

2019 Impact Report



It Takes A Village



Creating Communities Where Every Person Is Confident of a Home

Dear Friends,

We are grateful for another year of creating communities where every person is confident of a home! Thanks to you, not only are we continuing to develop homes for low to middle-income families in our communities, but with the help of numerous partners, we are able to enrich the lives of our residents and enable them to build their own success.

Throughout this report, we hope you will take the time to read about the many different partners who make our work possible. We are forever grateful for our partnerships with people like David Tille, the Regional Administrator with the Department of Housing and Urban Development. Over the years, HUD has invested significantly in our properties, many of which would not have gotten off the ground without them. David is local to Concord, and on his first site visit as an employee of HUD, spoke at our Franklin ribbon cutting last December. Since that day, he has been an active advocate on behalf of CATCH.

The Concord Regional Visiting Nurses Association has been an amazing partner since the initiation of our pilot program, Positive Aging Through Home Supports, with our seniors at Friedman Court II. Our Resident Services Coordinators, in direct collaboration with the nurses and health workers from the VNA, help residents remain in their home and live with stability and wellness.

This year we also began an incredible marketing campaign with our friends (and Comedy Night lead sponsor!) Merrimack County Savings Bank! They graciously invited us to participate in a region-wide advertising blast which showcases the businesses and nonprofits with whom they work. This infinitely grew our reach, with our “face” on banking envelopes, inside their branches and kiosks, and even on billboards! We saw direct results from this campaign including outreach opportunities to discuss the housing crisis and numerous friends contacting us with billboard photos and words of encouragement.

At CATCH, we truly believe that no one can be successful in this work alone. We understand that every nonprofit partner with whom we collaborate, every dollar invested by a government agency, and every opportunity to work with a community-focused business is an extraordinary opportunity to share our story, connect our residents with the support and dignity they deserve, and build relationships that will build a stronger community for all of us.

YOU are one of our partners and for that we are so grateful! We invite you to read on and learn about the impact that your gift has on our community and the individuals we serve. To learn more about our programs, give us a call, stop by our new offices, visit our website and check out our social media channels.

We know there is great competition for your support; we cannot emphasize enough how much we appreciate your ongoing commitment to building communities where every person is confident of a home!

Sincerely,

Rosemary M. Heard
President and CEO

Kenneth Viscarello, Esq.
Chairman of the Board



The Impacts of a Strong Resident Services Program

Over the past two years, CATCH and Alliance have been purposefully growing our Resident Services program to make the biggest impacts on our residents. Our amazing staff have made numerous community contacts, provided many resources, and have developed new programming to promote wellness and healthy habits among our residents.

One key program that CATCH and the Concord Regional VNA have been collaborating on is Positive Aging Through Home Supports, or PATHS. Since this pilot program began in fall of 2017, staff have performed 176 client visits and we have seen incredible results in resident satisfaction, safety, and overall health and wellness. Staff created a survey after the program had been ongoing for one year at CATCH's Friedman Court II property and some key findings include:

- 46% of residents saw an increase in overall health, and 45% saw no change
- 64% of residents saw an increase in their own confidence in managing their health condition
- 55% of residents engaged in increased amounts of exercise



HOMETeam manager Paul teaches a financial education class for seniors at Friedman Court II.

According to data from the Concord Fire Department, during the year before PATHS was implemented at Friedman Court II (10/1/16 to 9/30/17), Concord Fire Department responded to a total of 46 calls, including 12 lift assists and 12 EMS calls for falls. After PATHS was implemented, the numbers decreased dramatically. For the time period of 10/1/17 to 9/30/18 there was a total of 29 calls, 7 lifts assists and 3 EMS calls for falls.

In total, there has been a 37% decrease in total calls, a 42% decrease in lift assists, and 75% decrease in calls for falls. CATCH is confident that the PATHS interventions and education have had a significant impact on residents' well-being over just one year. The program enrollment numbers and preliminary outcomes indicate the strong need for this program, which is being expanded and will be replicated in other areas.

Meet Our Board Members: Cary Gladstone

In my work at Granite United Way, I direct a program that uses the tax-filing process as a means to build financial stability. Granite United Way and its partners again offered free income tax preparation in the 2019 filing season. Most people will qualify for the Volunteer Income Tax Assistance (VITA) program, which provides free tax preparation at community sites including Concord. Those who prepare their own returns can also file for free with an annual income up to \$66,000 through MyFreeTaxes.com. This self-filing platform also includes a robust Frequently Asked Questions section that can help people through the many tax law changes that went into effect in 2018.

Returning this year is Save Your Refund, a national promotion that allows anyone claiming a tax refund to build savings and be eligible for prizes. Random drawings during tax season will be held by SaveYourRefund.com and last season, Cassandra Tate of Laconia was one of the two grand prize winners. Cassandra put herself through school, and now the single mother is planning to start her own business. She is also working with HOMETeam on first-time homebuying.

Helping people such as Cassandra is the most gratifying part of my work. It wouldn't be possible without resources such as HOMETeam, the financial education arm of CATCH. Their housing counseling and assistance with credit repair and basics of building a saving and spending plan, coupled with affordable housing options offered by CATCH and partners, allow an expansion of free tax preparation into a package of year-round efforts to provide financial empowerment.

That is why I support CATCH and am proud to serve on its board, providing input to the policy-making, advocacy, and oversight of efforts to ensure that everyone is able to have a safe and affordable place to call home.

Cary Gladstone is Senior Director of Asset Building Strategies at Granite United Way. He was Secretary of CATCH's Board of Directors until April 2019. See his photo accepting the Volunteer of the Year award on the cover!

A Quarter Century of Comedy for CATCH

CATCH kicked off our 30th year by hosting everyone's favorite political satirists to raise funds for our housing programs! On Thursday, March 28th the Capitol Steps performed for CATCH's 25th Annual Comedy Night fundraiser and brought down the house. This year, the audience enjoyed songs from the Steps' latest album, Make America Grin Again, which included songs like "Pence is from Heaven" and "76 Unknowns" and favorites like "The Supremes (Stayin' Alive!)" While many of the characters were the same, the actors who portrayed Donald Trump, Nancy Pelosi, and Bernie Sanders all had lots of new things to sing about!

We recognized our annual award winners for their support our community:

Business of the Year: People's United Bank

Volunteer of the Year: Cary Gladstone

Rising Star Award: Mainstay Technologies

Helen M. Greene Visionary Award: NH Charitable Foundation

Housing Hero: Elissa Margolin of Housing Action NH

Thanks to you and our generous sponsors we raised over \$65,000 for CATCH's housing programs! We want to extend our thanks to all ticket purchasers, raffle ticket purchasers, sponsors, and supporters for making Comedy Night a great success.

Center Stage Sponsor: Merrimack County Savings Bank

Spotlight Sponsors: Milestone Engineering, Norton Insurance Agency/HUB International, and Peoples United Bank

Red Carpet Sponsors: Bangor Savings Bank, Bank of New Hampshire, Dutton Outdoor Services, Eastern Bank, Eversource, Federal Home Loan Bank of Boston, Franklin Savings Bank, New Hampshire Housing Finance Authority, Nobis Group, Northeast Delta Dental, Northern New England Housing Investment Fund, Otis Atwell*, Sanel NAPA, Sheehan Phinney, Sulloway & Hollis

Star Sponsors: Bar Harbor Bank & Trust*, Ciborowski Associates, Cleveland, Waters & Bass P.A., Cobb Hill Construction, Concord Regional VNA, EdvestinU, Harvard Pilgrim Health Care, Havenwood-Heritage Heights, Irish Electric*, McLane Middleton, Mutual of America, NeighborWorks America, Northeast Credit Union, Northway Bank, Orr & Reno, St. Mary's Bank, Sugar River Bank, Trivantus, Warrenstreet Architects

Hotel Sponsor: Hotel Concord

Thank you to Fifty Home, Gibson's Bookstore, and Lilise Designer Resale for being promotional sponsors.

*And new this year, the following sponsors increased their sponsorship by 25% in honor of our 25th event:

Bar Harbor Bank & Trust, Irish Electric, Otis Atwell



Thank you to our many generous donors!

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Franklin Savings Bank
Lincoln Financial Group
NeighborWorks America
NH Charitable Foundation
NH Housing Finance Authority
People's United Bank
Santander Bank
TD Bank

Patrons

Associated Grocers of New England, Inc.
Matthew and Kelli D'Amore
Steven and Janice Metzger

Partners

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MacLellan
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Paula Usher
Charlene and Glenn Vallee
Vintage Kitchens
Mary Beth Walz and Harry Judd
Nikki and Jimmy White
Mike Wilkey

Please note that contributions toward the Your Home Capital Campaign and Event Sponsorships are acknowledged separately. The gifts listed here were given during CATCH's 2019 Fiscal Year: April 1, 2018-March 31, 2019. If you believe there is an error, please contact us at 603-715-8330.

Financial Summary—4/1/2018 through 3/31/2019

ASSETS

Total Current Assets	\$1,927,768
Property & Equipment (net)	\$46,032,411
Total Other Assets	\$3,017,664
Total Assets	\$50,977,843

LIABILITIES AND NET ASSETS

Total Current Liabilities	\$1,291,188
Total Long-Term Debt	\$16,936,771
Net Assets	
Unrestricted	\$30,706,077
Temporarily Restricted	\$483,774
Permanently Restricted	\$1,560,033
Total Net Assets	\$32,749,884
Total Liabilities and Net Assets	\$50,977,843

STATEMENT OF ACTIVITIES

Contributions from Foundations, Corporations, and Individuals	\$552,174
Rental Income	\$3,219,959
Earned Income	\$870,092
Fundraising Events	\$69,859
Other Revenue	\$124,404
Total Public Support and Revenue	\$4,836,488

Housing Production	\$253,423
Asset Management	\$203,193
Alliance Asset Management	\$1,131,979
Other Programs	\$3,695,890
Fundraising	\$161,086
Supporting Services	\$401,728
Total Expenses	\$5,847,299

Audited financial statements for the year ending March 31 are available; please contact CATCH's Chief Financial Officer, Kathy Kittle, at kkittle@catchhousing.org to request a copy.

Volunteer Leadership

In October 2018 CATCH launched its first ever Community Relations Committee. The mission of the committee is to create, initiate, and coordinate community outreach programming in support of CATCH; members will engage the public in a manner that focuses on education and advancing a positive view of CATCH, its residents, our properties, and our mission of creating communities where every person is confident of a home. We were thrilled to launch the committee with 6 outstanding members:

Tori Berube, the NHHEAF Network Organizations
 Greg Chakmakas, Sheehan Phinney
 Kait Gallagher, Cambridge Trust
 Bryanna Marceau, Greater Concord Chamber of Commerce
 Sue O'Donnell, The Hotel Concord
 Suzi Pegg, City of Concord

This group was incredibly helpful in growing public support in small and large ways, assisting with planning, promotion and coordination of events, marketing the organization, creating positive public relations and media opportunities, and being tireless volunteers and advocates for CATCH and our residents. We are so grateful for their leadership!



Kait and Bryanna volunteering at Comedy Night



We also bid farewell to four awesome Board of Directors:

Charlene Vallee, Mark Ciborowski, Cary Gladstone, and Chris Caccia.

Thank you all for your many years of dedication and leadership to our organization!

The Home For All of Us

One of the biggest, most impactful homes we built this year was the one that houses us: CATCH, Alliance, and the Concord HOMEteam offices. After 29 years of splitting our staff between three cramped offices around the city, we now have a place where all our staff, residents, and meetings can thrive under one roof! Our residents have easy, ADA-compliant access to our property managers and staff on the city bus line, our staff and board can comfortably fit around the board room table, and we are so pleased to be able to host organizations like Housing Action NH and Fellowship Housing Opportunities for their own meetings.

On June 12, 2018 our staff and volunteers unveiled the colorful and functional new space to over 200 business leaders gathered at our new offices at 105 Loudon Road to celebrate Concord's longtime support of CATCH and the important role that housing plays in our lives and our vibrant community. CATCH partnered with the Greater Concord Chamber of Commerce to host their monthly Business After Hours networking event for members. This celebration also represented CATCH's participation in NeighborWorks Week, a week-long celebration of neighborhood revitalization and advocacy activities nationally recognized and coordinated by NeighborWorks America.

"In the past, our offices have been inadequate for our needs and our desire to welcome the Concord community into our home," said CATCH President, Rosemary M. Heard. "We are so grateful for Milestone Engineering and SMP Architecture who have turned this building into a functional, beautiful dream office. We are also grateful for the Concord Chamber for such a wonderful opportunity to introduce many neighbors and friends to the important work we do to develop safe, affordable, workforce housing, and share the message about the importance of NeighborWorks America and how we all make a difference on the local level."

An enormous thank you to the many generous people and companies who supported the Your Home Capital Campaign which supported the renovation of our new home!



CATCH and Alliance Board Members FY 2019 (April 1, 2018—March 31, 2019)

Kenneth A. Viscarello, Esq. Board Chair | Sheehan Phinney Bass + Green

Kenneth Koornneef, PE, Board Vice Chair | Nobis Group

Tori Berube | The NHHEAF Network Organizations

James M. Gallagher III | Merrimack County Savings Bank

Christine Caccia | Concord Regional Visiting Nurse Association

Cary Gladstone, Board Secretary | Granite United Way

Art Casavant | People's United Bank

Eric Palson | SMP Architects

Mark Ciborowski | Ciborowski Associates

Suzanne Pegg | City of Concord

Matthew D'Amore | Automotive Supply Associates, Inc.

Nadine A. Salley | NH Community Loan Fund

Nancy Egnor | Fellowship Housing Opportunities

Charlene Vallee, Board Treasurer | Hennessey & Vallee, PLLC

Peter Evers | Riverbend Community Mental Health

Mary Beth Walz | NH State Representative

CATCH'S YEAR IN REVIEW



349 housing units in our portfolio



457 adults and 285 children
Call a CATCH apartment home

\$542,467

2018 Real Estate Taxes Paid

QUALITY OF LIFE

Over 700 children, adults, and seniors have a safe, affordable place to call home.



ECONOMIC IMPACT

Our residents are employed by 109 local businesses, nonprofits, and government agencies.

A GROWING FOOTPRINT



Through Alliance Asset Management, we touch the lives of over 1,200 residents every year, a number that is growing!

KEEP IN TOUCH!

To learn more about the work we do every day, please visit our website www.catchhousing.org and sign up for our quarterly e-newsletter *CATCHing Up*.



339 Individuals Educated
(232 Households)

207 Households COUNSELED

76 Homes Purchased

18 Reverse Mortgages Obtained



Words from A Resident

"I want to personally thank everyone within your organization on how thankful I am for the past 4 years residing in Bow Vista II town apartments. You provided me the opportunity to stay in my daughter and I's home town that allowed me to improve my life for my daughter. The last 4 years allowed me to keep pushing for our dreams of owning a home one day. I wouldn't be financially stable as I am now without your amazing organization. I wouldn't be who I am without the four walls you provided us with allowing me to be a strong independent mother I always knew I could be. Thank you for the past 4 years." - Previous CATCH Resident