

## 2008–2009 Annual Summary



*During the Luncheon Live Auction, Mayor Christine Krolik (Town of Hillsborough) surprises the crowd with a call from Congresswoman Jackie Speier. Congresswoman Speier offers to make a special appearance at HIP Housing's Board hosted Dinner for Ten auction item.*

The 2008–09 year proved to be challenging. HIP Housing, like other non-profits, experienced financial uncertainty, but at the same time had an influx of clients needing our services. Thanks to our tireless staff, over 2,000 persons received assistance.

- The Home Sharing Program had a busy and exciting year. The program provided services to 1,618 people. In total 308 persons were matched in home sharing, which is a 20% increase from last year. There was a 29% increase in the number of people looking to rent out an extra room in their home. We received 2,928 phone inquiries – a 24% increase.

Due to its innovative concept that enables both homeowners and home seekers to benefit by sharing expenses, home sharing received nationwide attention. Most notably, our Home Sharing clients were featured on Oprah; Associate Director, Laura Fanucchi, was interviewed for the CBS Evening News with Katie Couric; KGO news did a special segment on the program; Congresswoman Jackie Speier held a press conference to announce the recommendation for Home Sharing to receive federal funding; and staff contributed to numerous articles about housing options.

- The Self-Sufficiency Program provided 86 families with housing, case management, Life Skills workshops and referrals to other support services. Two individuals were honored with the Women's Opportunity Award from Soroptimist International – Mid-Peninsula. Nine participants graduated from the program. We collaborated with over 30 agencies.

- The Home Equity Conversion program had a 125% increase in counseling sessions it provided. 211 persons were counseled on reverse mortgages. In addition, we received 144 inquiry calls.

- The Property Development program provided housing to nearly 400 persons. HIP Housing's first shared house located in Redwood City received a makeover through Rebuilding Together Peninsula, sponsored by Wilson Sonsini Goodrich & Rosati.

We anticipate another challenging year ahead. To meet the increased need for services, we are preparing ourselves with new fundraising projects, an additional half-time Home Sharing Counselor, and increased outreach. Most importantly we need community members like you to continue your support so we can continue serving our community.



# A Message from the Executive Director


*Bruce Hamilton*

HIP Housing has just completed a highly successful year of providing services. From July 2008 through June 2009 we served a record number of people in San Mateo County. Every quantifiable measure – from intake calls through services provided – exceeded prior years. Of course such numbers represent a mixed blessing – we are fortunate to have the support needed, combined with a talented and dedicated staff to be able to stretch our capacity, while it is unfortunate that so many more people are in need of our services.

In times of a very down economy – layoffs and foreclosures rampant – those who give to social, educational and cultural programs, tend to focus on basics. Food and shelter are basic human needs. Since we have been in the business for 37 years of assisting people in finding a place to call home, we are recognized as one of several essential nonprofit organizations serving the community. We also continue to receive financial and volunteer support because we have an established record of providing quality services. We have well earned credibility.

In spite of our shared success, our need for your support grows. There is every indication that the need for our services will continue to grow. Local governments,

cities and the County have lost much of their revenues to the State government which in turn has drastically cut services for people with the greatest needs, particularly children and the elderly. While our grant support from businesses and foundations has generally remained strong, many of these sources have suffered substantial losses in their investments and some sources have decreased.

The support of individual donors is consequently more important than ever. I urge you to continue your support for our work. I have found that the real satisfaction from giving comes when I give more than planned, when my giving pinches at least a bit. To help increase the impact of your donations, the Sobrato Foundation has pledged a matching grant of up to \$25,000. For every new dollar you donate, they will double the donation. As we move into the fall and winter holiday season we all know that many – through no fault of their own – are hurting. And most of us also recognize that we all benefit when the people who live and work in San Mateo County have decent and affordable housing. Many have personal financial concerns which make donating more challenging. We appreciate all donations, large or small. And thank you for helping us in these challenging times. 

## Mission Statement

**HIP Housing's mission is to invest in human potential by improving the housing and lives of people in our community.**

### Human Investment Project

364 South Railroad Avenue  
San Mateo, CA 94401  
p 650 348-6660  
f 650 348-0284  
www.hiphousing.org

### Board of Directors

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### Administration

Bruce Hamilton  
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Laura Fanucchi  
*Associate Director*  
Lois Marshall-Ward  
*Development Director*  
Norma Quiroz  
*Accounting Director*

# Thank You from a Client

## What HIP Housing Means to Me:

*HIP Housing means a lot to our family because we have fun with new people. HIP Housing is special for low-income people because they don't lose their homes. HIP Housing cares for single mothers and their children. We are learning to give to others in need and to become a person that will make a difference in other people's lives.*

*My family all want to be better people in the community. So many things are possible now with your help. Thank you for the gift cards, backpack, Halloween costumes and our great home!!*

*Aviles Family Children (pictured right) *



The Aviles Family. From left to right D'Angelo, Delilah, Lucciano.

### Home Sharing

The Home Sharing Program is a one-on-one service linking people who have a home to share with those seeking a home. Each person has a private room and shares common living areas.

### Home Equity Conversion

The Home Equity Conversion Program provides objective information and counseling on ways seniors can turn their accumulated home value into spendable cash so they can remain independent in their homes.

### Self-Sufficiency

The Self-Sufficiency Program enables low-income families to transition from government assistance. Participants receive subsidized rents or a housing scholarship while they complete an education or job training program and find employment with an adequate income to support their families.

### Property Development

Through Property Development, HIP Housing expands the pool of affordable housing for low-income persons and families in San Mateo County by developing new and acquiring and rehabilitating existing housing.



Geovani picks up his new school backpack donated by St. Luke's Church in Foster City.

# Celebrating HIP Housing



HIP Housing's Self-Sufficiency Program Director, Carolyn Moore receives the Making a Difference for Women Award from the Soroptimist International Mid-Peninsula. Carolyn was honored for her career long history of working towards fighting violence against women, supporting survivors of violence, and empowering women and girls. Among her many accomplishments, Carolyn was named Community Education Volunteer of Year; awarded the Unsung Hero by the Victim Support Network of Santa Clara County; and received a fellowship from the Asia Foundation for Emerging Leaders. Carolyn's work in women's issues has and will continue to impact the lives of many. Pictured from left to right: Erin O'Briant (friend), Carolyn Moore, Beverly Madden (CSM).

## Making a Difference

Maryper Alfonso, a graduate of the Self-Sufficiency Program, always expressed her gratitude for the assistance she received and made a promise to give back to the agency when possible. Recently, Maryper had a big birthday bash and in lieu of gifts, asked her guests to make a donation to HIP Housing. Maryper's party raised over \$700. Pictured center, Maryper, with her two daughters



At HIP Housing's Luncheon, Rebuilding Together and Wilson Sonsini Goodrich & Rosati were honored for their efforts to makeover HIP Housing's Pine St. house in Redwood City. The project was lead by Ken Rhoads, Construction Captain from Rebuilding Together and Gail McFall, Community Affairs Manager at Wilson Sonsini Goodrich & Rosati. From left to right: Rita Rhoads, Ken Rhoads, Jim McFall and Gail McFall.



San Mateo County Association of Realtors provides a \$7,500 grant to HIP Housing for its Home Sharing Program. Pictured from left to right: Suzan Getchell-Wallace, 2009 Chair of SAMCAR, Lois Marshall-Ward, HIP Housing Development Director, Philip Tedesco, CEO of SAMCAR and Executive Director of SAMCAR Foundation.



# Celebrating HIP Housing



On June 12th, HIP Housing celebrated its Annual Luncheon at Hotel Sofitel. The event celebrated the Home Sharing Program's 30th anniversary and featured Home Sharing clients who shared their appreciation for the program. Kent Mickelson, a longtime client, explained that by using the Home Sharing program, over the years, he was able to save over \$80,000 for his retirement. The Event Sponsor was Citibank, who also provided an in-kind donation of public relations consulting through Strategies LLC. Pictured from left to right: Jenny Flores - Citibank Community Relations, Bruce Hamilton, Robert Shoffner - Citibank Senior VP of Commercial Banking.

## Making a Difference

▶ Sobrato Family Foundation's Executive Director, Diane Parnes, presents Laura Fanucchi, Associate Director with a check for \$25,000. Sobrato has a history of encouraging organizations to create stability by increasing and diversifying fundraising sources. Sobrato has pledged to match new donations to HIP Housing.



St. Luke's Church in Foster City donated 81 backpacks to HIP Housing's Self-Sufficiency children. The kids were ready for school with new backpacks filled with school supplies. Below: Nancy Becerra-Fanucchi, far right (Religious Education Director) and volunteers deliver backpacks to HIP Housing's office.



◀ The Department of Housing of San Mateo County was honored at our Luncheon for its longstanding support of HIP Housing. Duane Bay (center), Director of the Department of Housing accepted the award. Pictured left, Bruce Hamilton, Executive Director. Pictured right, Assemblyman Jerry Hill.



# Thank you...

## ...for Investing in HIP Housing's Programs (Includes Luncheon Sponsors)

April 16, 2009 to Aug. 31, 2009

Over \$50,000  
County of San Mateo

\$25,000 - \$50,000  
City of Foster City  
City of San Bruno  
City of San Carlos  
City of San Mateo  
Silicon Valley Community Foundation  
Silicon Valley Community Found.  
Tundra Glacier Fund Advisors  
Sobrato Family Foundation

\$10,000 - \$24,999  
Citibank  
City of Belmont  
City of Daly City  
City of Menlo Park  
City of Millbrae  
City of Redwood City  
City of South San Francisco  
Wells Fargo Bank

\$5,000 - \$9,999  
City of Brisbane  
Genentech Foundation  
Hitachi Foundation  
San Mateo County Association of REALTORS  
Town of Atherton  
Town of Colma  
Union Bank of California

\$2,500 - \$4,999  
Borel Private Bank & Trust  
Charles Schwab Foundation  
Comerica Bank-Western Division  
Rich & Susie Huetteman  
Reverse Mortgages Only, Inc.  
Soroptimist International South Peninsula

\$1,000 - \$2,499  
Argo Insurance Group  
Bohannon Foundation  
City of Burlingame  
Comcast Cable  
Jeff & Deborah Griffith  
Kenmark Real Estate Group, Inc  
Dennis & Julie Lanterman  
Pacific Gas & Electric Company  
Norcal Waste Systems of SMC  
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\$500 - \$999  
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Robert Grassilli  
Dept of Housing of the County of San Mateo  
Lucky Chances, Inc.  
Daniel Joseph Merdeiros  
Nibbi Investments  
Dennis & Gloria O'Brien Foundation  
Redwood City Industrial Saltwo  
San Mateo Credit Union  
SC Properties  
John & Reva Segall

\$250 - \$499  
Bank of America  
Bruce & PJ Bean  
David Breaux  
California Apartment Association  
City of San Mateo  
Community Economics, Inc

David Finkelstein  
First Bank  
Robert & Jeanne George  
Howard & Martha Girdlestone  
Goodhue Investments  
John & Rhonda Luongo  
Elizabeth McCaughey  
Allan & Martha Newlands  
Elaine Parker  
Nicholas Rogers  
Rotary Club of Burlingame  
San Mateo Lodge  
Paula Uccelli

\$100 - \$249  
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Bekins AMS Relocation, Inc.  
Bruce & Margie Carrington  
Center for Independence of the Disabled  
Jack Chamberlain  
Ron & Deanna Charlesworth  
Karen Cochran  
Congresswoman Anna Eshoo  
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Sue Digre  
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Andrea Edwards  
Olivia Edwards  
Ted & Lois Everett  
John & Barbara Evers  
Cameron Foster  
Carl & Jude Gaither  
Dianne Geraldizo  
Susan Getchell  
Brian & Susan Gray  
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**Luncheon In-kind Supporters**  
Copyman  
Hotel Sofitel  
Assemblyman Jerry Hill  
San Mateo Daily Journal  
Jack Olsen, SMC Farm Bureau  
Congresswoman Jackie Speier  
SWANK

**Special Thanks to:**  
Herman Miller  
My New Red Shoes  
St. Luke's Church, Foster City  
Sleep Train Mattress Center

*Correction: In the Spring 2009 newsletter, AT&T was mislabeled as giving \$10,000. AT&T gave a grant of \$20,000.*

# How You Can Help

HIP Housing needs your help more than ever. Below are ways you can continue to help further our mission. For more information call Judy at 650 348-6660. ✍

## Adopt-a-Family:

The Adopt a Family program enables the families in HIP Housing's Self-Sufficiency Program to have their holiday wishes come true. Currently there are 70 families participating in the program. You can make the holidays brighter for a child. Consider getting together with a group of co-workers, family or friends to adopt a family. By pulling your resources together, you can make a difference in a family's life. Or you contribute by donating retail or grocery gift cards in any amount. The deadline to register is Nov. 16th. Contact Regina at 650.348.6660.



## Save the Dates!

Your participation is the greatest gift!

- \* Planned Giving Seminar - Sept. 24th
- \* Bloomingdale's Shopping Benefit - October 29th
- \* Girl's Night Out at Kohl Mansion - February 10, 2010

## Bloomingdale's Shopping Benefit

On Thursday, October 29th, HIP Housing will be participate in Bloomingdale's Shopping Benefit. The event will raise funds for HIP Housing's programs. You can help by simply going to Bloomingdale's on October 29th and purchase a \$10 ticket to benefit HIP Housing. To maximize our fundraising potential, we need 100 people to purchase a \$10 ticket. Your \$10 and attendance will enable HIP Housing to potentially double the amount raised. Look for your invitation in the mail!

## Outreach Ambassadors:

The Home Sharing Program is looking for community volunteers to help spread the word about the Home Sharing Program in their city. Must have transportation and be available 2 hours a week Monday thru Friday.



## "Girl's Night Out" at Kohl Mansion

An evening of fun, pampering and shopping just with the girls! Mark your calendars for **Wed., February 10, 2010**. Look for an invitation in your November mail. Tickets are limited.



**HIP**housing

364 South Railroad Ave., San Mateo, CA 94401

Non-Profit  
Organization  
U.S. Postage Paid  
San Mateo, CA  
94401  
Permit No. 183

## Donor Wall Campaign

To raise funds for HIP Housing's programs and provide recognition to those who donate, we are creating a "Donor Wall" in the Community Room of Edgewater Isle. Edgewater Isle is an attractive senior apartment complex in San Mateo, owned by HIP Housing.

By participating in this Campaign, you will help HIP Housing provide critically needed programs to families and individuals. For donations of \$500, \$1,000 or \$2,500, your name will be featured on the Donor Wall as a lasting legacy of your support of HIP Housing. You can also have a name plate designed "In Honor of" or In Memory of" of a family member or friend.

For information or to reserve your space on the Donor Wall, please contact Lois at 650.348.6660 or [lward@hiphousing.org](mailto:lward@hiphousing.org).

**Special thanks to HIP Housing Board and community members who have launched the campaign with their donation.**

**Community Builders - \$1,000**  
Deborah & Jeffery Griffith  
Mr. & Mrs. Thomas Theodores

**Friends of HIP Housing - \$500**  
PJ and Bruce Bean  
John Conover  
Veronica & Robert Faussner  
Marian & David Finkelstein  
Cheryl & Greg Galli  
Bruce Hamilton  
Susie & Rich Huetteman  
Julie & Dennis Lanterman  
Lois Marshall-Ward



## Don't Miss

### Planned Giving Seminar

HIP Housing invites you to an educational seminar on Planned Giving. The seminar will provide information on estate planning, charitable trusts and bequests.

Thursday, Sept 24th  
5:00 p.m. to 6:30 pm  
Silicon Valley Community  
Foundation  
1700 S. El Camino Real  
1st FL., San Mateo

RSVP by Sept. 21st to Lois at  
650.348.6660.