5.02 Unstick Your System: Opening Housing Opportunities with New Funding and Partnerships

2025 NATIONAL CONFERENCE ON ENDING HOMELESSNESS

June 30–July 2, 2025 Washington, D.C. #NAEH2025

Moderator: Samantha Batko

Senior Fellow, Urban Institute

Speaker: Lindsay Knotts

Senior Director of Policy, Enterprise Community Partners

Speaker: Jonathan Harwitz

Director of Public Policy, Housing Assistance Council

Speaker: Craig Butler

President, Fertile Grounds Communities, Inc

Opening Remarks

Samantha Batko

Senior Fellow

Urban Institute

Enterprise

Home is Where Life Happens and Futures Begin

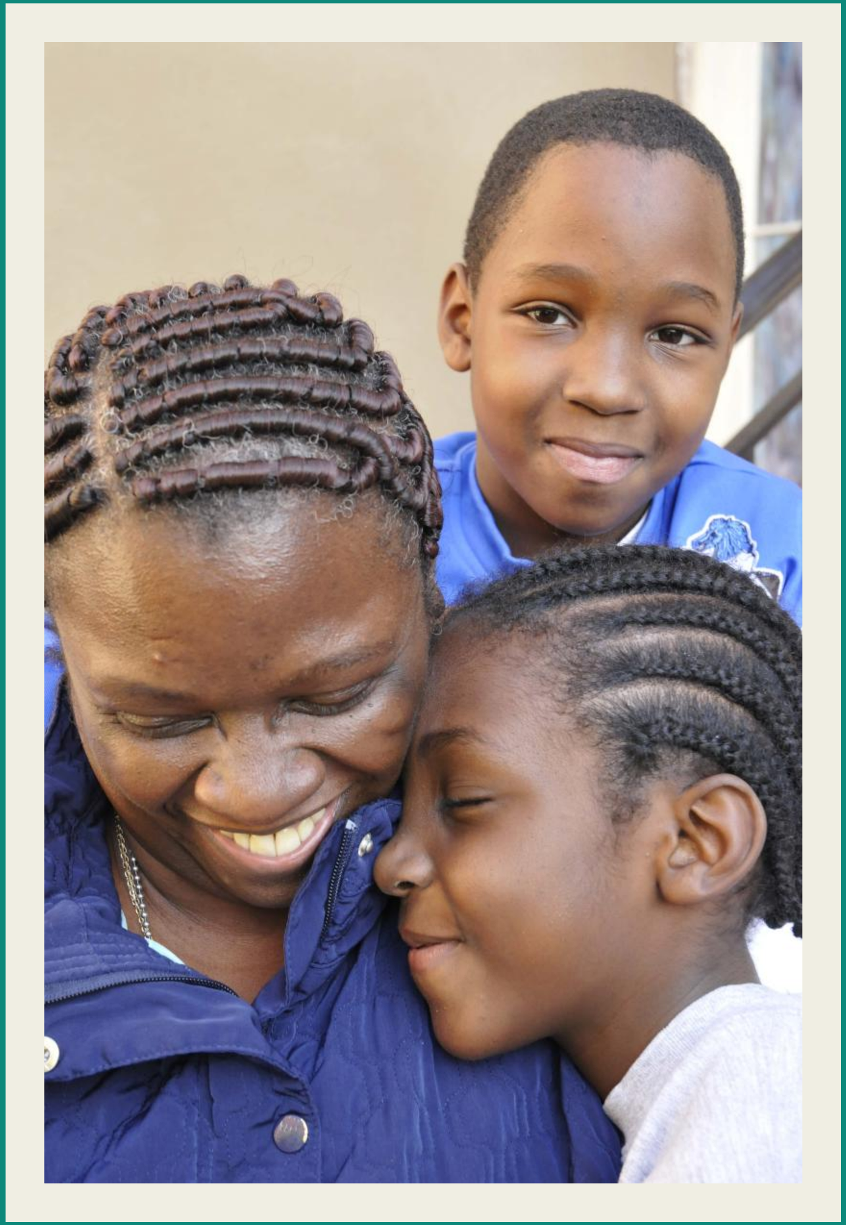
NAEH Conference 2025

Lindsay Knotts, Senior Director, Policy

1M HOMES SINCE 1982

> Bold visions are essential to fuel hope. We can’t accept life as it is in this country. It has got to change. And it has got to be changed radically by us.

James Rouse
Founder, Enterprise Community Partners



Our Vision

A country where home and community are steppingstones to more.

Our Mission

To make home and community places of pride, power and belonging, and platforms for resilience and upward mobility for all.

Enterprise Community Partners is a national nonprofit that exists to make a good home possible for the millions of families without one.

A coordinated approach with unmatched impact

We support community development organizations
on the ground.

- Provide funding to 700+ housing and community development partners
- Innovate and scale best practices
- Advisory services and technical assistance
- In all 50 states + Puerto Rico and the Virgin Islands

We aggregate & invest capital for impact
in homes and communities.

- $80.9 billion invested since 1982; 1 million homes and counting
- Invest across full capital stack – tax credits, debt and equity
- Led creation of the Housing Tax Credit
- Leading, AA- rated CDFI

We advance nonpartisan housing policy
at every level of government.

- Largest housing policy team in U.S.
- Co-lead national advocacy campaign for expanding Low-Income Housing Tax Credit
- Federal, state and local levels, including Puerto Rico and the Virgin Islands

We build & manage communities ourselves
and everything we do is informed by the residents we serve.

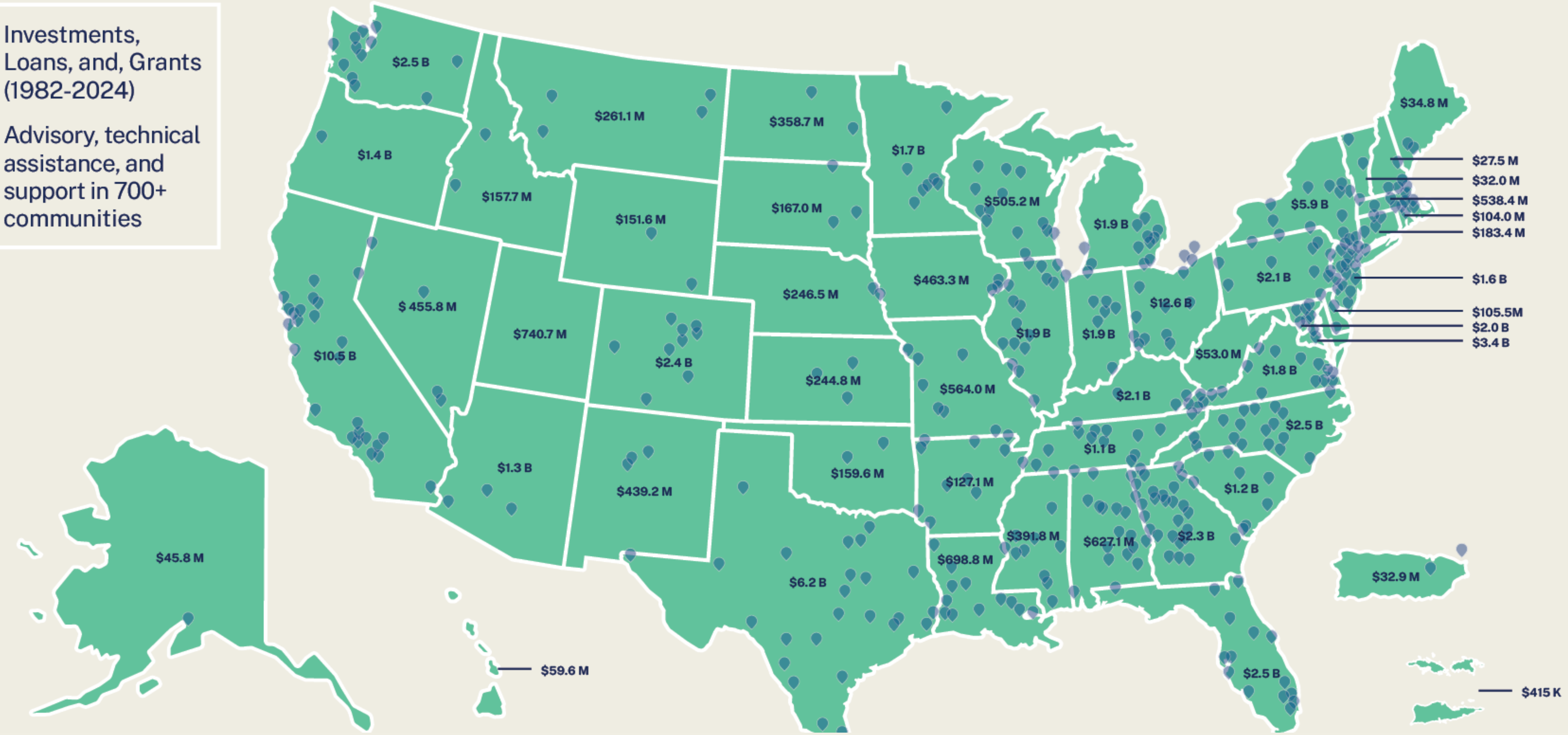
- Fully-integrated developer, owner and operator
- 19,500+ affordable Mid-Atlantic homes developed to-date
- Provide an affordable home for 23,300 residents

OUR IMPACT

We’ve invested deeply in communities since 1982

$ Investments, Loans, and, Grants (1982-2024)

Advisory, technical assistance, and support in 700+ communities



Ending Homelessness

Why now? Why us?

No matter who we are, where we come from, or the challenges we've faced in the past, we all deserve a shot at a great life.

With more people paying attention to homelessness than ever before, there's never been a better moment for us to make our best case for what works. A host of looming challenges necessitate that we get this done.

If we don't act now to make housing opportunities more abundant, we'll lose the ability to shape a future we want. People who are struggling to find housing in our communities will be forced to live without shelter in greater numbers. The calls to criminalize homelessness will continue to grow. All our communities will feel the effects.

Preventing homelessness and addressing it quickly when it occurs through housing and supportive services is one of the best investments we can make in our communities right now.

That's why Enterprise is leaning in to do what we've always done – make sure home is a place of pride, power and belonging for all.

Advancing Solutions

Enterprise is advancing a strategy to address homelessness by scaling proven solutions in partnership with the communities, advocates, and people with lived experience doing this work daily.

- **Expanding access to housing**
- **Deepening partnerships with health care and other systems**
- **Responding to homelessness with dignity**
- **Strengthening prevention efforts**

OUR APPROACH

Impact Areas

Preservation & Production

America's housing crisis requires new thinking and resources. We preserve and produce homes that families can afford.

Racial Equity

We advance racial equity to dismantle the legacy of systematic racism in housing and close the wealth gap.

Resilience

We support and invest in people and communities so they can better withstand the effects of our changing climate.

Upward Mobility

Our work makes home and community pathways to economic security so people can plan for their futures.

Partner Sustainability & Growth

Through grants, resources and advisory services, we help partners on the ground sustain and grow their impact.

Resident Success

Everything we do is informed by the residents we serve. We make people the priority in their neighborhoods.

HCC PSH Advisory Council in LA

- Launched in June 2022, co-convened by Enterprise & LAHSA (previously called CES PSH Providers Advisory Board)
- **Purpose**: Foster a consistent feedback loop between the project-based PSH development community and CES system partners, to inform CES implementation and redesign
- **Four Priority Areas Identified**:
    - Document and Match Readiness
    - Multiple Matching
    - Concentration of High Acuity Households
    - Challenging to Fill Units

Renter Wealth Creation Fund

The Renter Wealth Creation Fund changes the system by applying a commonsense solution. Designed to benefit renter and investor alike, the fund rebalances the dynamic by changing how profits are distributed. Investors seek to receive a fixed percentage of returns, and renters seek to receive immediate, ongoing and longer-term benefits:

- Cash Back: Every month, renters will get cash back when they pay their rent on time.
- Resident Services: Properties in which the fund invests – identified through our national network of partners – will feature services tailored to residents.
- Shared appreciation: Long-term residents (current and former) have a chance of sharing in the appreciation of the property.

Directly informed by resident input, our approach is designed to help renters gain new inroads toward upward mobility and closing the wealth gap.

Enterprise Faith-based Development Initiative

Provides houses of worship with the knowledge and tools to develop underutilized land into affordable homes and community facilities.

- **Grants and capital**: Grant funding and access to Enterprise capital products help houses of worship advance their projects from vision to completion.
- **Training:** Training helps houses of worship understand and navigate the development process to advance their development projects.
- **Technical assistance and tools:** Connections to resources, address project-specific challenges, and navigate the development process.
- **Peer-to-peer learning:** Helps faith leaders advance their projects and engages them in advocacy for affordable housing and community development.
- **Access to experts:** Provides information and introductions to development partners, such as architects and designers, real estate lawyers, and development consultants.

Thank You

lknotts@enterprisecommunity.org

Enterprise

Partnerships and Funding Opportunities for Rural Housing Preservation

Housing Assistance Council

2025 National Conference on Ending Homelessness

Tuesday July 1, 2025

The Housing Assistance Council (HAC) is a national nonprofit and certified Community Development Financial Institution (CDFI) dedicated to helping local rural organizations build and preserve affordable homes.

Training & Technical Assistance

Developing the capacity of local nonprofit organizations to help their own communities

HAC Loan Fund

Providing capital in the hardest to serve places

Research & Information

Leading resource on rural housing data and issues

Policy & Advocacy

Informing sound strategies and policies that help improve housing and communities across rural America

HAC
Housing Assistance Council

HAC Training and Lending - (Since 2018)

11,9150 individuals trained

72,680 hours of TA delivered

Financed **3,594** new affordable homes.

Lent **$127 million**, leveraging another **$616 million** of investment.

HAC
Housing Assistance Council

HAC's Loan Fund

FY24 At A Glance

46
LOANS CLOSED FY24

$29.5 MILLION
INVESTED IN RURAL COMMUNITIES

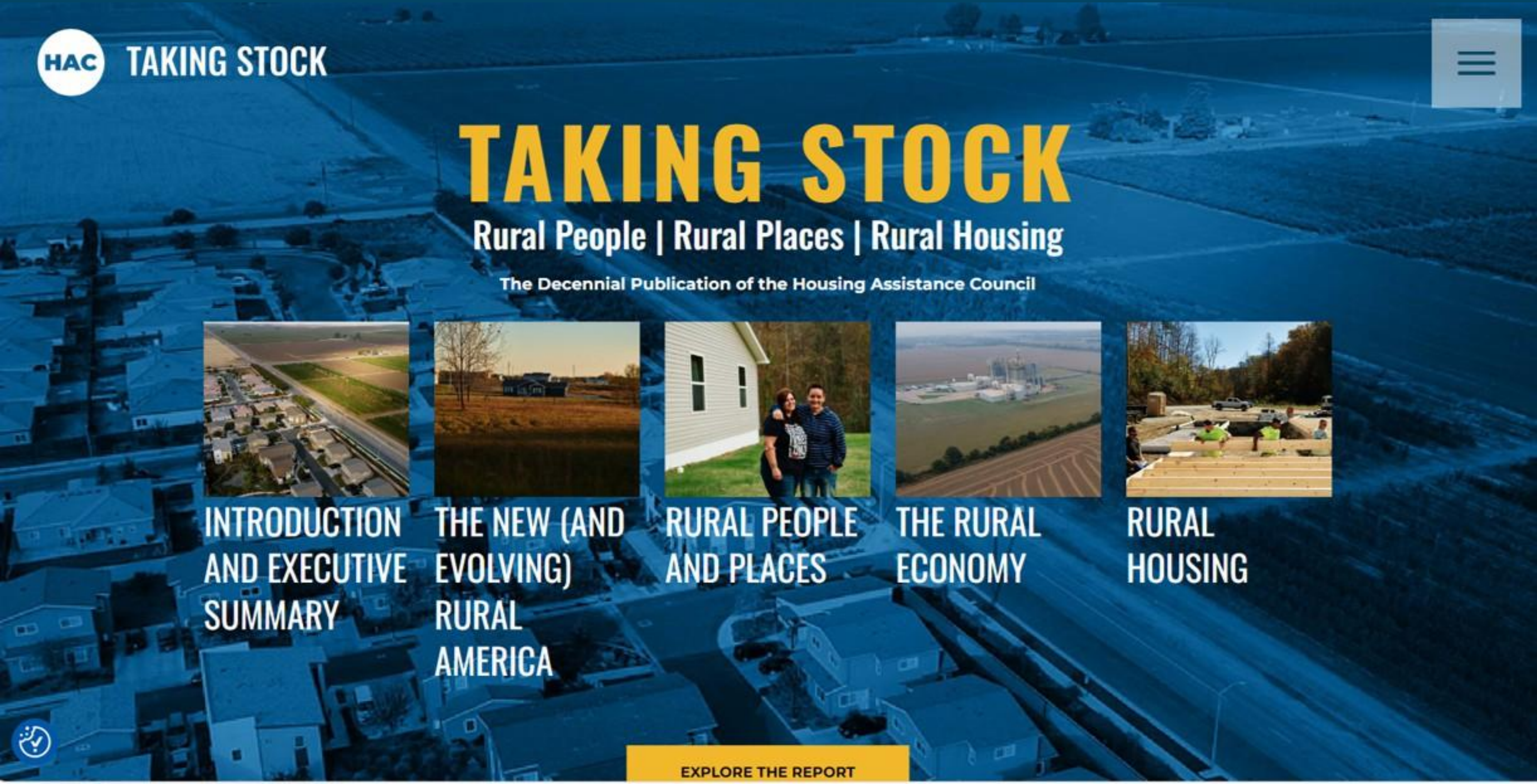
1,566
HOMES TO BE CREATED, REHABILITATED, OR PRESERVED

25%
of Dollars invested in Homeownership

275
New Rental Units

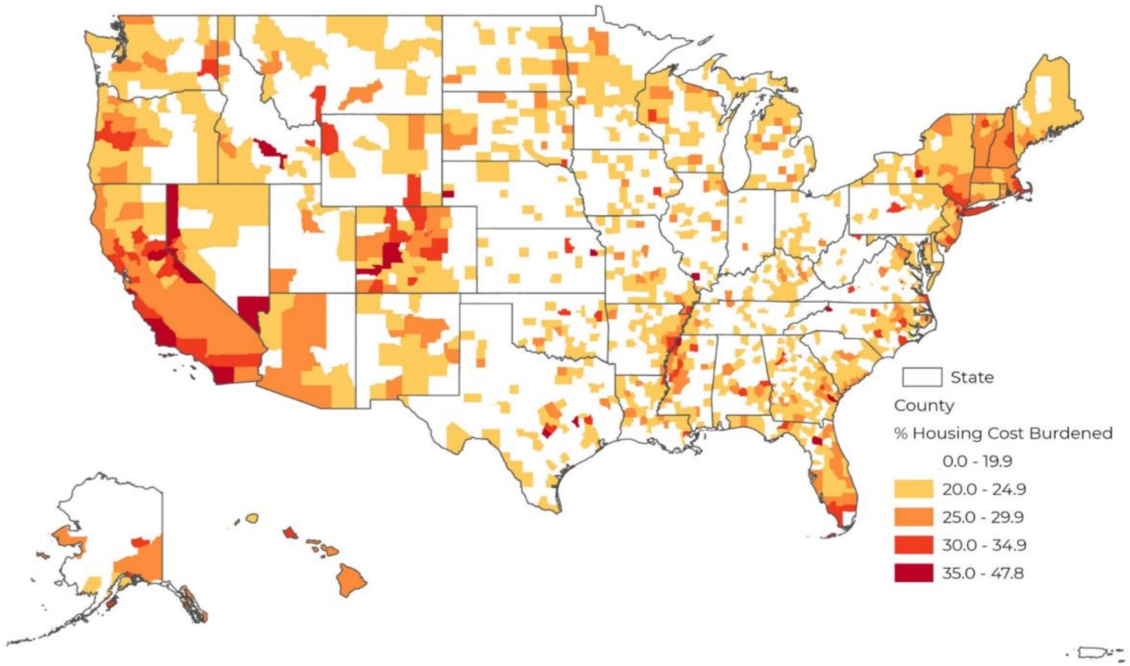
1,097
Rental Units Preserved

194
For-Sale Units


HAC
TAKING STOCK
TAKING STOCK
Rural People | Rural Places | Rural Housing
The Decennial Publication of the Housing Assistance Council
INTRODUCTION AND EXECUTIVE SUMMARY
THE NEW (AND EVOLVING) RURAL AMERICA
RURAL PEOPLE AND PLACES
THE RURAL ECONOMY
RURAL HOUSING
EXPLORE THE REPORT

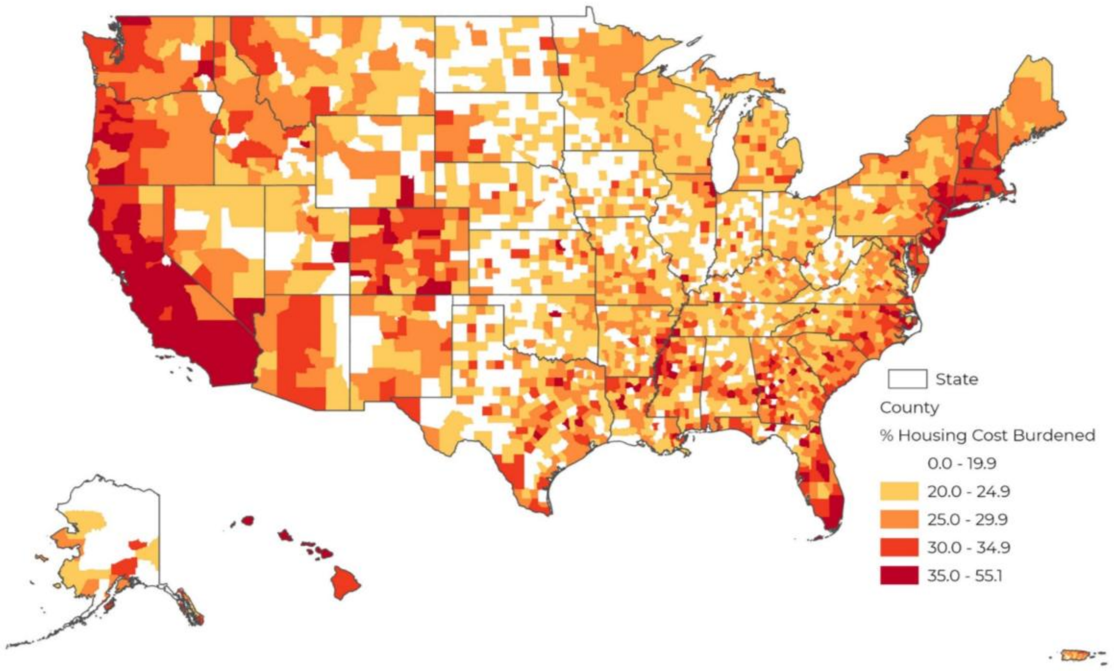
Housing Affordability—*The Top Issue Everywhere*

Housing Affordability, 1980



Source: Housing Assistance Council Tabulations of Census Bureau's 1980 Census of Population and Housing.

Housing Affordability, 2021



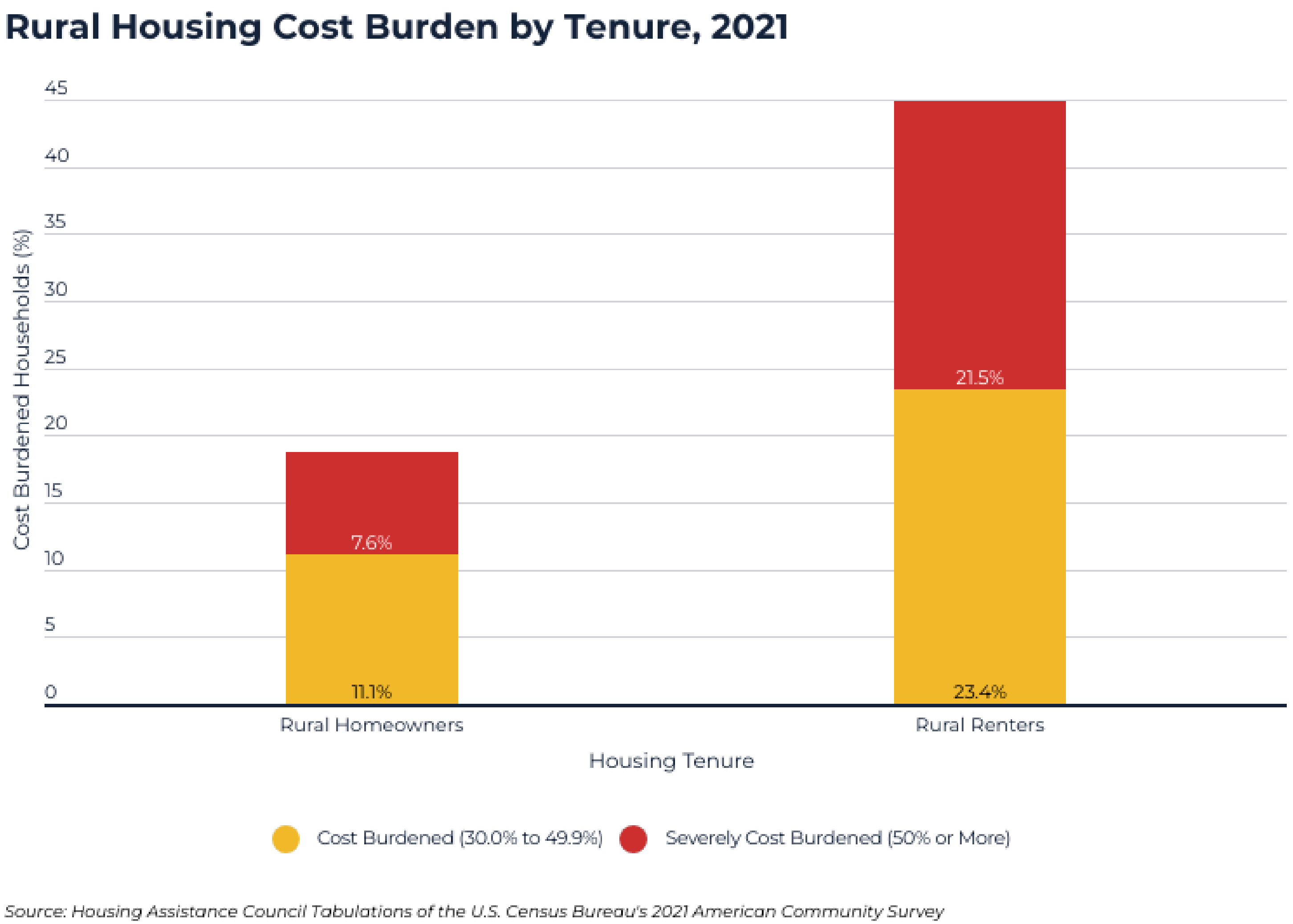
Source: Housing Assistance Council Tabulations of Census Bureau's 2017-2021 American Community Survey .

Housing Affordability

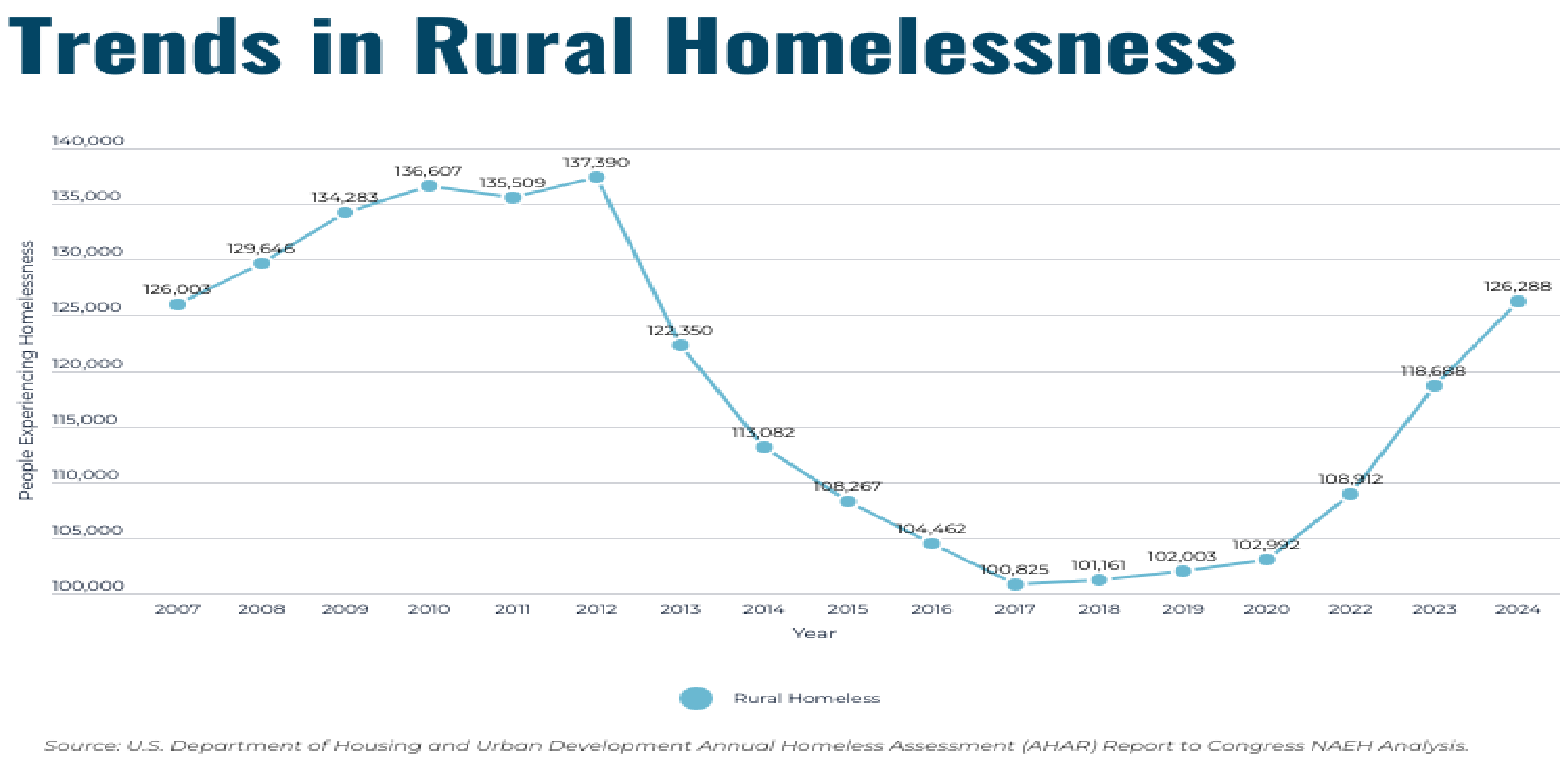
Challenging both

Rural Renters <u>and</u>

Homeowners



Rural Homelessness – *Alarming Increases*

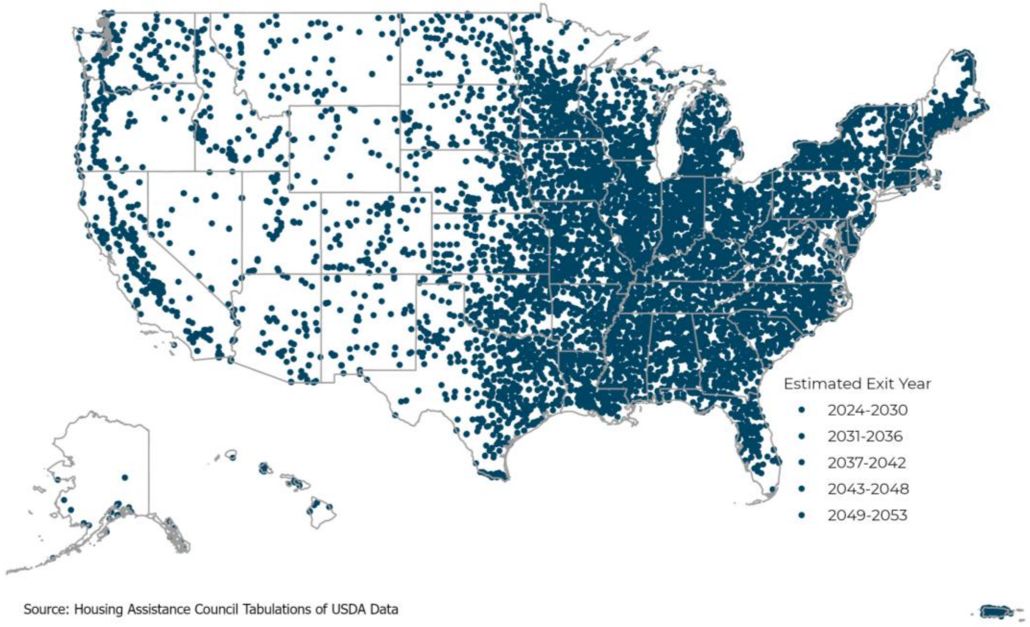


Source: U.S. Department of Housing & Urban Development, Annual Homelessness Assessment Report (AHAR) to Congress; NAEH analysis. Note :Starting in 2018, HUD used geographic data published by the U.S. Department of Education's National Center for Education Statistics (NCES) to determine the urbanicity of CoCs instead of using the Balance of State (BoS) designation to denote rural CoCs. CoCs with a designation of "largely rural" means only that a plurality of those geographies' population lives in rural areas. PIT Count data represent a snapshot of people experiencing homelessness in a single night in January and may not reflect everyone experiencing homelessness in a jurisdiction.

USDA 515 Preservation

An Essential Component of Preventing and Ending Rural Homelessness

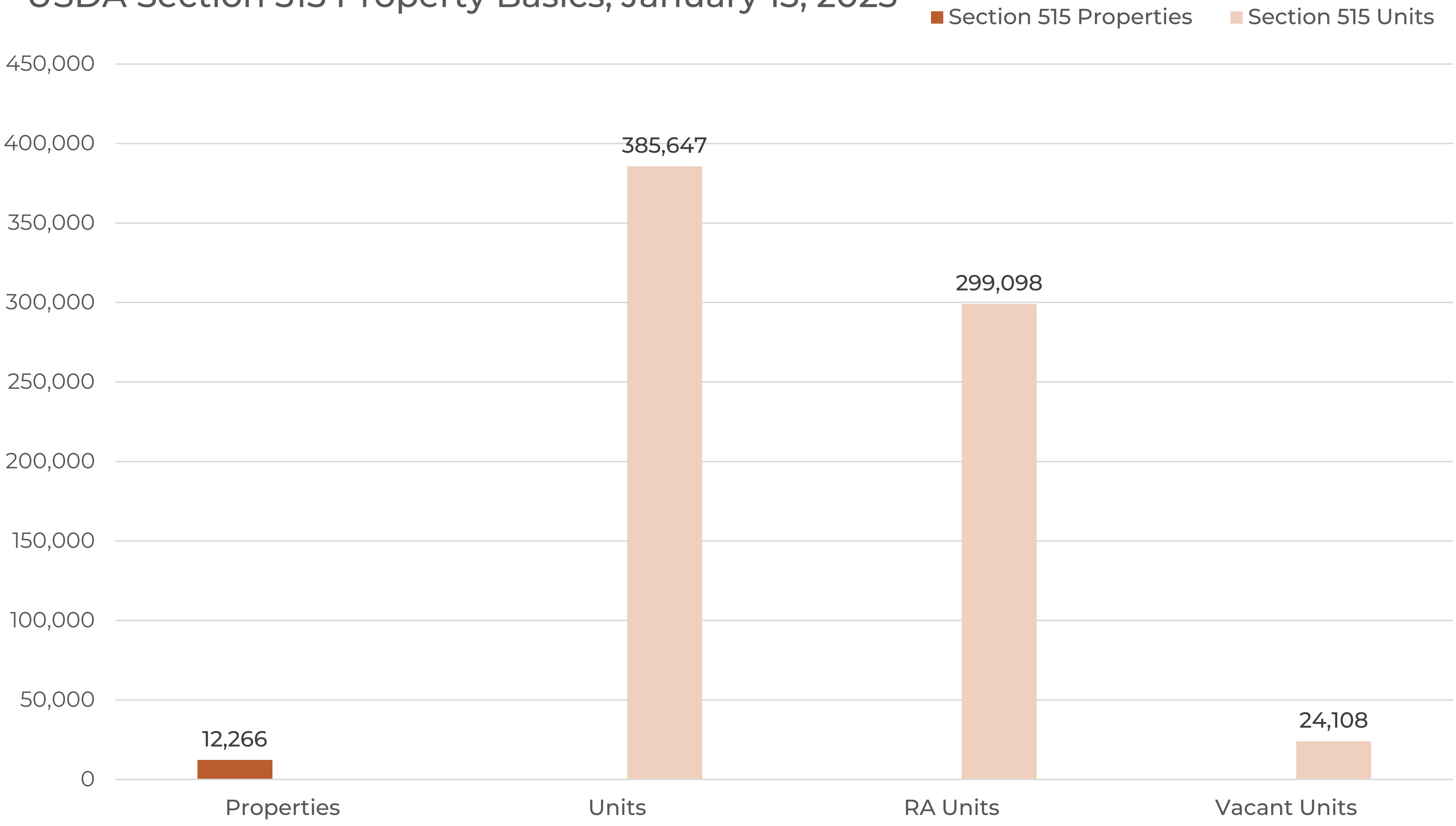
What's at Stake



- Rental Assistance + Subsidized Loans since 1963
- Program financed 28,000 properties with over 533,000 rental homes
- 87% of all U.S. counties and 90% of Persistent Poverty Counties have or had a USDA Section 515 Multifamily Property

HAC
Housing Assistance Council

USDA Section 515 Property Basics, January 13, 2025



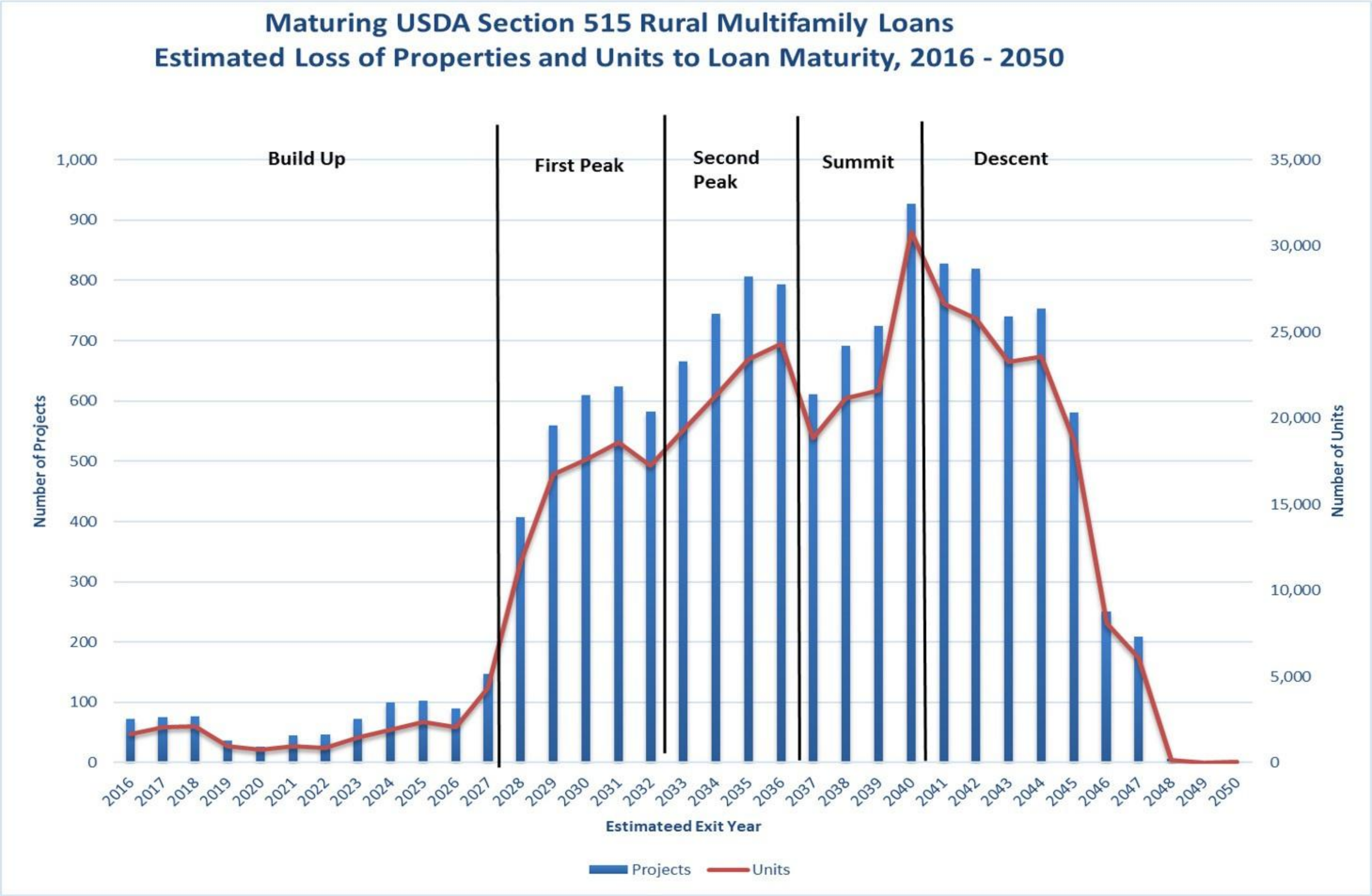
Section 515 Houses A Vulnerable Population

$12,708

average annual income of USDA Section 515 tenants with Section 521 Rental Assistance

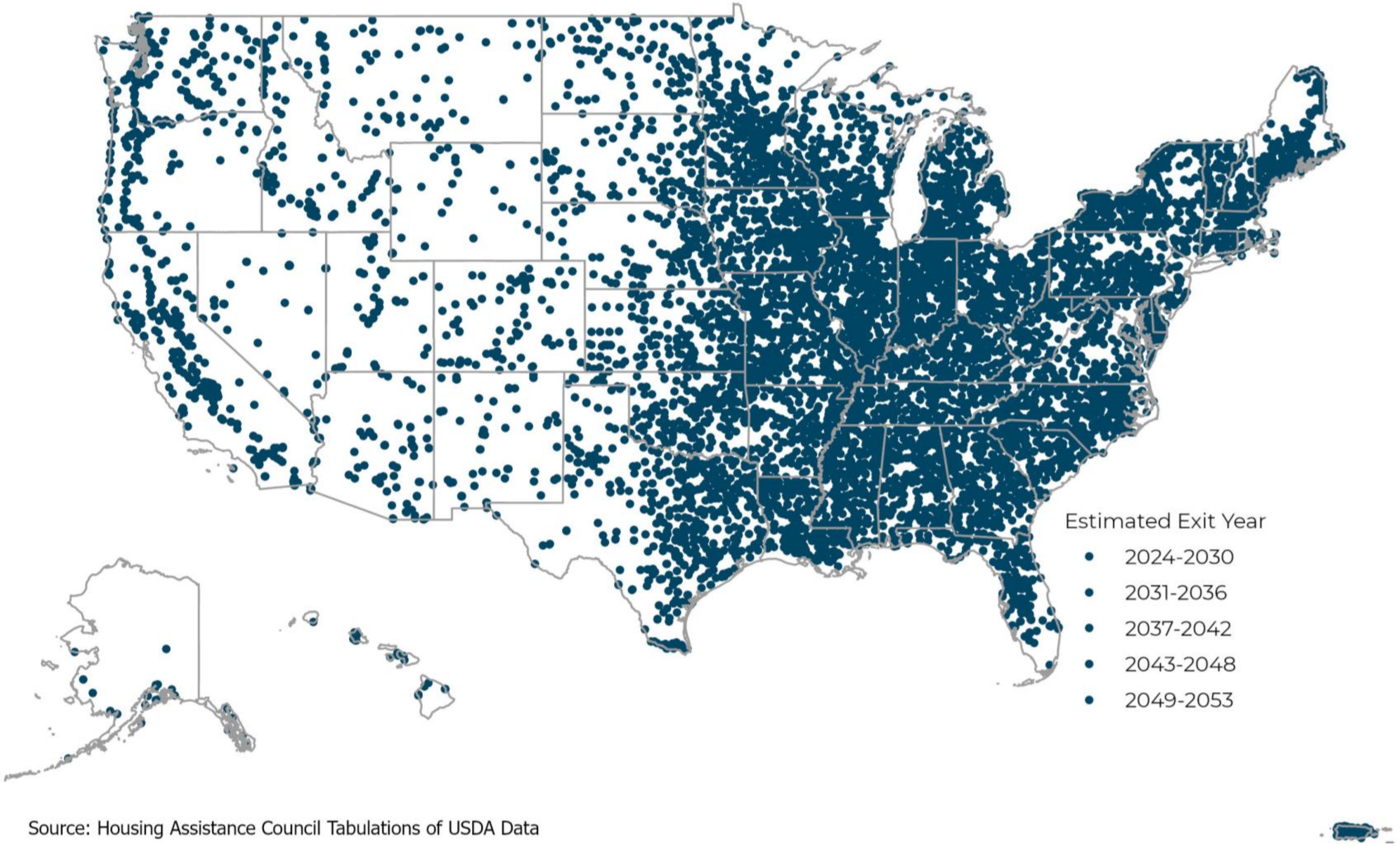
2/3

of USDA Section 515 tenants are elderly or disabled



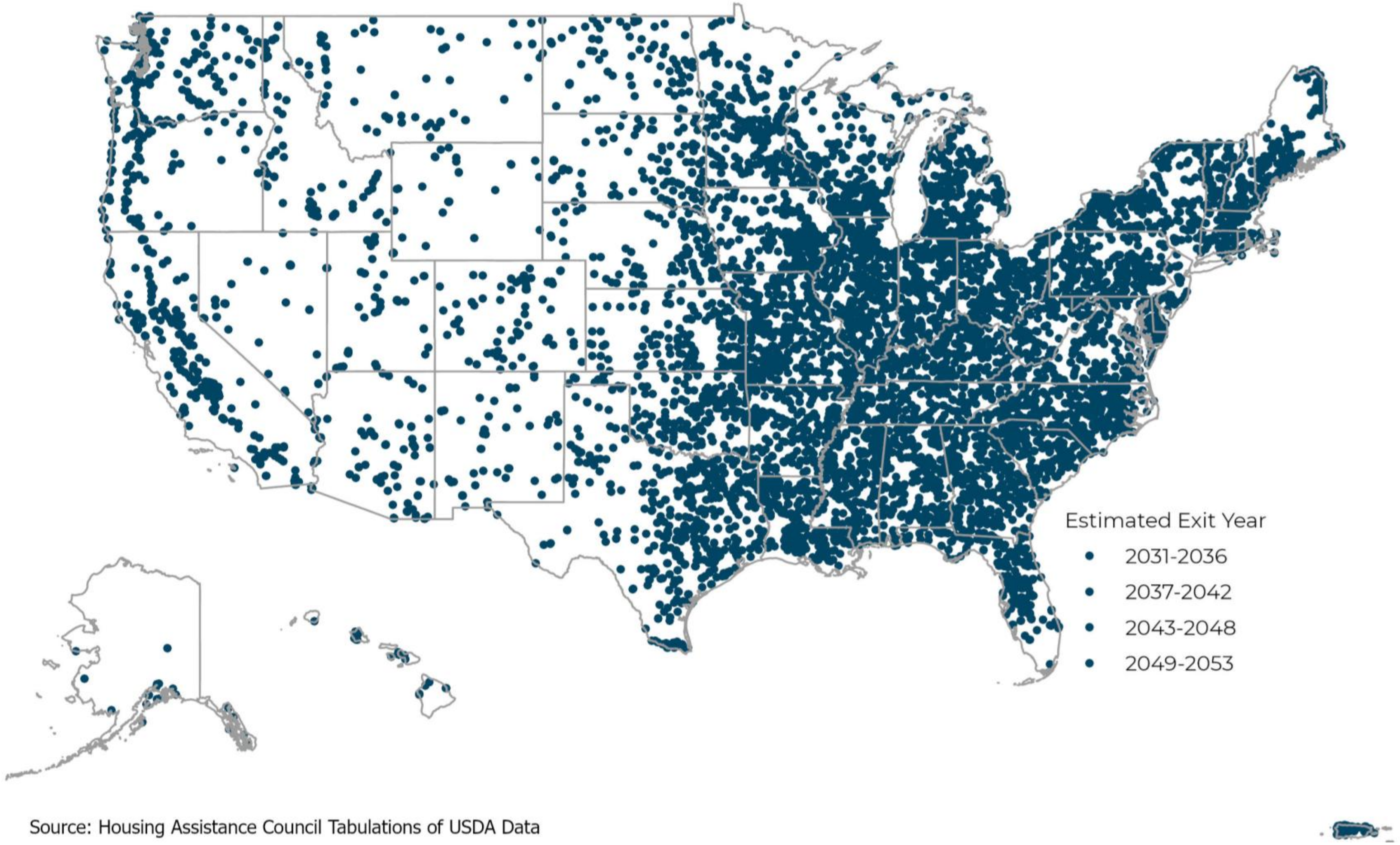
HAC
Housing Assistance Council

USDA Section 515 Rental Properties, 2024



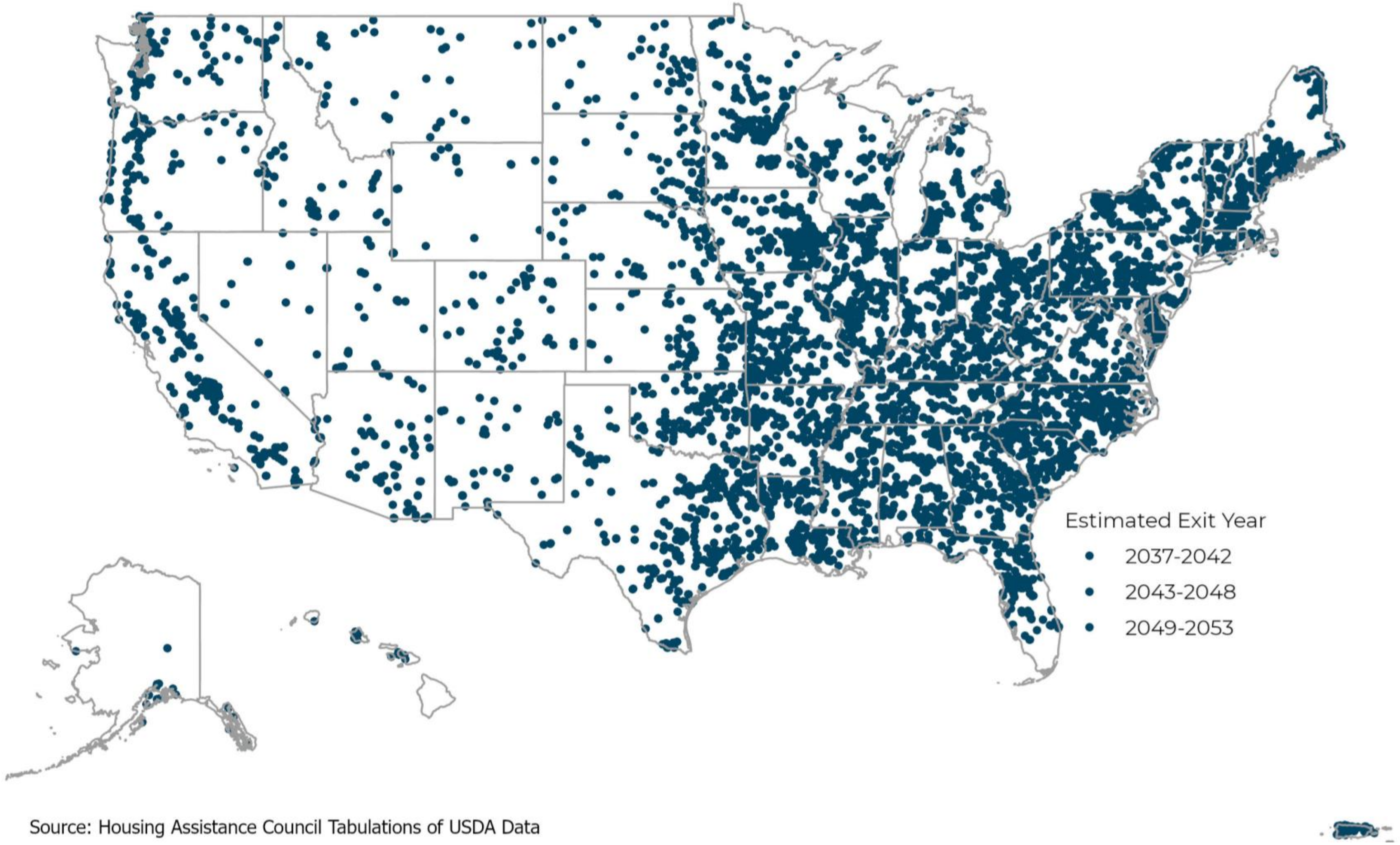
Source: Housing Assistance Council Tabulations of USDA Data

Estimated USDA Section 515 Rental Properties, 2030



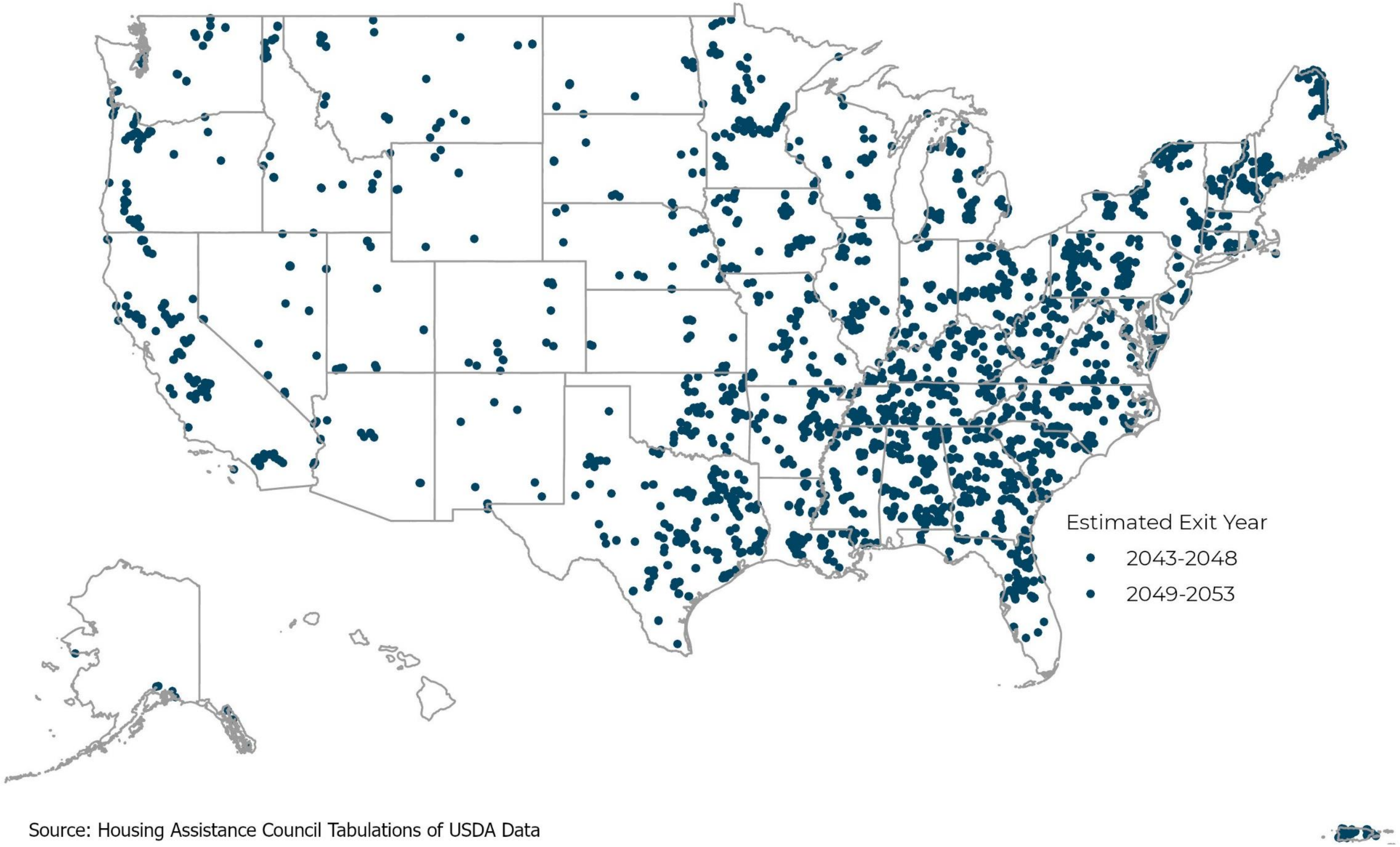
Source: Housing Assistance Council Tabulations of USDA Data

Estimated USDA Section 515 Rental Properties, 2036



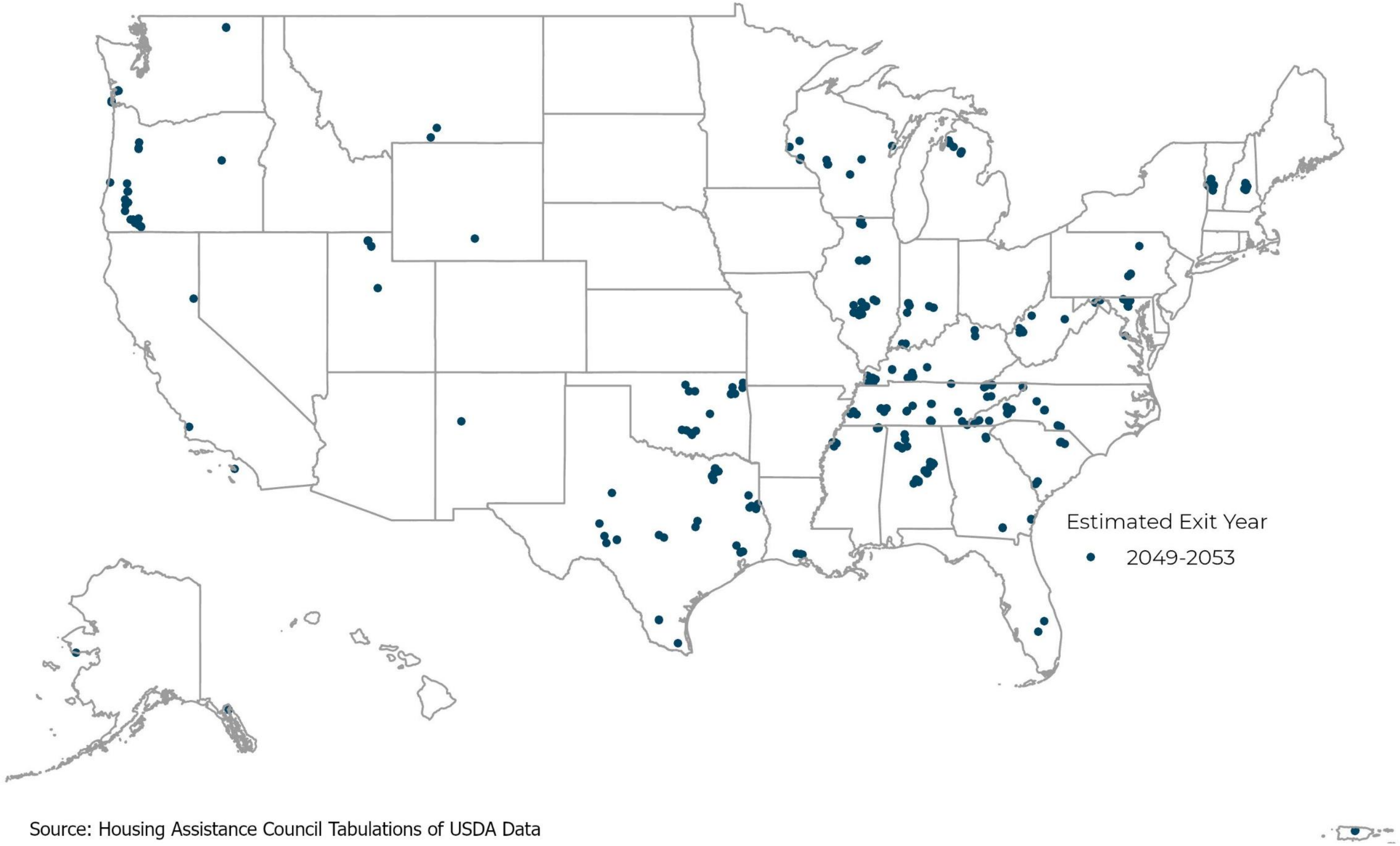
Source: Housing Assistance Council Tabulations of USDA Data

Estimated USDA Section 515 Rental Properties, 2042



Source: Housing Assistance Council Tabulations of USDA Data

Estimated USDA Section 515 Rental Properties, 2048



Source: Housing Assistance Council Tabulations of USDA Data

Estimated USDA Section 515 Rental Properties, 2054

Source: Housing Assistance Council Tabulations of USDA Data

Recent Policy Momentum

Modernizing USDA's rural housing programs has been a recent bipartisan focus for Congress, most specifically in the popular **RHS Reform Act**.

HAC's Center for Rural Multifamily Housing Preservation

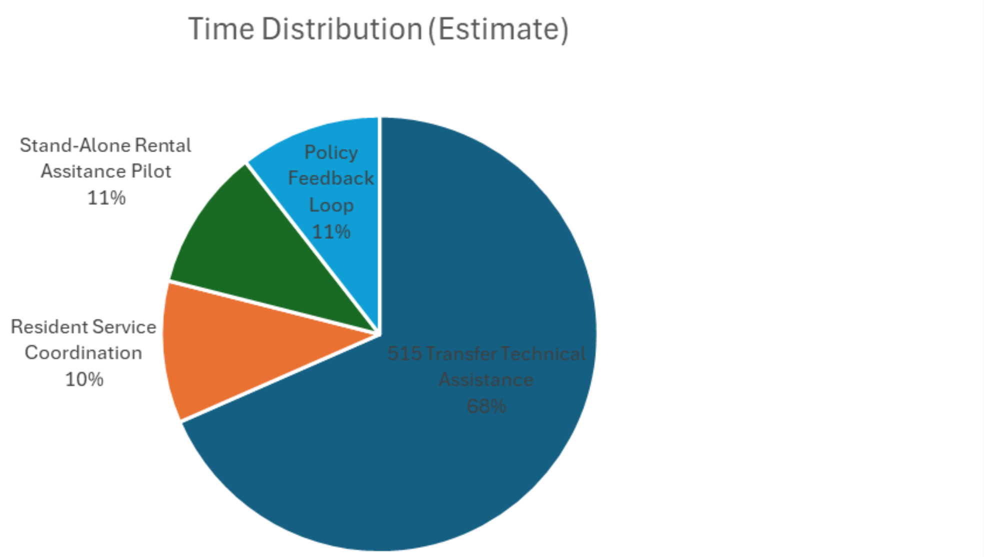
PRESERVE RURAL RENTAL HOUSING – SECTION 515 PROPERTIES.

PROVIDE TECHNICAL ASSISTANCE.

PROMOTE WHAT WORKS.

CREATE SOLUTIONS WHERE NEEDED. ADVANCE THE ROLE OF NONPROFITS AND HOUSING AUTHORITIES IN RURAL COMMUNITIES.

CONNECT PROJECTS TO FINANCING RESOURCES



Our TA work is Funded by USDA & Fannie Mae

USDA Section 515 Multifamily Housing Preservation

- Active projects in 12 States
- 65 Properties with Transfer Technical Assistance Engagements, with 1,635 rental homes
- 11 Active applications to preserve 470 affordable rental homes in underwriting or closing stages with USDA
- 4 active Stand-Alone Rental Assistance Engagements
- Average Annual Household Income $17,626

HAC's Technical Assistance for 515 Transfers

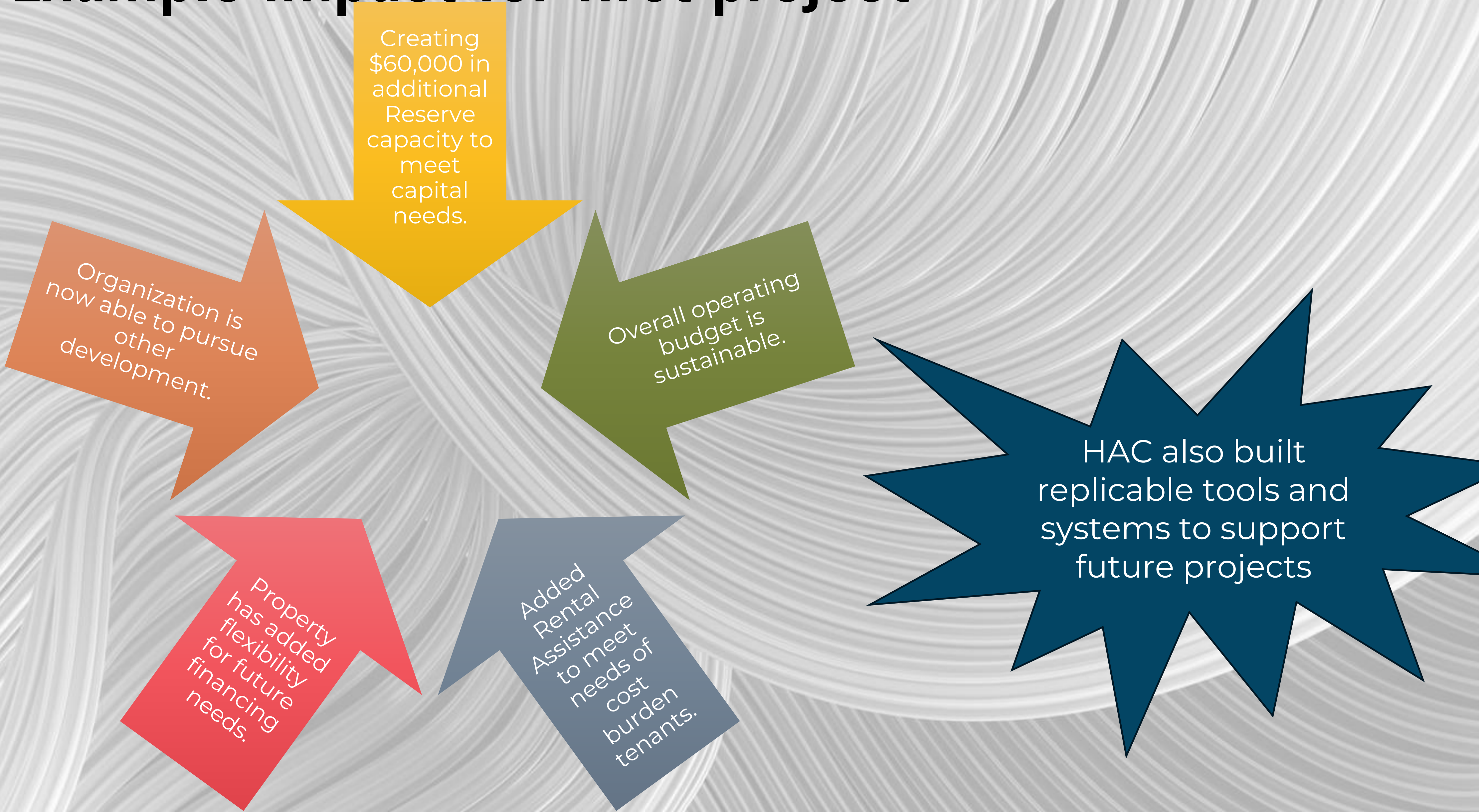
HAC provides the following scope of services, free of charge, thanks to a grant from USDA

- Assistance to Identify potential property targets.
- Coordination of meetings between buyers and sellers to discuss the property, mutual interest in a transfer and potential timeline.
- Support buyer in conducting due diligence on the properties.
- Assistance with negotiation of purchase and sale contracts.
- Coordination of Concept Call with USDA MFH staff to discuss the transfer process.
- Completion of the Preliminary Assessment Tool (PAT)
- Financial services – HAC will utilize our underwriting capacity to underwrite the project and look at potential preservation scenarios, including analyzing historical performance, and developing projections using past operating expenses, likely rents, occupancy levels etc., and will look at various financing tools and loan options.
- Provide prospective owner with a proforma to understand budget, operations
- Support Management Plan compliance alignment to meet RD and other funder requirements
- Development of a preliminary financing and transfer strategy and timeline. The transfer strategy for the property could be a full transfer or a transfer of general partner interests. The preservation strategy will depend on the capital needs of the project and results of the financial underwriting.
- Evaluation of potential eligibility for Simple Transfer Pilot options.
- Compilation of transfer application materials if needed.
- Assistance with applying for financing or funding for acquisition and rehabilitation of the properties.
- Process through USDA's transfer process and follow up through underwriting and issuance of a Letter of Conditions by the agency.
- Coordinate closing between transferor, transferee and the agency.
- Depending on the capital needs of the project, and the seller's timing needs, a two-step preservation strategy might be explored if acceptable to USDA, where the nonprofit first takes over control or ownership of the property while planning for the property's longer term recapitalization strategy.

HAC can provide prospective buyer up to $10,000 for 3rd Party Due Diligence Costs

HAC
Housing Assistance Council

HAC began offering Stand-Alone Rental Assistance TA – Example impact for first project



Service Coordination Section 515 Portfolio Properties

- What is Service Coordination
- AARP Foundation Grant-3 years, 2 cohorts
- 1st cohort is 9 states, 49 properties, 1798 units
- Analysis of properties and services available in surrounding area
- Recommendation to owner/management agent on procuring service coordination
- Build into 515 budgets
- Acquire service coordinator/services

HAC

HAC News

Information on Rural Housing and Rural America

May 23, 2024

Volume 53, Number 11

Funding opportunities, national program and policy updates, findings from recent research reports, and much more...Free!!

Freeing Up Housing Access Amid Scarcity

Strategies to Maximize Impact Beyond Federal Resources

National Conference on Ending Homelessness

5.02 Unstick Your System: Opening Housing Opportunities with New Funding and Partnerships

Craig A. Butler, JD, LEED Green Associate | Fertile Ground Communities, Inc.

July 1, 2025

CA **by Craig A. Butler, JD, LEED Green Associate**

The Housing Crisis & Who's Most Impacted

Federal Support Gap

Support lags behind growing demand

Disproportionate Impact

Black, Indigenous communities face highest barriers

Vulnerable Populations

People with disabilities and justice-involved individuals

Creative Solutions Needed

Systems must act beyond limited federal funds

Policy Shift – Trump Administration & Housing First

Shift Away from Housing First

Federal de-emphasis under new leadership

Treatment-first, conditional housing models promoted

Low-barrier housing discouraged

Treatment & Enforcement Focus

Mandatory treatment as housing prerequisite

Increased encampment sweeps and criminalization

Faith-based and compliance models prioritized

Key Implications

Threat to supportive housing funding

Potential rollback of equity programs

Increased instability for highest-barrier individuals

Strategy 1 – Local Support & Faith-Based Assets

Tap Local Resources

Cities, counties provide flexible funding

Foundations and CDFIs offer mission-aligned capital

Faith-Based Organizations

Utilize underutilized land and buildings

Align missions for housing justice

Partnership Models

Structure land use partnerships

Develop joint ventures with community groups

Strategy 2 – Green Building to Unlock Funding

Green = Opportunity

Reduces operational costs

Unlocks new capital sources

Key Funding Tools

- Utility rebates & tax incentives
- Greenhouse Gas Reduction Fund
- C-PACE financing
- Green Banks & IRA funds

Dual Benefits

Environmental sustainability

Enhanced project financing

Strategy 3 – Capital Innovation & Policy Leverage

Private Capital

Impact bonds for mission projects

Layered Financing

Combined debt/equity structures

Long-term Equity

Sustainable sponsor positions

Policy Opportunities

HUD/CoC fund flexibility

Call to Action – Navigating Policy Shifts

Diversify Funding Sources

Tap local, private, and philanthropic capital

Build Cross-Sector Coalitions

Partner with health systems, CDFIs, faith groups

Advocate Locally

Push for state/city-level Housing First protections

Lead with Data

Share evidence of Housing First success

Center Impacted Voices

Elevate lived experience in messaging

"Ingenuity lives where urgency meets community."

Thank You!

Stay Collaborative
Build powerful partnerships

Stay Creative
Find innovative solutions

Stay Committed
Maintain focus on housing equity

Craig A. Butler, JD, LEED Green Associate

craig@myfertileground.org

myfertileground.org

Let's Connect!

FERTILE GROUND COMMUNITIES

Empowering Lives
Building Communities

Moderated Q&A

Discussion

Closing Remarks

SAVE THE DATE

Virtual Capitol Hill Day:
September 17

National Alliance to
END HOMELESSNESS

ENDHOMELESSNESS.ORG