



# Redefining Success: Appreciating Service Outcomes under Difficult Circumstances

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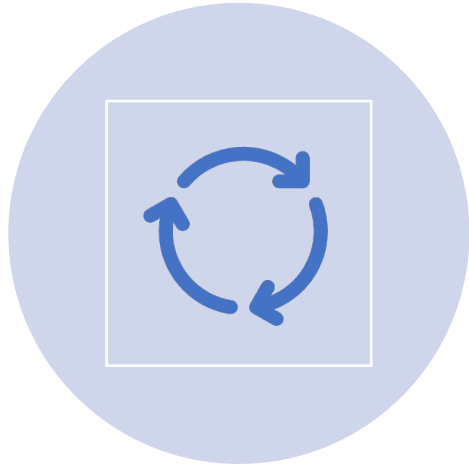
Housing as a Human Right: An Asset-Based Approach to Housing Justice

October 3, 2023



# Redefining Success

Kris Freed, The Impact Group



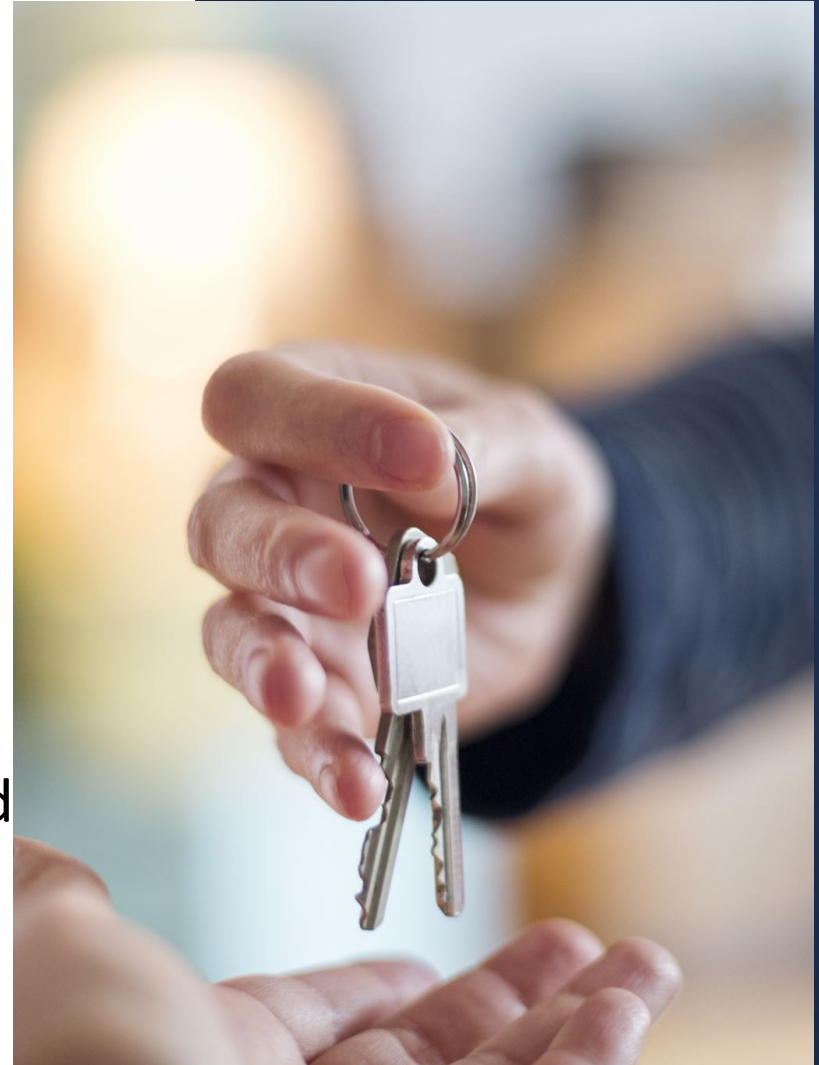
HOW DO WE  
GET SYSTEM  
THROUGHPUT?



HOUSING

# What Have We Done?

- Landlord incentives
- Hold Fees
- Double security
- Damage mitigation
- Vacancy loss
- Guaranteed tenancy
- Financial assistance
- Paid Higher rents
- Hired real estate experts, salespeople that understand the business acumen
- 24-hours call line
- Housing stabilization
- Centralized Housing Location Workgroups



# What Have We Learned?



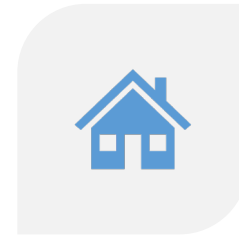
WHAT WORKS/ED



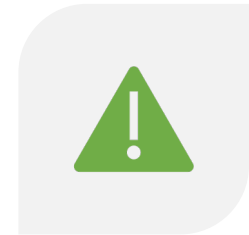
LANDLORDS WANT TO  
PARTNER WITH NON-  
PROFIT/GOV'T SECTOR



BETTER UNDERSTANDING  
OF WHAT LANDLORDS  
NEEDS/WANTS



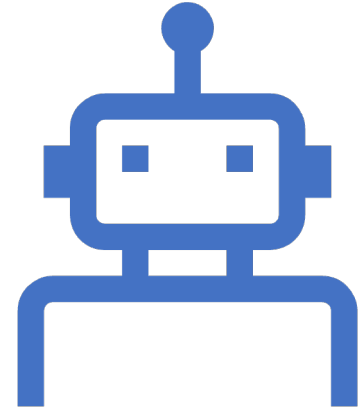
COVID HAD NEGATIVE  
IMPACTS ON THE  
HOUSING MARKET



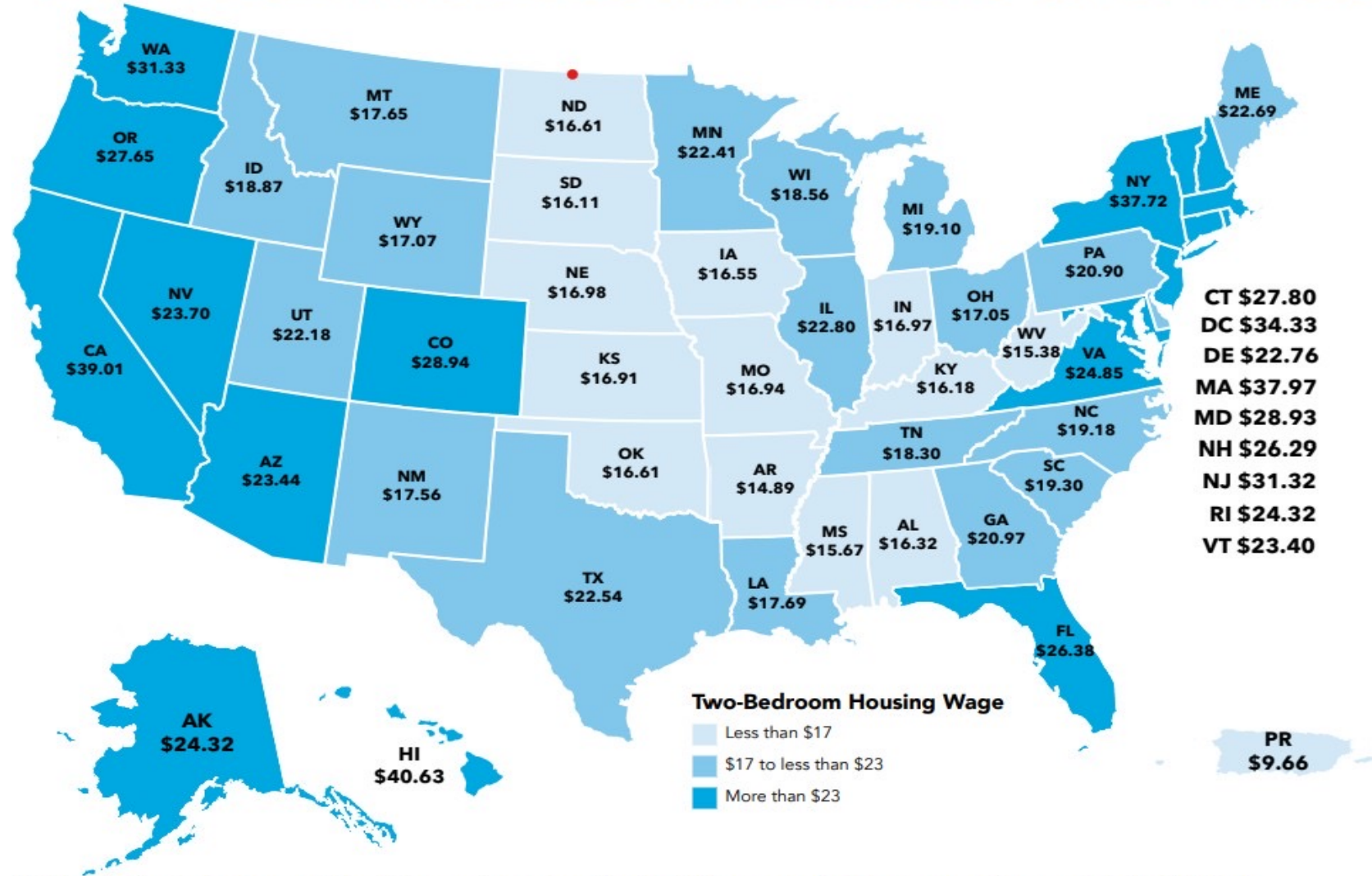
WE HAVE HAD SOME  
UNINTENDED  
CONSEQUENCES

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# How Are We Doing?

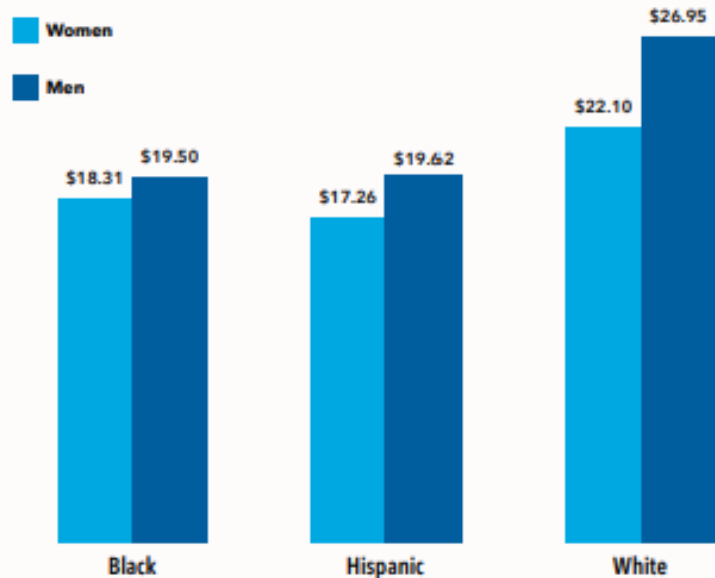


# MAP A. 2022 TWO-BEDROOM RENTAL HOUSING WAGES



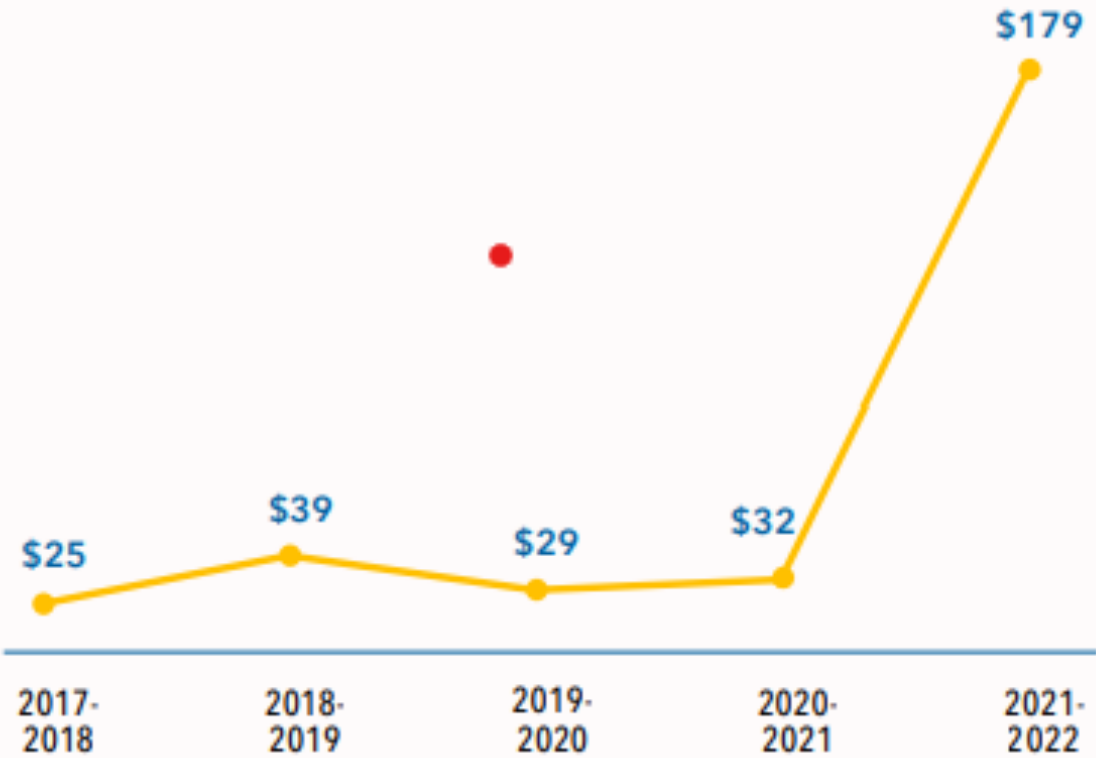
This map displays the hourly wages that a full-time worker must earn (working 40 hours per week, 52 weeks per year) in every state, the District of Columbia, and Puerto Rico in order to afford Fair Market Rent for a **TWO-BEDROOM RENTAL HOME**, without paying more than 30% of income.

**FIGURE 6. MEDIAN HOURLY WAGES BY RACE, ETHNICITY, AND GENDER**



Source: Housing wages based on HUD Fair Market Rents. Hourly wages by percentile are drawn from Economic Policy Institute State of Working America Data Library 2021, adjusted to 2022 dollars.

**FIGURE 4. ANNUAL CHANGE IN FIRST QUARTER MEDIAN RENTAL PRICES**



Source: Apartment List County Rent Estimates. Calculations are based on data for 345 metropolitan counties.





# SOLVE HOMELESSNESS?

## Key Findings

- On a single night roughly 582,500 people experience homelessness
- Continues to be an overrepresentation of people who identify as Black, African American, as well as indigenous people experiencing homelessness compared to the US population
- Homelessness slightly increased nationwide
- Six out of every ten people experiencing unsheltered homelessness did so in an urban area (60%) with more than half unsheltered people counted in the Continuums of Care (CoC) that encompass the nation's 50 largest cities (54%).

<https://www.huduser.gov/portal/sites/default/files/pdf/2022-ahar-part-1.pdf>

# Where Should We Pivot?

What new, innovative, creative methods are we using to engage landlords to expand our reach?



# Los Angeles Innovation

- Centralized Housing Location
- Master Leasing
- Shared Housing
- Master Rent Subsidy Agreements  
(deeper incentivized programs)
- Shallow Subsidy
- Transfer Policy  
(upstream/downstream)



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# New Jersey has shortage of 224,531 Low-Income Units



*"The Gap" Report- March 16, 2023*

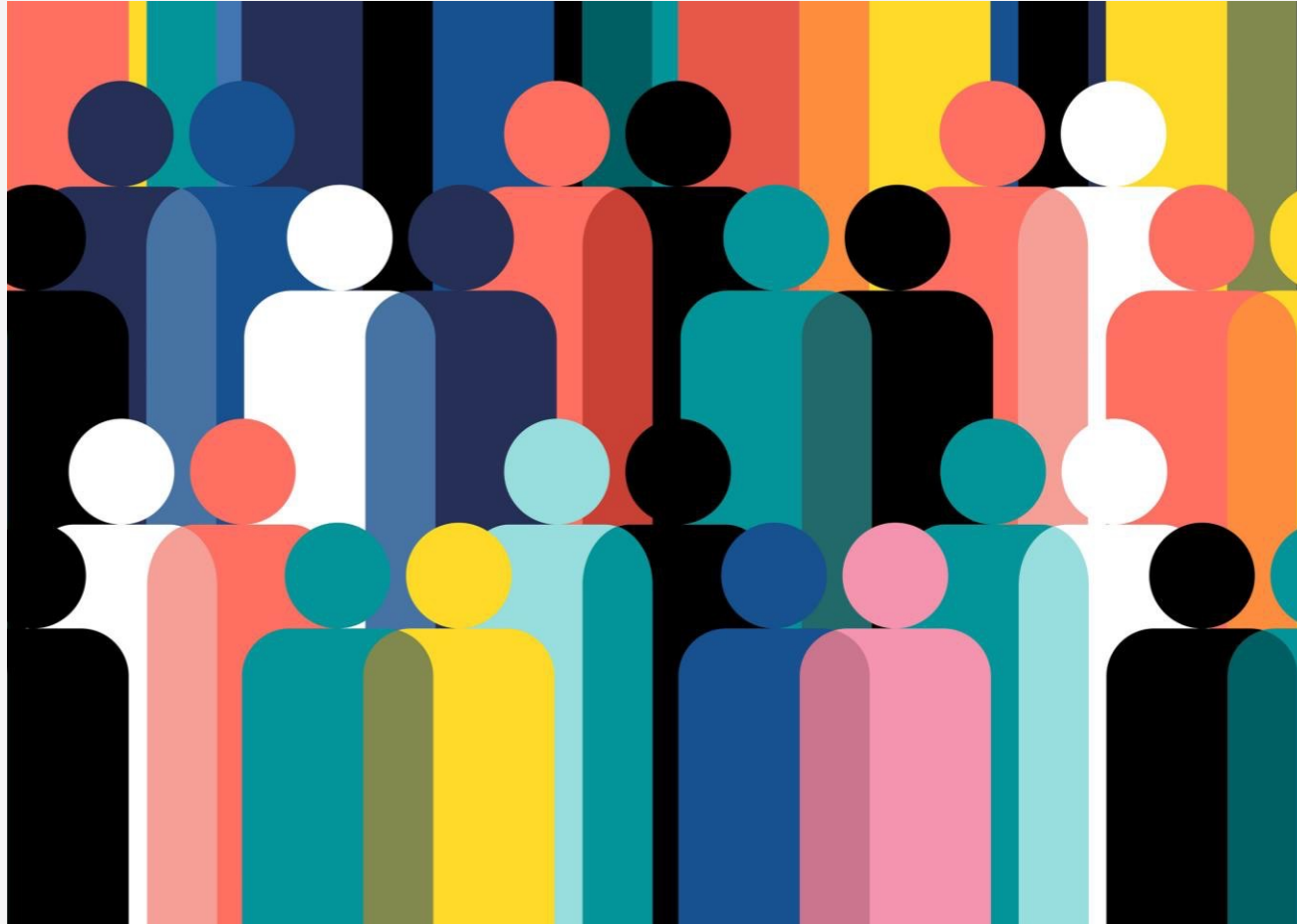
For every 10 Low-Income Households seeking housing



Only 3 Low-Income Apartment Units are available

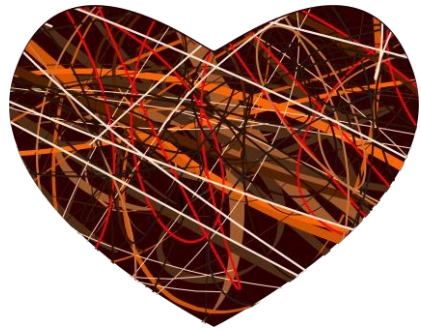


# HOUSING REFUGEES



- Shrinking Low-Income Housing Stock
- HUD Fair Market Rent lower than most apartment rents
- Landlords not always willing to rent to households with Section 8 or other rental assistance
- Prospective tenants oftentimes required to pay tenant realtor fee and landlord realtor fee
- Sometimes additional fees, such as a landlord incentive fee
- Habitability issues with lower-rent apartments
- COVID funding which provided prevention and rental assistance is ending





## THE WORK WE DO

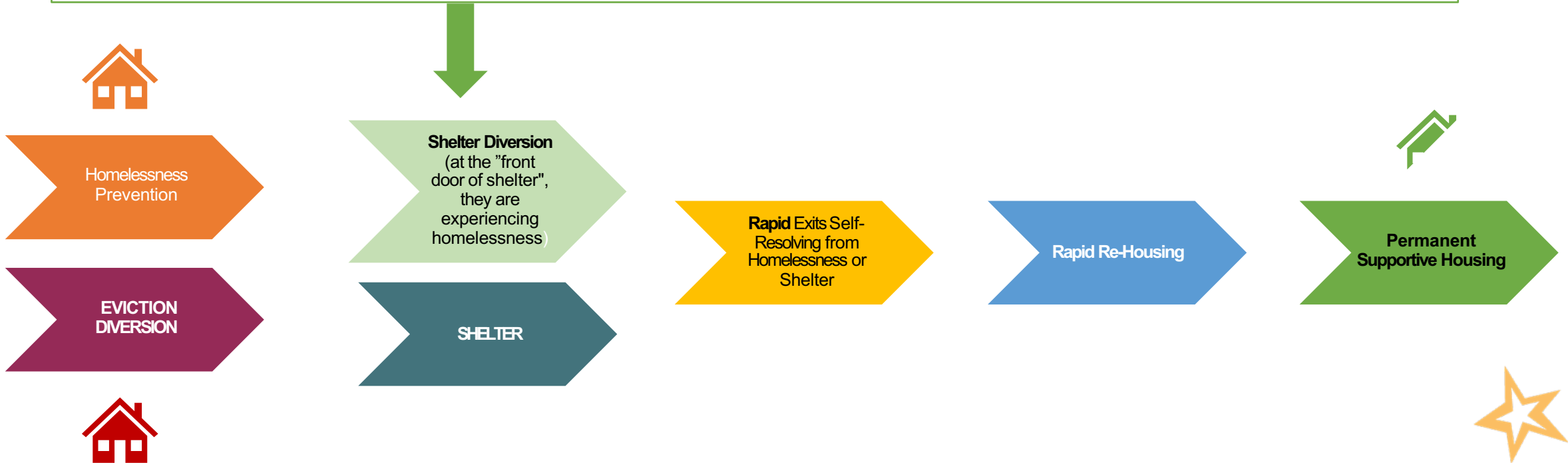
Moral Outrage  
Radical Compassion  
Perseverance  
Revolutionary Action

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# Shelter Diversion & Other Interventions

Shelter Diversion supports families to avoid entering shelter and work toward a long-term housing solution.





# Diversion Provides Alternative Outcomes

Screening Phone Call to determine if diversion is appropriate

“How can I help you get housed or to help you stay housed?”

Together, the client and Diversion Screening Staff will select which option will resolve the situation quickly:

Going back to live with friends/family. Shared Housing	Returning to their own residence	Temporarily diverted as they seek new housing	Relocating to a safe permanent place out of town	Shelter/Waiting List
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Can be a combination of one or more of these options



# Alternative Emergency Shelter



## Temporary Shelter Apartments

- Apartments scattered throughout Union County
- Reduced trauma-impact for children
- Families can prepare their own food, volunteers provide food donations
- Landlords rent to families permanently!



# Diversion Dollars Tell the Story

Year	Total Spent	# of HH	# of Ind	Cost per HH	Sec Deposit	Arrears Rent	Rent	Transportation	Utilities	Moving	Storage	Hotel	Misc.	Total %
2019	\$49,000.00	28	97	\$1,750.00	38%	17%	15%	5%	2%	1%	1%	19%	2%	100%
2020	\$87,640.00	41	135	\$2,137.00	31%	19%	18%	4%	1%	1%	3%	15%	8%	100%
2021	\$104,108.00	47	146	\$2,124.00	52%	1%	11%	0%	2%	1%	0%	28%	5%	100%
2022	\$104,108.00	45	149	\$2,313.00	34%	9%	2%	1%	1%	1%	2%	49%	1%	100%
2023	\$100,000.00	43	139	\$2,325.00	62%	15%	3%	1%	1%	0%	0%	16%	2%	100%
TOTAL	\$444,856.00	204	666	\$2,180.00	44%	12%	10%	2%	1%	1%	1%	25%	4%	100%





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## Creative Solutions- One Family Tells the Story

### FLEXIBLE FUNDING:

Landlord incentive- amount of rent over HUD FMR

Realtor fees

Habitability- paid the necessary repairs and maintenance for the unit.

Lease Addendum: investment made for repairs and maintenance incorporated into the lease, as the rent differential for year 2 and year 3 of the lease.

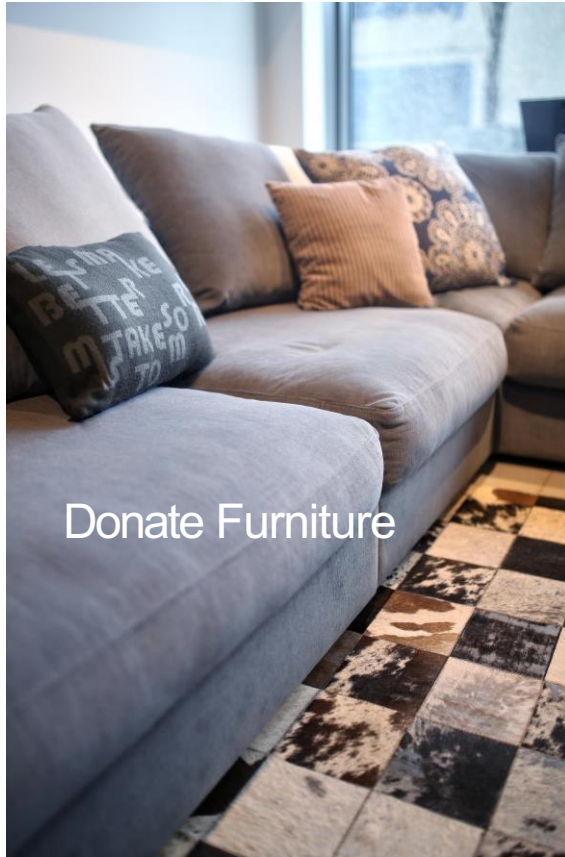


# Radical Support for Landlords!

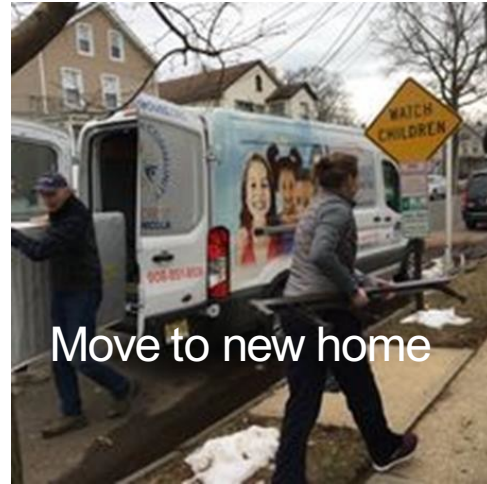


- Be responsive
- Understand needs and concerns of landlord
- Expedite payments
- Mediate any miscommunication between tenant & landlord
- Prepare your client to make a good first impression
- Prepare your client to be a good tenant
- Offer to help landlord with other tenants
- Offer Tenant/Landlord/Agency agreement
- Mitigation Fund
- Show appreciation





Donate Furniture



Move to new home



Repair broken steps



Clean Basement & garage



Tub Installation



Paint



Clean Yards

# Community Engagement



# Community Housing Partners

## Create housing from unused space and land at congregations



Fr. Daniel Gunn and St. Andrews Episcopal Church, located in New Providence, NJ, renovated a “Carriage House,” on the church property.

- Two Low-income Rental units for our families
- We master lease the units
- Volunteers from St. Andrews provide hospitality and support to all households.



# Community Social Capital



## What Is a Table?

Volunteers are trained to form a "Table" and develop long-term relationships with the "Friend" -- the individual or family they are serving. Guided by a Life Plan defined by the Friend, Table members and the friend access their social networks to support implementation of the Life Plan. Tables range from four to twelve volunteers based on needs and number of family members. Over the course of a year, Tables meet weekly for an hour and share friendship and activities outside of Table meetings. At the end of twelve months, Tables form an "After Plan" that defines the ongoing, supportive relationships developed through the Table.



TO KNOW IS NOT  
ENOUGH...any more





**Radical Action Now!**

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# Thank You To Our Speakers

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# **Redefining Success: Appreciating Service Outcomes under Difficult Circumstances**

## **Questions?**

**Thank you for attending the panel!**

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