

## **FY2010 Appropriations Request Form**

Office of Congresswoman Jackie Speier

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[www.speier.house.gov](http://www.speier.house.gov)

Individuals/Organizations must respond to all questions on the form. Incomplete proposals will not be considered.

All requests will be evaluated before the 12<sup>th</sup> Congressional District's Citizens Oversight Panel. Appointments to appear before the panel must be made through Cookab Hashemi, chief of staff, at 202/225-3531 or [Cookab.Hashemi@mail.house.gov](mailto:Cookab.Hashemi@mail.house.gov). The panel will convene on the following days; Saturday, March 7, Friday, March 13 and Friday, March 20, 2009. All proposals must be submitted by March 2, 2009.

**Date Submitted:**

March 2, 2009

**Project Name:**

Home Sharing Program

**Individual/Organization:** *(Is the grantee located in the 12<sup>th</sup> Congressional District?)*

Yes.

HIP Housing (Human Investment Project)

364 South Railroad Avenue

San Mateo, CA 94401

**Amount Requested** *(if requesting report language, please attach.):*

\$120,000

**Appropriations Bill/Account/Relevant Authorization law/bill/status** *(e.g., "Public Law 107111"; "FY2008 DOD Authorization", "Currently pursuing authorization through Agriculture Committee", "Safe Drinking Water Act" or "Hatch Act"):*

American Recovery & Reinvestment Act of 2009 (Stimulus Bill Pub.L.111-5, H.R.1,S.1)

Or subsequent housing legislation.

**Local Contact** (Please provide full contact information, including any relevant phone extensions, and indicate if there is a separate D.C. contact.):

Bruce Hamilton	Lois Marshall-Ward	Laura Fanucchi
Executive Director	Development Director	Director of Programs
HIP Housing	HIP Housing	HIP Housing
364 S. Railroad Ave	364 S. Railroad Ave	364 S. Railroad Avenue
San Mateo, CA 94401	San Mateo, CA 94401	San Mateo, CA 94401

**Organization's Main Activities.** (Please limit your response to 250 words and indicate whether it is a public, private, non-profit or private for-profit entity.)

Founded in 1972, HIP Housing's mission is to invest in human potential by improving the housing and lives of people in our community. Today HIP Housing creates a place to call home for over 1,000 individuals each year in San Mateo County. We also provide information and referral services to 1,500 annually. HIP Housing provides four programs: Home Sharing, Self Sufficiency, Reverse Mortgage Counseling and below market rental housing.

**Please show main items in the project and total cost in a simplified chart form.** (Please include the amount of any Federal/State/Local/Private funds, including any in-kind resources.)

1 Home Sharing Counselor: Salary & Benefits:	\$50,000
1 Public Relations/Marketing Specialist for Home Sharing Program: Salary & Benefits:	\$50,000
Marketing Materials & Publicity Campaign for Home Sharing Program:	\$20,000
<b>Total:</b>	<b>\$120,000</b>

**Project Description, including a timeline, goals, expected outcomes and specific uses of Federal Funds.** (Your response must focus on the requested funds rather than the organization's mission and general activities. Please limit your response to 250 – 500 words.)

**Project Description:** HIP Housing's Home Sharing Program matches persons who have housing to share (Home Providers) with persons seeking a place to live (Home Seekers) in San Mateo County. Home Sharing prevents homelessness and provides an immediate resource for persons who want to reduce their housing and utility costs as well as for those who need extra support with cooking, cleaning and companionship so that they can remain independent in their housing.

With the downturn in the economy, and the increase in home foreclosures, the need for the Home Sharing Program has increased. Over the last year HIP Housing has tracked the following increase in need:

Number of Intake Calls asking for assistance	35% increase
Number of at-risk of homelessness seekers	24% increase
Number of home sharing providers	25% increase
Number of clients matched in home sharing	15% increase
Average caseload for Home Sharing Counselors	92 clients

**Timeline:** The funding would be for 1 year timeframe. HIP Housing's fiscal year runs from July 1, 2009 - June 30, 2010.

**Goals:** The over-all goal of the Home Sharing Program is to provide affordable housing for individuals and families. For home providers, (those who have a home), home sharing enables them to remain independent in their home, by reducing their housing costs. For home seekers, it prevents homelessness, and provides the stability for individuals and families to stay in the community, close to where they work.

**Expected Outcomes:**

With the hiring of a Home Sharing Counselor, HIP Housing's goal is to serve an additional 300 households by interviewing, screening and providing them with home sharing referrals. In addition, housing resources will be provided to another 350 persons who contact HIP Housing by phone to learn about affordable housing in San Mateo County.

With the hiring of a Publicity/Marketing Specialist, HIP Housing goal is to reach at-risk home owners by conducting 50-60 presentations about the Home Sharing Program to community groups and home owner associations. In addition, materials will be distributed to 300 businesses and religious organizations. Articles will placed in local newspapers, and Public Service Announcements will be sent to local television networks.

With funding for marketing materials, HIP Housing expects to print and distribute 5,000 brochures and outreach flyers to the community to raise awareness about the benefits of home sharing.

**Specific Use of Funds:**

1) **Salary for additional Home Sharing Counselor** to meet the increased need for this program.  
Estimated total salary and benefits = \$50,000.

The Counselor interviews, screens, refers and matches clients in Home Sharing with the goal of placing more individuals and families in shared housing, reducing housing and utility costs, preventing homelessness and enabling seniors and others with special needs to remain independent in their homes. When needed, this person would make home visits to homebound seniors and persons with disabilities.

2) **Salary for Public Relations/Marketing Specialist** to spread the word about this program to more people in the community who need this service, thereby preventing homelessness.  
Estimated total salary and benefits = \$50,000.

The Public Relations staff would conduct outreach to San Mateo County businesses, churches, and Senior Center, as well as place public service announcements and newspaper ads. He/she will also post flyers and brochures in senior centers, libraries, agencies, city halls, community colleges, universities and doctors' offices to raise awareness of the benefits of home sharing program.

3) **Marketing Materials and Publicity Campaign:** Cost to produce brochures, flyers and other collateral materials to distribute in the community to educate the community about the benefits of home sharing.  
Expenses for Marketing Materials and Publicity Campaign = \$20,000

**How will this earmark serve to expand the capacity of your organization and how will your organization sustain this work beyond the federal funding?** *(Your response must focus on the impact of the requested funds rather than the organization's long-term goals.)*

**The following is a summary of the use of the Federal Funds:**

1 Home Sharing Counselor:	\$50,000
1 Public Relations:	\$50,000
Marketing Materials & Publicity:	<u>\$20,000</u>
Total -	\$120,000

With an additional Home Sharing Counselor, an additional 300 clients in need of housing or a housemate will be served and potentially placed in affordable shared housing arrangements. With the hiring of a Public Relations/Marketing Specialist, 40-50 community groups will hear about the program at a presentation, 5,000 community members will receive written materials, and thousands will learn about the program through articles in local papers, and Public Service Announcements on television and radio.

This outreach to the community will enable more people in need of housing resources to be reached and educated about the benefits of home sharing. With funding to support marketing materials, more persons in the community will learn about the benefits of home sharing, thus resulting in the potential for them to reduce housing costs and prevent homelessness.

HIP Housing will use a variety of resources to sustain the work beyond the federal funding, including fundraising, grants from Foundations and funding from Local City and County Resources. The Home Sharing Program has been providing a needed service to San Mateo County since 1979, and is a well-respected program with the support of the community, business, the County and Cities within the County. As we will be increasing the number of people served and the visibility of this program, we will seek increased support from our funding sources.

**What is the local significance of this project?**

San Mateo County has one of the highest housing costs in the Nation with an average rent for a 1 bedroom apartment being over \$1600 per month (www.apartment.com). Home Sharing provides a readily-available resource for affordable housing that enables Home Providers and Home Seekers to reduce housing and utility costs, prevent homelessness and remain independent in safe, affordable housing. With the addition of a Home Sharing Counselor and Public Relations/Marketing Specialist, more people will be reached and provided with housing opportunities.

**How many residents of the 12<sup>th</sup> CD will benefit from this project? (i.e. jobs created, services rendered to, how many people, etc.)**

- 300 households will be interviewed for the Home Sharing Program, of which 75 will be matched in Home Sharing.
- 350 people will be provided with housing resource information
- 5,000 households will be reached because of marketing efforts
- 40-50 community groups will learn about the program through presentations (for at total of 900 people benefiting, assuming 20 people per presentation).

**List any other organizations or state/local elected officials who have expressed support for the project in writing. (Please submit copies of support letters along with the proposal.)**

Congresswoman Speier is a long time supporter of HIP Housing, who has served as HIP Housing's guest speaker at numerous HIP Housing Luncheons. Assemblyman Jerry Hill, San Mateo County Supervisor Carole Groom, as well as Mayors and City Council Members across San Mateo County are all long-time supporters of HIP Housing.

HIP Housing also collaborates with many nonprofit agencies, service providers, and community groups, including the Center for the Independence of the Disabled, Shelter Network, Human Service Agency, the Core Service Agencies, Youth and Family Enrichment Services, CORA, Interfaith Hospitality Network, and County Mental Health. HIP Housing receives referrals from and refers clients to these agencies. In addition, to expand the number of people with disabilities placed in home sharing, HIP Housing collaborates with CID in a joint outreach program. To inform other agencies of HIP Housing services, staff regularly provide in-services presentations.

**Does the organization have any other funding requests for this project?** (*Federal, State, Local or private pending?*)

HIP Housing does not currently have any requests for the expansion of the Home Sharing Program. HIP Housing currently receives support from the County of San Mateo and 14 of the cities in San Mateo County in support of its existing Home Sharing Program.

**Has the organization previously received Federal funds for this project?** (*Please list any funds received [by fiscal year] and briefly describe how those funds were spent.*)

No

**Please attach a list of your organization's staff and board members** (*if any*).

Attached are files of the Home Sharing Program Staff and HIP Housing Board members.

**Please attach any additional relevant materials.**

## Attachment 1 - Program Staff

### Biographical Information on Key Staff

**Bruce Hamilton**, Executive Director – Full Time

**Experience:** Bruce has a long career in public service. He has a law degree from the University of Nebraska. He was Executive Director of the Legal Aid Society of Lincoln, Nebraska, and the Arizona State Bar Association. Prior to joining HIP Housing five years ago, he was the Executive Director of Alliance on Aging of Monterey County for four years.

**Responsibilities:** Bruce is responsible for overall management of the agency including leadership, human resources, public relations, communication and development planning.

**Role:** Acts as chief agency spokesperson to government agencies, community organizations and the public.

**Laura Fanucchi**, Program Director: - Full Time

**Experience:** Laura has over seventeen years of home sharing experience, holds a BA degree from the University of San Francisco, and serves on the Board of the National Shared Housing Resource Center. She is bilingual including Spanish.

**Responsibilities/Role:** Laura supervises the Self-Sufficiency, Home Sharing, Edgewater Isle Senior Services Coordinator, Home Equity Conversion staff of HIP Housing. She also directs outreach activities for the programs.

**Barbara Liedtke**, South County Housing Coordinator – Full Time

**Experience:** Barbara has over eighteen years experience in social work, holds a BA degree from San Francisco State University; completed graduate courses at the Universidad Iberameric in Santo Domingo, has extensive community development training and has completed California training requirements as a volunteer mediator. She is trilingual, including Spanish.

**Responsibilities/Role:** Barbara coordinates South County home sharing activities, provides counseling for clients and does outreach for the South San Mateo County area.

**Debra Smith**, Mid County Coordinator – Full Time

**Experience:** Debra has eight years experience as a Home Sharing Counselor. Debra is a graduate of the San Mateo/ Burlingame/Hillsborough/ Foster City 2002 Leadership Program. She is also the incoming co-chair of the Minority Elders Committee.

**Responsibilities/Role:** Debra coordinates Mid County home sharing activities, provides counseling for clients and does outreach in the San Mateo County area.

**Shirley Suprpto**, North County Coordinator – Full Time

**Experience:** Shirley has over 5 years in home sharing experience, and a degree in Sociology with an emphasis in Law and Society from UC Davis and a Masters in Social Work from San Francisco State University. Prior to joining HIP Housing, Shirley worked as a Case Manager for Shelter Network's Family Shelter and as a Research Assistant and Youth Counselor for California Department of Corrections and Rehabilitation, formerly known as California Youth Authority.

**Responsibilities/Role:** Shirley coordinates North County home sharing activities, provides counseling for clients and does outreach in the northern part of San Mateo County.