Building Nonprofit Capacity to Build

Sponsored by the Florida Housing Finance Corporation's Affordable Housing Catalyst Program

Florida Housing Coalition

May 26, 2022





Our Thanks to the Florida Housing Catalyst Program



Sponsored by the Florida Housing Finance Corporation





Catalyst Training Schedule



www.flhousing.org



The Florida Housing Coalition



Juanita Jones Technical Advisor jones@flhousing.org





Logistics for Today's Webinar

- All attendees are muted
- Please type in your questions. We will answer questions throughout the webinar.
- Webinar is being recorded and will be posted to our website
- Handouts
 - PowerPoint for today's webinar will be posted online







Who's attending?



What's your experience in housing development?



Have you recently completed a thorough evaluation of your capacity?



What area(s) of capacity does your nonprofit need to build up the most?







WHY NONPROFIT CAPACITY-BUILDING IS IMPORTANT



QUESTIONS AND BEST PRACTICES FOR EVALUATING CAPACITY



FHFC AND THE NONPROFIT SET-ASIDE FOR LIHTC



BEING A GOOD PARTNER



SHOWCASE OF NONPROFITS



Florida Housing Coalition's Vision:



• At least one active, viable community-based organization plays an important role in delivering affordable housing and related services in each community



Purposes of Our Work

Significant need for the development and preservation of affordable housing

Desire to build capacity of nonprofits to successfully participate in FHFC's RFA process



Evaluating Nonprofit Capacity

Questions to ask and best practices



Mission



Mission Statement – Is it clear, strong, relevant, frequently referenced?



Vision Statement – Is it clear, bold? Does it inform policy and priorities?



Goals and Strategic Planning – Are they clear, coherent? Is there a process for review and adoption? Are outcomes measured?



Culture and Values – Are they the same for the board, management, staff and stakeholders?



Board



Commitment – Do members provide strong and meaningful support? How is attendance at meetings?



Composition – Are they experts in their fields? Are their fields relevant to your mission? Do they serve as resources to the Executive Director and staff?



Committees – Are there any? Are they active, relevant? Do they have staff support?





More about the Board

Relationship with Executive Director and staff – Are all working towards common goal? Does the Board evaluate performance of Executive Director?

Orientation – Is there one? Who provides it? How comprehensive is it?

Governance – Are positions and committees clearly defined? Are meetings regularly scheduled, well-run, effective?



Senior Management

Experience – Are members qualified with expertise?

Internal Leadership – Are they positive and likable? Do they frequently evaluate organization for improvement? Do they actively seek to recognize and reward staff?

External (Community) Leadership – Are they visible, recognized? Are they effective partners?

Staff Dependence – Would the organization experience difficulty without daily presence of Executive Director? Can management team assume other duties?



Staff

Roles and Responsibilities – Are they clearly defined? Are they well-executed? Can staff assume other roles as needed?

Experience – Does staff have experience and education relevant to role? Are they able to perform all tasks associated with position

Motivation – Is staff committed to mission and strategy? Does staff actively seek additional responsibility and training?

Volunteers – Is there a dedicated base?



Program Management

Policies and procedures – Are they written down? How well-written are they? Are they regularly reviewed? Job design – Do staff roles correspond well with programs? Are staff encouraged to modify and improve programs they are accountable for? Program design – Do programs match the mission? Are they innovative and effective at meeting community and organization needs?

Program reporting – Are controls in place to ensure goals and objectives are met?



Financial Management



Policies and Procedures – Is there low potential for mismanagement?



Funding Sources – What is the source(s) of funding? Do programs and assets provide reliable sources of income?



Budgeting – Does the process involve the entire organization? How involved is the Board? Are variances routinely examined?



Reporting – Is fiscal information regularly scrutinized? Is it used as tool to evaluate strength and make improvements?



Legal



Organizational documents – Has organization obtained proper IRS status? Are corporate filings in place? Are by-laws valid?



Risk Management – Is there sufficient insurance? Are all policies current?



Legal Counsel – Is counsel available? Is it pro bono or reasonably price? How is counsel utilized?





Marketing

1

Recognition and reputation – How well-known is the organization in the community? Famous or infamous? 2

Marketing materials – Are they professionally designed? Is there a functioning website (up to date)? Is an annual report published?

3

Publicity – What efforts made by management, Board and staff to promote the organization and its mission? Is there a dedicated staff person or contracted firm for this purpose?



Technology infrastructure – Is equipment up to date and operational?



Technology expertise – Is there IT expertise on staff or contracted? How comfortable is staff with equipment?



Database management – Is there organization-wide reporting and tracking? Is data analyzed and used to inform policy?



Records and filing – Are they organized and easily accessible? How often are they reviewed?



Physical infrastructure – How well does the physical office work for operations?

Systems and Infrastructure





HR STAFF – WHO HANDLES THIS RESPONSIBILITY? ARE THERE WRITTEN POLICIES AND PROCEDURES?



STAFF TRAINING AND
DEVELOPMENT – HOW IS THE
ONBOARDING PROCESS FOR
NEW HIRES? IS THERE ONGOING
TRAINING TO ENSURE JOB
EXPERTISE? ARE THERE GROWTH
OPPORTUNITIES WITHIN THE
ORGANIZATION?



COMPENSATION AND BENEFITS – IS STAFF PAID? IS COMPENSATION IN LINE WITH INDUSTRY STANDARDS?

Human Resources





Relationship with funders – Does organization meet or exceed expectations? Are funders eager to continue funding organization?

Partnerships – How well does the organization collaborate with others? Do partnerships further the mission? Are they mutually beneficial?

Needs Assessment – How well does the organization understand its community/clients?

Accessibility – Are programs easy to access and understand?

Policy – Does the organization influence policy decisions that advance its mission?





- Describe the strategy:
 - Does it advance the organization's mission and vision?
 - Is it based on current or projected housing needs?
 - Are there adequate financial resources to cover development expenses?
- How is the relationship with local government?
- Does staff negotiate with the community and overcome NIMBYs?







Resident Services

- Do programs and services meet the needs of residents?
- Are programs and services easily accessible?
- Do programs and services support the mission?
- Are there written guidelines, policies and procedures?
- Are residents active participants in their own success?



FHFC and the Nonprofit Setaside for LIHTC

Understanding the requirements





The Nonprofit Setaside





The Nonprofit Set-aside

- Definition of a qualified nonprofit organization (3 requirements):
 - Must be an organization as described in Section 501c3 or 501c4 and tax exempt under Section 501a, AND
 - Must not be affiliated with or controlled by a for-profit company, AND
 - One of the exempt purposes of the organization includes fostering low-income housing



How Deals are Underwritten







Evaluating the Applicant

- Staff Capacity
 - Key staff has qualifications needed to carry out the project
 - Organizational chart indicates additional staff and report chain for key contacts
- Board Capacity
 - Expertise of Board fills or augments knowledge and skills of staff
- If partnership or joint venture
 - Split in ownership and/or division of responsibilities will facilitate effective execution of project

Evaluating the Applicant



Financial Capacity

Audited Financial Statements indicate stable finances with strong internal controls

Current finances and balance sheet in good shape

Ability to guarantee financing



Track Record

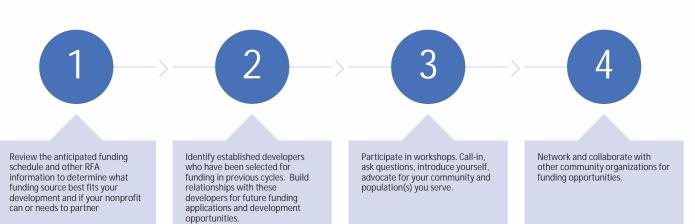
Has applicant completed a similar project before

Status of previously funded projects





Use FHFC as a Resource



Being a Good Partner

Considerations and best practices



Understanding Your Governance

How are decisions made at your organization? The staff policies rules The staff policies committees The staff policies committees The staff policies committees rules







Partner Characteristics





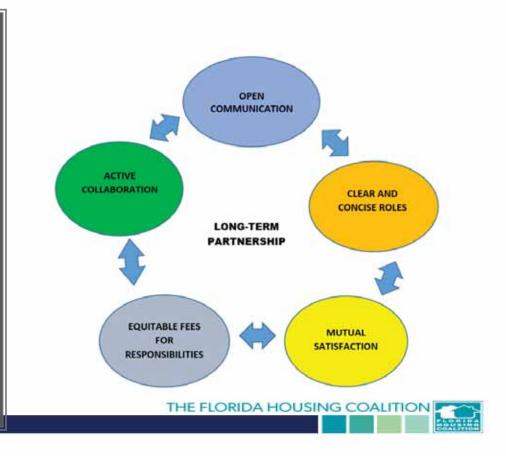
Partnership: Longterm or Short-term?

• All partnership negotiations should be approached with a strategic mindset.

THE FLORIDA HOUSING COALITION

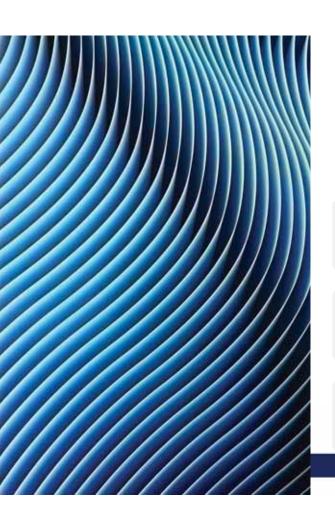


Elements of a Good Long-Term Partnership



Let's Hear from the Nonprofits!





Nonprofit Panel



CDC of Tampa – Ronda Watts, COO



New Life Village – Mariah Hayden, Executive Director



Florida Home Partnership – Mike Morina, CEO





About Us

- Founded in 1992 to serve East Tampa.
- » Proven track record of reducing disparities in education, employment, housing and private investment.
- » Proudly supported by a diverse group of local, regional and national funders.



What We Do

Real Estate Development– Utilizing an array of leveraged public and private financing, CDC of Tampa builds affordable single-family homes, primarily on vacant, scattered-site, in-fill urban lots. CDC of Tampa also rehabilitates neglected and/or foreclosed homes and restores them to quality, affordable, and attractive homes for first-time homebuyers, helping to boost the local real estate tax base while eradicating blight and neglect.

Workforce Development- CDC of Tampa's Workforce Development Center helps individuals acquire job skills, secure stable employment, and gain financial stability. The WDC provides job readiness training as well as training for short-term certifications in construction, customer service, and healthcare related careers.

Youth Leadership Program – This program assists at-risk or delinquent youth in grades 9 through 12 in establishing a path to self-sufficiency through obtaining a high school diploma, entering a college/vocational or technical training program, or securing employment. The program promotes youth leadership development, academic achievement, employability skills, and financial literacy through targeted support, empowerment, and parental/caregiver engagement.

Nehemiah: Brick by Brick, Person by Person



TIPS FOR INCREASING CAPACITY

INTERNAL:

- Get the Right People on the Bus: Our Construction Mangers have been Architects and General Contractors. Real Estate Directors have been former municipal employees and have worked for intermediaries and private sector developers.
- Invest in Ongoing Staff Training: Popular training programs include NeighborWorks America, USF CRED, and Florida Housing Coalition.

EXTERNAL

- Leverage and Maintain Partnerships: Bank of America CDC adopted CDC of Tampa to help build our first single family homes and first multifamily complex. Municipalities are also key partnerships. The City of Tampa, Hillsborough County, and Pinellas County have all been major partners in providing donated land, funding, and technical assistance for affordable home development.
- Have a Great Banking Partner: Choose a financial institute that is willing to grow with you. CDC has that with Florida Community Loan Fund, Valley Bank, and now Fifth Third Bank. In 2021, CDC of Tampa was one of 9 organizations in the Nation to serve as Lead Agency for their "Empowering Black Futures" Neighborhood Investment Strategy. Fifth Third has committed up to \$20M in lending, investments, and philanthropic support to increase the economic mobility of Low-to-Moderate income Black residents in East Tampa and to cultivate investments and resources from additional stakeholders.



Mike Morina, Executive Director





THREE AREAS OF NON-PROFIT HOUSING ORGANIZATIONS



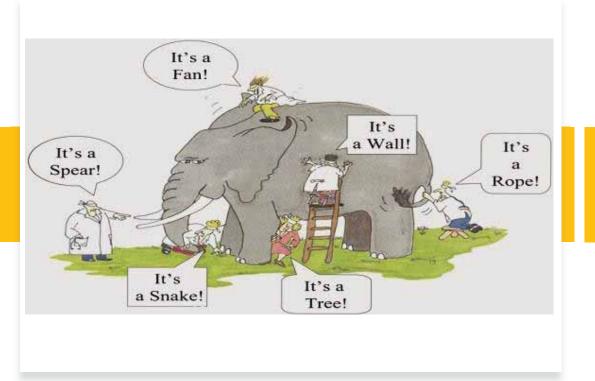
BUILDING ORGANIZATIONAL CAPACITY



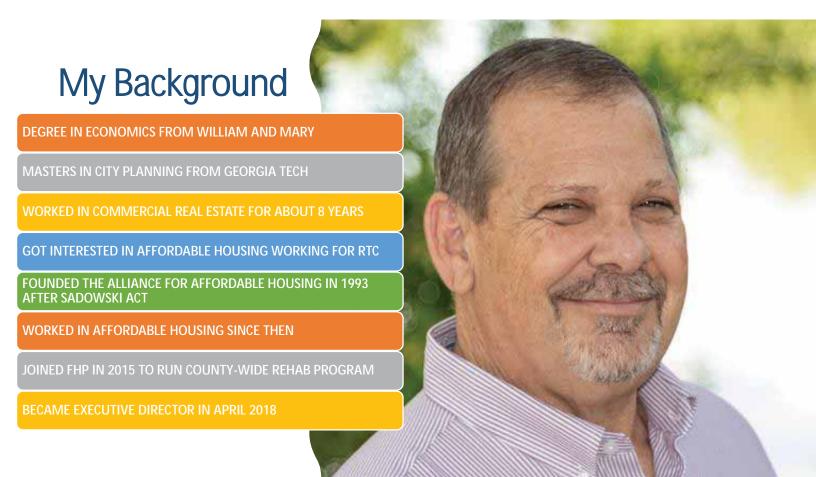
BUILDING FINANCIAL CAPACITY



SUCCESSION PLANNING



NO TWO HOUSING NON-PROFITS ARE THE SAME



DISTINCT ADVANTAGES











A LOYAL AND COMMITTED STAFF

MORE THAN HALF OF STAFF WENT THROUGH SELF HELP PROGRAM FHP HAD SIGNIFICANT NET ASSETS

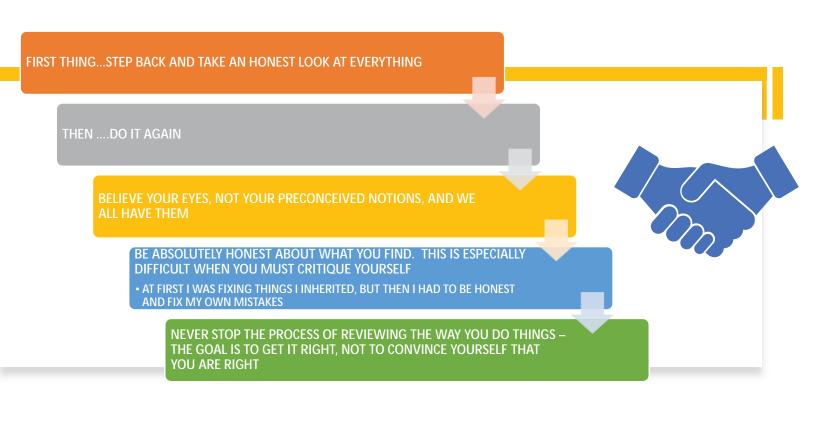
USDA SELF HELP PROGRAM PROVIDED CONSISTENT INCOME HAD SEEN THE ORGANIZATION UP CLOSE FOR A FEW YEARS BEFORE I TOOK OVER-

EASIER TO ACKNOWLEDGE PROBLEMS WHEN SOMEONE ELSE CREATED THEM



- I AM A GOOD AFFORDABLE HOUSING DEVELOPER, STILL DEVELOPING AS A MANAGER
- DESPITE A CONSISTENT INCOME WE WERE HABITUALLY SPENDING MORE THAN WE WERE BRINGING IN

COURAGE TO BE HONEST, COMMITMENT, & COMMON SENSE



WHAT DID I DISCOVER? (WHAT WAS MY PERCEPTION OF THE ELEPHANT?)

ASPECTS OF WHAT SEEM LIKE ADVANTAGES ARE SOMETIMES CHALLENGES......

- FHP FOUNDED IN 1993 AND HAD ONLY ONE EXECUTIVE DIRECTOR
 - o FHP STOPPED QUESTIONING, STOPPED BEING HONEST
- MOSTLY GREAT EMPLOYEES BUT SOME HAD NO ROLE ANYMORE AND DID NOT CARE ABOUT THE MISSION
- WE HAD PROJECTS AND PROGRAMS IN WHICH COSTS FAR EXCEEDED BENEFITS
- WE DID NOT CONSIDER IMPUTED COSTS OR OPPORTUNITY COSTS.
- CONSISTENT INCOME WITH OCCASIONAL WINDFALLS RESULTED IN AN ATTITUDE THAT THERE WOULD ALWAYS BE ENOUGH MONEY
 - o NO MATTER HOW MUCH WE HAVE, IT IS OUR RESPONSIBILITY TO BE GOOD STEWARDS, OUR WORK IS CRITICAL
- MANAGEMENT FAVORED A FEW PEOPLE IN HIGH POSITIONS WHO WERE NOT MISSION DRIVEN. INNOVATION WAS STIFLED AND PEOPLE WERE AFRAID TO BRING UP WAYS TO IMPROVE

WHAT STEPS WERE TAKEN?

WE PARTED WAYS WITH FOUR EMPLOYEES.

MORALE IMPROVED IMMENSELY

PRODUCTION SKYROCKETED-ADDITION BY SUBTRACTION WE DECREASED OUR ANNUAL OVERHEAD



WE GOT OUT OF SITUATIONS THAT DID NOT HELP US MEET THE GOALS OF THE MISSION OR INCREASE THE BOTTOM LINE.

A TOWNHOUSE PROJECT IN PLANT CITY

A 13-UNIT MF PROPERTY 30 MILES AWAY

SUBDIVISION IN PASCO COUNTY

WE HANDED OVER CONTROL OF A 500 MEMBER HOA

THE USDA PROGRAM -OUR GRANT NOW PAYS US AN ADDITIONAL \$200,000 ANNUALLY. THIS GIVES US A SOLID BASE FROM WHICH TO PURSUE OTHER PROJECTS

EMPOWERED EVERY MEMBER OF THE STAFF TO TELL US HOW TO IMPROVE PERFORMANCE.



BEING HONEST & QUESTIONING, HOW WE CAN IMPROVE?

SOMEONE ELSE COULD DO THE DAY-TO-DAY MANAGEMENT BETTER THAN I.



PROMOTED VANESSA JOSEY TO CHIEF OPERATING OFFICER

STARTED AS THE RECEPTIONIST 20 YEARS AGO

SHE BUILT HER FIRST HOME WITH THE SELF-HELP PROGRAM

IS ABSOLUTELY COMMITTED TO THE MISSION, RESPECTED BY THE ENTIRE STAFF & IN 6 MONTHS, ACCOMPLISHED THINGS I HAVE NOT BEEN ABLE TO DO FOR YEARS.EXCEEDED ALL MY EXPECTATIONS.

FREED ME UP TO LOOK AT LONG RANGE PLANNING WHICH IS THE BEST WAY I CAN HELP















COURAGE TO TAKE AN HONEST LOOK AT EVERYTHING & EVERYONE IN YOUR ORGANIZATION, ESPECIALLY YOURSELF FOCUS ON WHAT YOU HAVE, NOT WHAT YOU FEEL YOU LACK. ACCENTUATE THE POSITIVE AND BUILD ON IT. MAKE A PLAN BASED ON THAT ASSESSMENT

HAVE THE COURAGE TO IMPLEMENT THAT PLAN THE MOST
IMPORTANT
THING....WHEN YOU
HAVE THE RIGHT
TEAM, TRUST THEM,
CHALLENGE THEM TO
BE GREAT AND YOU
WILL BE REWARDED,
AND PERHAPS
ASTOUNDED.

BUILDING A GREAT TEAM WILL PRODUCE A SUCCESSOR WHEN THE TIME IS RIGHT.





Questions?





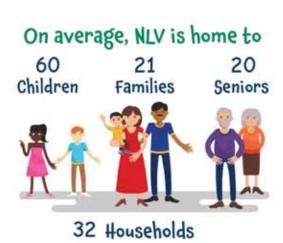
Mission

We provide a residential community where families seeking permanency for children impacted by foster care or trauma can seek healing in a safe and stable intergenerational Village.



"Residents can remain living at NEV as long as there are qualifying children in the home or are serving senior model.





	In Our Community	New Life Village Impact
Foster Care	Hillsborough County has the most children in foster care in the state of Florida.	Provides a program-rich community where foster-adoptive-kinship families of abused children receive support to heal the trauma of abuse and neglect.
Affordable Housing	50,000 families cannot find affordable housing in Tampa.	NLV provides affordable housing to families of foster-adoptive and kinship families and seniors.

Nonprofit Capacity Building

Building

Strategic Planning

Strategic Planning

- Process to define who the agency is and isn't
- What the agency is doing now and the next 3- 5 years
- Consultant vs. no Consultant
- Mediate discussions
- Take your time
- Out is a document or graphic
- Final plan can be used for board, clients, funders & PR







Nonprofit Capacity Building

Building

Marketing & Fundraising

Program Design





Program Outputs

Outputs



640 Onsite Program Events



5,604 Resident Annual Volunteer Hours



132 Resident Health & Wellness Resource Referrals



400 Hours of Resident Neighbor Support





5,045
Meals
Delivered in
Partnership
with Feeding
Tampa Bay



Program Outcomes





Marketing

- Website
- Impact Report
- Holiday Cards x 2
- Tax & Estate Giving
- Round Up
- Social Media
- **Y** Tours

Stewardship

- Thank-you letters
- Newsletters
- Valentines Cards
- Holiday Ornament
- Farmless pictures
- Pole Banners
- Website





Business Model

- Rents sustain about 1/3 of our annual revenue to maintain residential property
- Grants & donations fund programming, staff expansion, restricted projects, capacity growth & building campaigns





Phase II

- 2 Buildings 16 new homes
- ♥ 3 & 4 bedroom units for large families of sibling groups
- Home to 16 families, approximately 80 new residents & 50 more children
- ♥ \$5M Building Campaign
- Move in Fall of 2022



Housing

Services:

Our Largest Funder

- Multi-Family Development, Campus Improvement & Program Services Support
- \$1 million from the State of Florida thanks to Representative Jackie Toledo and Senator Danny Burgess













Sisters of the Holy Cross

Major Donors



The Rhoads Group.

Advertising & Digital Marketing







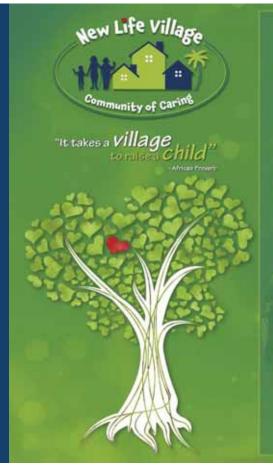












Village Community Luncheon Wednesday, May 25, 2022 Learn about our unique mission, program and expansion.

Luncheon Agenda

Registration & Networking
Presentation
Village Tour

Lunch Sponsor:



4926 Venice Lake Ave Tampa, FL 33619 Please RSVP by May 20 kyle@newlifevillage.org \$13.904.0623















How You Can Help

- Adopt, Foster or Guardian ad Litem
- Advocate & Lobby
- Donate Time & Treasure
- Shop on NLV's Amazon Smile
- Provided the Provided Head of the Provided Head of
- Refer Friends for a Tour
- Invite Guests to our next Luncheon: 9/14
- Follow Us on Social Media & Share
- instagram.com/newlifevillagetampa
- f facebook.com/NLVillage



PUBLICATIONS

Access these valuable resources and more under the Publications tab at Flhousing.org













































Upcoming Catalyst Trainings

- May 31: Tracking SHIP Activity Throughout the Year
- June 7: Terms of Assistance
- June 21: Data Driven Planning
- To Register, visit https://flhousing.org/events/

THE FLORIDA HOUSING COALITION







Welcome!

The Affordable Housing **Development Process**

8-week Fall series kickoff!

Week 1: Starting Smart

Week 2: Building your Team & Access to Capital

Week 3: Land Entitlement & The Municipal RFP Process

Week 4: The Law, Fair Housing &

the ADA

Week 5: Single Family Development

Now on the Elevate Platform!



Conference Registration Now Open

https://conference.flhousing.org/

ANNUAL STATEWIDE HOME MATTERS CONFERENCE AUGUST 29-31 IN-PERSON AT THE ROSEN CENTRE, ORLANDO FL

REGISTER

https://fhc.wildapricot.org/event-4693298

SAVE THE DATE

AUG 29-31 ORLANDO, FL www.flhousing.org



Our Thanks to the Florida Housing Catalyst Program

Sponsored by the Florida Housing Finance Corporation







More questions? Need help with a project? Just ask!

- Technical Assistance Hotline 800-677-4548
 - www.flhousing.org
- Juanita Jones 850-878-4219 jones@flhousing.org
- Gladys Cook 813-830-3450 cook@flhousing.org

