranged 900+ referrals to partner agencies & supports
- Distributed \$385,000+ in direct emergency financial assistance to residents



A Direct Investment

Inspired by the work of Dr. Mauricio Miller, we established the Community Independence Initiative (CII), which catalyzes upward mobility for families living at poverty level through workforce development, financial education, and community-building.

With 20 households selected to participate in CII's first cohort in 2021, the project was launched in the effort to help families disproportionately affected by the pandemic to build economic resiliency, ultimately lifting them out of poverty.



Photo provided by UpTogether



In Times of Need

The Resident Assistance Fund (RAF) provides direct financial support for medical, food, and utility emergencies. The money available allows PSHH, in the most flexible and effective way, to support any of our 5,000 residents who find themselves facing a financial crisis.

As many faced income loss and the threat of evictions nationwide, the RAF has helped protect residents facing economic uncertainty, kept families together, and ensured dignity and independence for seniors and residents living with disabilities. Funds have also supported ongoing collaboration with the food banks of Santa Barbara and San Luis Obispo counties, sustaining nutrition assistance programs for those in need.

Thanks to our many generous partners, this year the RAF was able to distribute over \$23,000.

“ I am writing to say thank you. I appreciate all the hard work you do to help people like me to do better in life. People's Self-Help Housing and the amazing staff have forever changed my life by providing me an opportunity to be independent and a more positive person in our community. I now have a place I can call home. I will always be grateful and appreciate all the work that you do for disabled people like me.”

-Anthony, PSHH Resident in Santa Barbara



Promoting Health & Wellbeing

The pandemic created financial, physical, and mental health difficulties for our many residents. But through a record-breaking amount of funding from federal, state, and local agencies, food distribution kept up with demand, Covid-19 testing took place at several PSHH sites, and vaccines were rolled out. Wellness calls continued throughout the year and social workers taught computer skills, and addressed the ongoing impacts of stress, loss, and isolation.

Safe, Supportive Recovery

Against the backdrop of the pandemic, it could be easy to forget that normal life was continuing. Babies were born, students graduated, couples were married. Also, unfortunate parts of daily life continued - dental appointments, tax filings, and earlier this year, sadly for one of our senior residents, a car accident.

The onsite property manager soon discovered that with both hands bandaged, the resident was unable to open their medication. By recognizing this, our Supportive Housing team connected with Adult Protective Services and within a few hours assigned an aide for personal and medical care. With the car totaled, resources for transportation were found through local partner organizations and after a successful recovery at home, emergency assistance transitioned into ongoing in-home support.

With a desire to age in place, we are delighted that this senior will continue to call PSHH home!



Building Futures Camino Scholars



Serving New Students

Through an innovative new partnership with local philanthropic group must! charities, Camino Scholars was able to open a new learning center at Rolling Hills Apartments! Funded with a visionary gift of over \$227,000, students in Templeton now have access to PSHH's nationally-recognized, site-based learning program Camino Scholars. There are currently 34 students enrolled who have successfully caught up on missing assignments accumulated during virtual learning and school closures. They also enjoy numerous after-school enrichment programs, including a community garden and onsite cooking classes!



Angelica Ramirez Raygoza: recipient of the inaugural John Fowler Scholarship, awarded to the PSHH student with the highest GPA!

Students' Scores Soar!

This year the field of education had a paradigm shift as a result of the pandemic. Educators took what could have been a bad situation and turned it into an opportunity for positive growth. With safety protocols and virtual learning, 200+ students stayed safely enrolled year-round and showed a 74% improvement in their final grades!



LADM Learning Center Rehab

Through generous funding from the City of Santa Maria, PSHH was able to renovate and enhance the learning center facilities at Los Adobes de Maria II. The space serves 60 students year-round with after-school programming, distance-learning, and guidance in higher education. The \$245,000 grant allowed upgrades to the building's flooring, lighting, cabinets, appliances, and restrooms. It also made much-needed repairs to the 17-year-old exterior, and added a new, accessible play structure and shaded areas for students to enjoy!

Celebrating our 2021 Graduates!

This year 100% of our high school seniors moved on to college for the fall! Congratulations to all the incredible students who graduated this year, including:

Dana Alvarez

High School Graduate

Full Ride Scholarship at UC Santa Cruz

Arturo Jasso

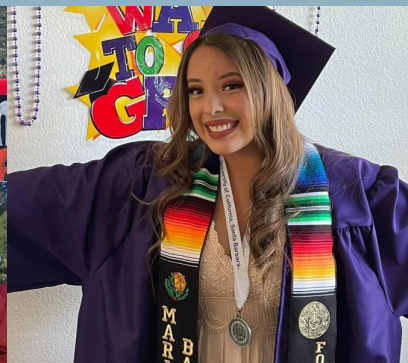
High School Graduate

SB City College: Welding

María Fernanda Pérez

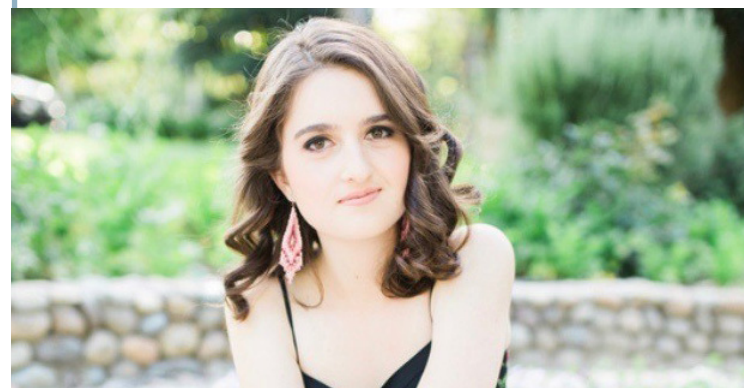
High School Graduate

Allan Hancock: Education



First Camino Scholars Ph.D Candidate

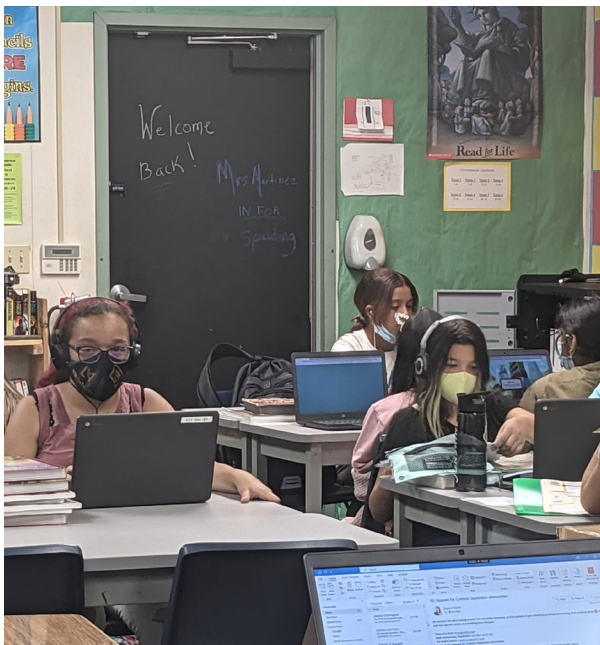
This year, Camino Scholars marked a milestone - the first student to be accepted into a Ph.D Program! In April 2021, Alycia Rasmussen, a long-time program participant, accepted admission to UC Davis' Microbiology Ph.D program and Graduate Group Fellowship. As her studies commence, Alycia's story and success continue to serve as an inspiration for generations of younger students in Camino Scholars!



Now Available On Campus

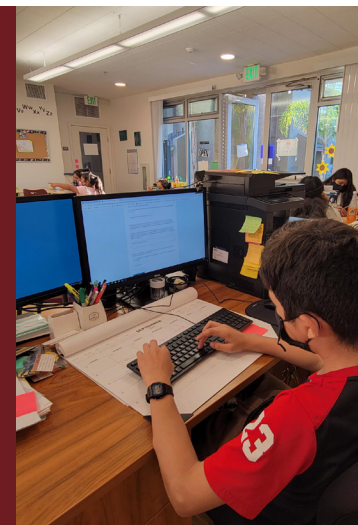
This year, Camino Scholars has developed and strengthened almost 30 collaborative partnerships with outside organizations to benefit programming for students.

One of the most significant collaborations is a new relationship with the Templeton Unified School District, which has brought Camino Scholars on to a school campus for the first time ever! Resources are now shared between the two organizations, and the district and students have easy access to quality after-school programming and academic support - right on campus!



Did you know...

This year our Education team partnered with Comcast to offer 'Lift Zones', which provide free, high-speed Wi-Fi to our students and residents. This was especially important for educational access with virtual learning and hybrid education programs taking place.

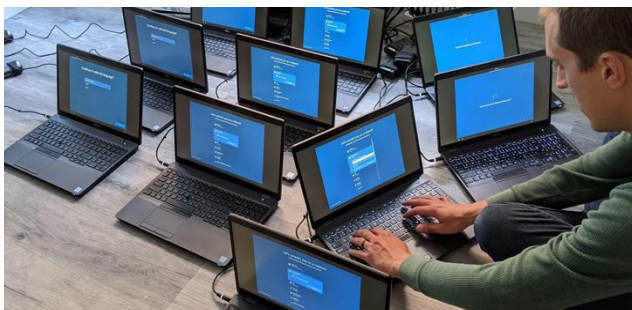


Building Connection

Behind the Scenes

Keeping Us Connected

Staying connected during this past year has never been more important. With an organization of over 200 users requiring around-the-clock, robust remote connections, dependable hardware, and trustworthy software, the IT department has been vital to every aspect of our work. The seamless execution of our mission has only been possible with the professional empathy and timely attention employed. As well as supporting our own staff, the IT department has also provided impeccable 3rd-party services to Transitions Mental Health Association and the Housing Trust Fund of Ventura County, helping keep their teams connected online with ease!



Did you know...

Many PSHH staff shifted to a work-from-home environment, which resulted in a 65% decrease in paper usage and printing! New systems like virtual document signing and an internal intranet system to share documents has helped our teams stay connected while apart and we hope to continue this reduction as we return to the office.

Celebrating Safely

From virtual events to small in-person gatherings, we found ways to celebrate the exciting occasions that happened over the course of the year.

With social distancing, masking, and other healthy and safety measures, we safely hosted small ceremonies at our Guadalupe Court and Sierra Madre properties for individuals who were closely tied with the sites, the reopening of our Los Adobes de Maria II Learning Center, and a 101st birthday celebration for one of our long-time residents, Clark!



Leasing Up Live

Making sure the public knows when much needed affordable housing becomes available is one of the many important functions of the Compliance Team. This year, with Covid-19 creating lease up challenges at Guadalupe Court, Sierra Madre Cottages, and Heath House, the team ventured into new markets on radio, TV, and on social media. Facebook Live events reached well outside of our usual footprint, and innovative virtual property tours showed us new ways to effectively showcase our portfolio.



Community Champions

For over a decade, community champion Ethel T Uyehara and her congregation advocated for senior housing in Santa Maria. For this commitment and vision, CEO & President, Ken Trigueiro was able to say at a special ceremony to unveil a plaque in Ms. Uyehara's honor, "It is through their determination and devotion this project has finally come to fruition."

Ms. Uyehara, a driving force behind the concept, and leaders representing the full congregation of Bethel Lutheran Church, shared in the celebration at the two acre Sierra Madre property. In a time when safe and supportive housing for our community's most vulnerable has become increasingly important, the new senior development is a true haven.



Lights, Camera, Action!

Since many of our regular events and opportunities to connect could not be held in person, our team produced various new series of videos to mark milestones and showcase the work being done throughout our organization. In total, more than 25 videos have been added to our flourishing YouTube channel and offers supporters and residents a new way of engaging with PSHH. Use the QR codes to watch a few highlights and visit our YouTube Channel to subscribe and see even more!



Day in the Life: Camino Scholars



Mustang Court Wall Raising

Building Professionals

The People of People's

Decades of Service

Join us in celebrating our staff who have reached milestone anniversaries in their career at PSHH!



Over 30 Years
Juliet Mendoza (pictured)

Over 25 Years

Sheryl Flores • Phil McClintock • Annette Schlosser (pictured below)



Over 20 Years

Bob Ferrel • Librada Gallardo • Venny Hernandez

Over 15 Years

Manuel Esquivel • Jackie Diaz • Alejandra Guevara De Velasco • Olivia Moctezuma • Mireya Rojas • Gabriela Ruiz • Liz Smith • Ken Trigueiro

Over 10 Years

Francisco Bazaldua • Ernesto Cenicerros • Felix Chavez • Antonia Cisneros • Juan Galván • Juan Gomez • Rick Gulino • Bonifacio Soto Larez • Bill Loar • Alejandra Mahoney • Chris Morrison • Maria Serna • Brittany Venia



Ongoing Commitment to Equity

PSHH is committed towards supporting a more equitable and inclusive work environment.

The IDEA Commission*, a staff-led initiative to promote advancement and to ensure that all voices are heard, has continued to facilitate the monthly open forum 'Thursday's Idea' where a broad range of equity related discussions have included accessibility, gender pronouns, racial biases and much more.

In addition, a significant and ongoing investment in professional development around racial equity, diversity, and inclusion is creating safe spaces for honest discussions, and greater opportunity throughout the organization.

**Inclusion, Diversity, Equity & Action*

Equity Statement

PSHH has, in alignment with its mission, the responsibility to positively impact the lives of our staff and residents through advancing equity, diversity, and inclusion in our work, which currently include, but are not limited to:

- Building mindful communities that improve upon the issues of historic and systemic racism, income inequity, and discrimination
- Providing opportunities for learning and growth for our employees through inclusion at all levels of the organization
- Developing policies and procedures that guard our staff and residents against unequal treatment, whether the treatment is intentional or unintentional
- Learning from and growing with our staff and communities

We hold ourselves accountable for continuing to uphold these actions and maintain this vision.

President's Award

Dalia Flores
Project Manager





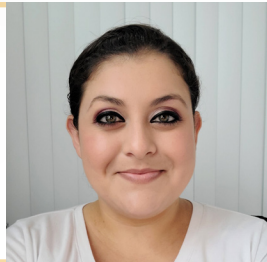
Passings

This past year, we lost a number of people close to the organization. Please join us in commemorating and remembering the legacy of:

- **Bernard Faulkner**, On-Call Night Manager at Victoria Hotel (pictured, top-left)
- **Corky Duncan**, husband of PSHH Founding Executive Director Jeanette Duncan (pictured top-right)
- **Robert Copeland**, Donor & Supporter
- **Ghita Ginberg**, Donor & Supporter
- **Alfred Diaz-Infante**, Collaborative Partner & President and CEO of CHISPA Housing

Employee of the Year

Cindy Calderon
Senior Property Manager

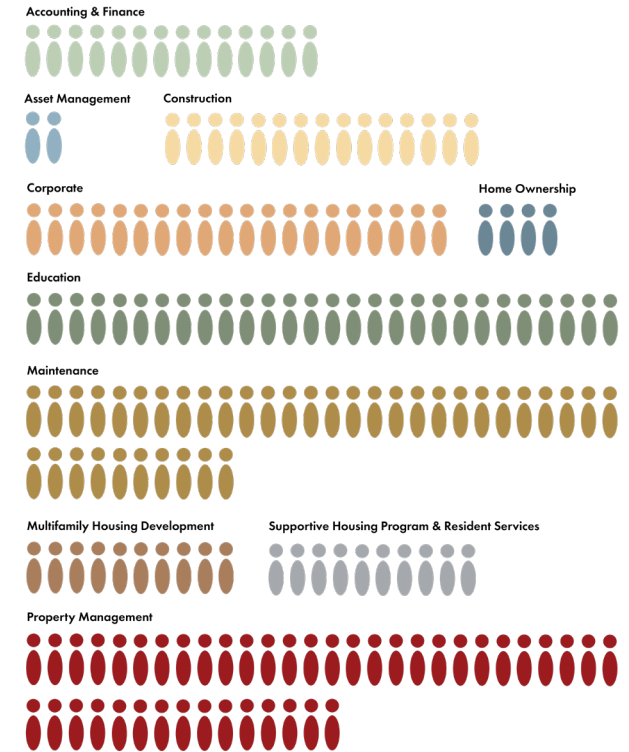
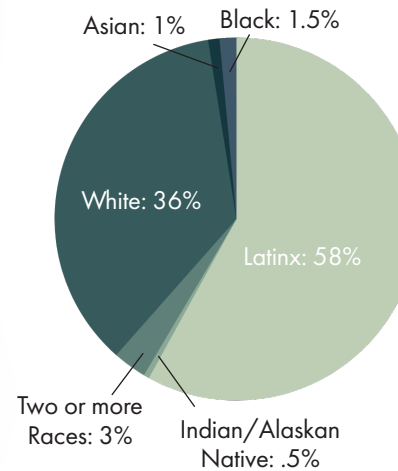
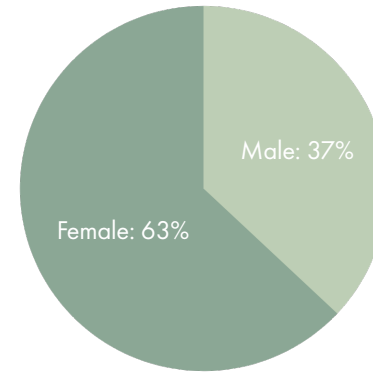


Did you know...

Opportunities for lateral-growth and professional development are highly valued at People's Self-Help Housing. This past year 33 employees were internally promoted to higher-ranking positions (17% of total staff)!



Employee Headcount*



* as of June 30, 2021

Building Together Your Impact

To the hundreds of supporters listed on the following pages who have made the achievements and successes of this past year possible, our gratitude and deep appreciation. Every gift regardless of its size has played a significant and important role in moving our mission forward. They have been listed in the order received, and reflect donations given from July 1, 2020 through September 30, 2021.

Anonymous • Michael & Jennifer Payne • Anonymous • Julianne Starks • Anonymous • Anonymous • Anonymous
Deborah Davidson • Paula & Charlie Johnson • Harriet Mosson • Michael Burrell • Christiane Schlumberger
Sharon Turner • Anonymous • Polly Harrigan • Anonymous • Roger Zendejas • J. Myron • Deborah & Tom Sherry
Darlene Krouse • Michael Multari & Denise Fourie • Bob L. Garrett • Annette & Peter Schlosser • Geoffrey & Laura Wyatt
Harold Cota • Laura Capps • Anonymous • John Fowler • Kathy Mendoza • Cynthia Magliari • Gillian Cole-Andrews
Rick & Sara Gulino • Gabrielle Miller • Nicole & Mark Ramos • Sheryl & Robert Flores • Anonymous • James Shammas
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Christina Chamberlain • Anonymous • Peter Wendel • Anonymous • Julissa Peña

Thank You!

Tribute Gifts

These gifts recognize friends, mark life's milestones, or memorialize a loved one. Thank you to those who have chosen to support us in such a meaningful way.

Anonymous, in honor of Sheila Racicot

Anonymous, thank you for a beautiful home environment!

Sybil Rosen, in honor of Adele Rosen

Claudia Crawford, in honor of all who have been homeless - may those of you coming to this home, be cherished.

Christina Bird-Holenda & Eric Holenda, in honor of Gillian Cole-Andrews

Christine Parker-Kennedy, in honor of Paso Cares & ECHO partnership

Larry and Susannah Werner, in honor of John Fowler for his incredible leadership and all the staff at PSHH for doing so much for our communities

Denise & Ken Schims, in honor of Rob Pearson

Lloyd G. Dallett, in memory of Harrison Gunther

Gillian Cole-Andrews, in honor of her daughters, Victoria & Alexandra

Kerrie Kilpatrick Smith, in honor of my dear mother Ann Case to recognize her volunteering for women's causes

Robert Smiley, in honor of Chuck & Nina Ebner

Ann Case, in honor of all daughters, mothers, sisters, aunts and friends

Anonymous, in honor of Rose & Bill Moxley

David Shammas, in honor of James Shammas, a salt of the earth man, doing great work with a great organization

Kristen Kiefer, Merry Christmas Dad! Thanks Simon & Karen for teaching and sharing the generous spirit!

Judy Aranoff, for our dearest brother (in-law) Carl Steinberg for Hanukkah. Love, Judy & Mel

Randall Sunday, in memory of Mae Sunday

Carmen Ramirez, Esq., in honor of Dr. Stanley Louie

Richard Heimberg & Karen Schloss Heimberg, in honor of Mrs. Gloria Easter, Ms. Jenny Easter, Bob Greene, OW Management, Mr. & Mrs. Jack McGinley, Dina Landry, & Robert Riskin

San Ysidro Pharmacy, in memory of Steve Logan

Kathryn Renahan & John O'Brien, in honor of Jane Renahan

Chris Provensen, in loving memory of my parents, Cleo & Dick, my grandparents, Bee & Martin, and my Uncle Marty

Paula & Charlie Johnson, in honor of John Fowler

Sharon Donovan, in loving memory of her dear brother, Cliff Morris

Annette & Peter Schlosser, in honor of Gillian Cole-Andrews

Rob Pearson, in honor of John Fowler

Sonia Kroth, in honor of John Fowler

Dinah & Joseph Lockhart, in memory of Rhoda Munoz de Perez

Adriana Sousa, in honor of Sophie Marsh

Adriana Sousa, in honor of Paula & Tony Sousa

Gene Hershberger, in memory of Peggy Hershberger

Anonymous, in honor of John Fowler

Lilyan Cuttler, in honor of Adele Rosen

Giving Circles



* Passed away 2021

The Legacy Circle recognizes Planned Gifts, which have a profound, lasting impact on the lives of generations of PSHH residents.

Jeanette & Corky* Duncan

Anonymous

Annette Schlosser

Anonymous

Adele Rosen

Gene Hershberger

Sharon Turner

Dene & Emily Hurlbert

The Neighbors Circle recognizes those making recurring or monthly gifts. This sustained commitment ensures much-needed support for our programs.

Sara Shelton

Michael & Jennifer Payne

Thomas & Pat Martin

Shauna Sarras

Camilla Herrick

Paula & Charlie Johnson

Harriet Mosson

Michael Burrell

Christiane Schlumberger

Sharon Turner

Harold Cota

Jessica Griffiths

Evan Gross

Kevin & Shari McCarthy



Chris Provensen

Carmela Vignocchi

The many PSHH Team Members who give generously through Staff Giving

We are so grateful for the generous support of all our partners; if we inaccurately recognized or omitted your name, please email giving@pshhc.org.

Community Partners





**People's
Self-Help
Housing**

1060 Kendall Road
San Luis Obispo, CA 93401

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Cover to Cover

Mustang Court in King City is the first People's Self-Help Housing project developed in Monterey County. Comprised of seven self-help homes, our cover photo shows a proud owner builder.

Building Together

With a mission to build affordable homes with site-based services that offer opportunities to change lives and strengthen communities, People's Self-Help Housing has served along California's Central Coast for over 50 years.

We support working families, farmworkers, seniors, and veterans and provide welcoming environments for the formerly homeless and for those living with disabilities. Along with building and managing beautiful and accessible neighborhoods, we offer a wide range of services to promote health, well-being, and career success.

**Together we can build so much more than housing.
Please make your generous gift today!**

Online pshhc.org/give

Phone (805) 548-2357

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