

A black and white photograph of a woman with glasses smiling warmly while holding a young child on her shoulders. The child is also smiling and has their mouth open in a joyful expression. The woman is wearing a dark top, and the child is wearing a light-colored shirt. The background is slightly blurred, suggesting an outdoor setting.

Annual Report

2024



A Letter from Executive Director, Samuel Gunter

2024 has been a challenging year for those of us committed to building a North Carolina where everyone has a decent place to live. Once again, our state was hit by a historic storm that damaged more than 70,000 homes in the West. I spoke with so many of you who were attempting to navigate the impact of the storm on your own household and community all while still trying to meet your mission. The road to recovery is going to be long for so many people, and the Coalition will continue to be here to support recovery efforts.

We also saw election results that will mean a new Governor, new leadership in the NC General Assembly, a new President, and new majorities in Congress. As we turn to 2025, much will be required of us as we educate and build housing champions among new leadership. We continue to grow the housing movement in North Carolina to ensure that you are equipped to make just and affordable communities a reality in your community. We do this by convening, reinforcing, resourcing, and mobilizing North Carolina's community-powered housing ecosystem.

I am immensely grateful for all of the work that each of you do and the ways in which you support the Coalition's advocacy efforts. I am also very fortunate to work with you, and with an incredible team here at the Coalition who are deeply committed to a North Carolina where everyone has a place to live with dignity and opportunity. Sometimes the challenges we face seem to be only getting bigger, but when I look around at who we have to meet the challenge, I have hope. Thank you for inspiring that hope.

Sincerely,

A handwritten signature in black ink, appearing to be 'S. Gunter'.

Samuel Gunter
Executive Director

New Board Members

The NC Housing Coalition welcomed four new members to our Board of Directors in 2024:



Brandy Bynum Dawson

Senior Program Director of Rural Prosperity and Investment
MDC

Brandy Bynum Dawson is the senior program director for Rural Prosperity and Investment at MDC. In this role Brandy leads MDC's rural and capacity building work in NC and beyond, managing a state, regional and national portfolio of work.



Lea Henry

Interim Vice President & Director of Housing Equity Initiatives

Institute of Minority Economic Development, Research, Policy & Impact Center

President

Two Rivers Development Partners, LLC

Lea Henry is the Interim Vice President & Director of Housing Equity Initiatives at the Institute of Minority Economic Development, Research, Policy & Impact Center, where she leads a multiyear effort to improve the ecosystem that produces affordable homeownership opportunities in Durham and engages in cross-cutting policy development and advocacy with nonprofits, policy makers, and community leaders to increase economic opportunity. She is also the President of Two Rivers Development Partners, LLC, which provided TA to local governments in a five-county region on housing development and compliance for American Rescue Plan funds and created a strategic plan for a Council of Governments to build a regional housing practice to serve 350,000 rural residents in five economically distressed counties.



Carley Ruff

Senior Director of U.S. Government Relations

Habitat for Humanity International's Office of Government Relations and Advocacy

Carley Ruff is the Senior Director of U.S. Government Relations in HFHI's Office of Government Relations and Advocacy. In this role, she oversees the organization's overall U.S. government relations strategy, including direct engagement with Congress and the Administration as well as efforts to build the capacity of Habitat's affiliates and affiliate support organizations to influence policy and systems change on the state and local level.



Stephen Sills

Chief Impact Officer

United Way of Forsyth County

Dr. Stephen J. Sills is a distinguished sociologist and researcher whose academic and professional career has focused on economic development, housing policy, public and behavioral health, and globalization and migration. Dr. Sills was the founding Director of the UNC Greensboro Center for Housing and Community Studies and still a frequent collaborator on housing-related policy work.

Mission, Vision, Strategies

Vision

A North Carolina with just and affordable communities.

Mission

To lead a movement to ensure that every North Carolinian has a home in which to live with dignity and opportunity.

Desired Long Term Impact

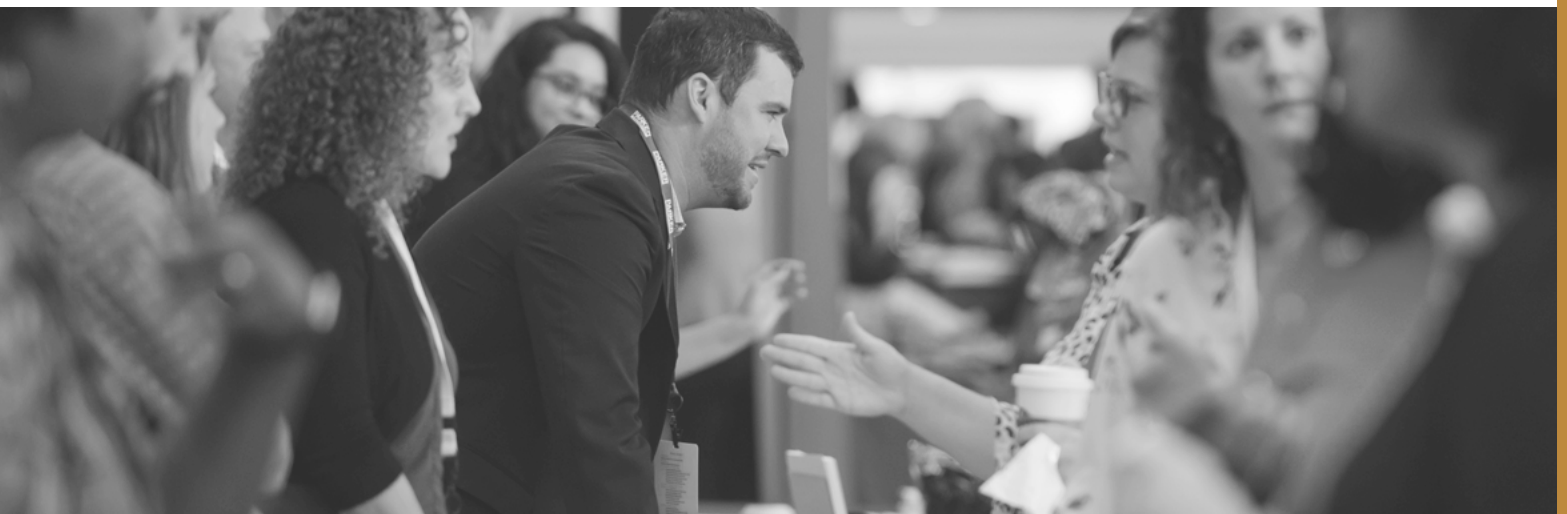
North Carolina's community-powered housing ecosystem is equipped to make just and affordable communities a reality across NC.

Strategic Focus

To achieve the Coalition's desired long term impact, our strategies focus on convening, reinforcing, resourcing, and mobilizing a community-powered housing ecosystem.

Key NCHC Organizational Strategies

- 1** Protect, grow, and connect public and private affordable housing policies and resources through advocacy;
- 2** Convene practitioners and impacted communities for connection and education;
- 3** Democratize housing knowledge through sharing expertise;
- 4** Shift the public narrative around housing need and community transformation;
- 5** Bridge the racial wealth gap through the support of the state's housing counseling ecosystem; and
- 6** Support community-led efforts to prevent displacement and shape more just and affordable communities.



2025-2026 Policy Agenda

Our policy agenda remains a guide for us when we develop resources and engage in any advocacy work. During the 2025 and 2026 NC Legislative Sessions, the Coalition will focus advocacy on five key areas:



Funding for Housing

Increase housing investments to meet the scale of the need



Disaster Recovery

Meet immediate recovery needs and prepare for future disasters



Statewide Coordination

Strengthen our state housing infrastructure and improve coordination



Protections for Renters and Homeowners

Improve access to quality, affordable housing and prevent displacement



Land Use and Development

Inform local policies and support equitable land use reform

Policy Platform

Four core priorities inform our policy agenda for each legislative session:

1

Advocate for reliable, dedicated, and coordinated public resources that meet the scale of the housing need.

2

Support housing policies and resources that keep families in their homes and allow communities to thrive.

3

Promote equitable access to housing and opportunity that reckons with our long history of racist housing policies and practices.

4

Ensure that local policies facilitate an adequate supply of quality housing accessible across a community's income spectrum.



Housing Programs



HUD Housing Counseling Intermediary Grant awarded: **\$1,105,543.71**

% expended: **\$1,110,812.17**

Individual counseling services: **4,332 households**

Group education services: **4,480 households**

Other Program Data:

HAP down payments: **\$921,828.99**

Community Justice Collaborative

The Community Justice Collaborative is a Triangle-region pilot initiative of the North Carolina Housing Coalition. The Collaborative will support and connect community-led efforts in historically Black communities across the Triangle to mobilize housing justice tools and community development strategies that help prevent displacement and support community self-determination and racial equity. The Collaborative will connect these community-led anti-displacement efforts with each other and provide embedded technical support for housing and community development work in historically Black neighborhoods across the Triangle facing varying stages of gentrification.



Property Tax Inequality

Recent statewide property tax equity analysis shows that lower income communities of color are paying nearly double the property taxes of higher income residents per dollar of market value and yet have appeal rates that are far lower, resulting in millions of dollars of lost wealth in historically Black neighborhoods and contributing to displacement pressures. In 2024, CJC participated in property tax justice meetings and tax appeal workshops in Wake County organized by community leaders and volunteers. While this initial push focused on supporting individuals, it has led to a groundswell of lifetime neighbors and housing advocates interested in participating in coalition efforts to expand state property tax relief programs, challenge neighborhood and city-wide inequities, and shape a more just property tax system at every level. These property tax events are examples of how the Community Justice Collaborative will build on the power of local organizing, support community-led efforts, and link communities together in broader advocacy efforts for housing justice.

Conferences & Communications



Bringing It Home

June 4-5



440 Attendees



20 breakout sessions

Keynote:

Marisol Bello - Executive Director, Housing Narrative Lab

On June 4-5, the Bringing It Home conference took place in person for the first time since 2019, with nearly 450 homelessness services providers attending. Highlights from the two-day conference include a keynote address from Marisol Bello, Executive Director of Housing Narrative Lab; a lunch address and workshop led by the NC Field Office for HUD; a joint listening session between the Coalition and the NC Coalition to End Homelessness; and 20 breakout sessions.



NC Affordable Housing Conference

September 5-6



1,323 Attendees



16 breakout sessions

Keynote:

LeVelle Moton - CEO and Founder, Velle Cares Foundation

Industry Update: Emily Cadik, Affordable Housing Tax Credit Coalition and Dr. Michael Bitzer, Catawba College

On September 5-6, the NC Housing Coalition hosted our largest NC Affordable Housing Conference to date, with more than 1300 housing professionals in attendance. Highlights include a keynote address by LeVelle Moton, CEO and founder of the Velle Cares Foundation; the NC Housing Coalition Annual Breakfast and Awards Presentation; an Industry Update featuring Emily Cadik of the Affordable Housing Tax Credit Coalition and Dr. Michael Bitzer of Catawba College; and 16 breakout sessions. In conjunction with the conference, this year's NC Housing Coalition Annual Dinner drew more than 40 partners, funders, and stakeholders to network with Coalition staff. The dinner also included a special address from Senator Sydney Batch (District 17).



Marisol Bello



LeVelle Moton



Emily Cadik



Dr. Michael Bitzer

Communications



25 Housing Matters Newsletters



45 Housing Calls



48 Housing Matters 2 NC Episodes



26 Media Interviews

Audience Growth: 1,640 OR

Audience: 14,729

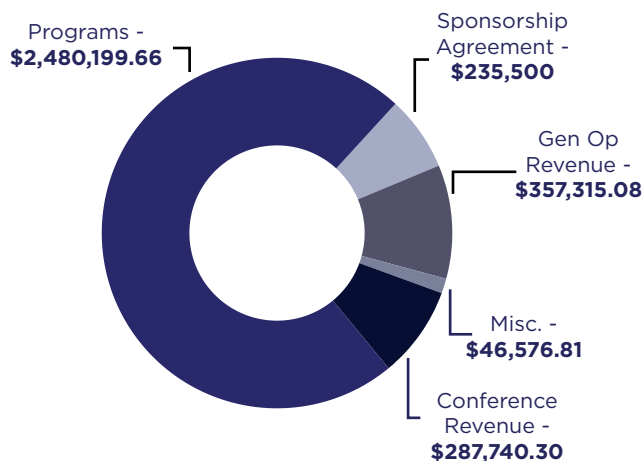
Key Campaigns:

- ▶ Introduction of Community Justice Collaborative
- ▶ Tenants Rights and Launch of NC Tenants Union
- ▶ 2024 Legislative Engagement and 2025 Housing Advocacy Day
- ▶ Helene Response and Disaster Recovery
- ▶ Election Coverage and Analysis
- ▶ Housing Unlocked Podcast Specials

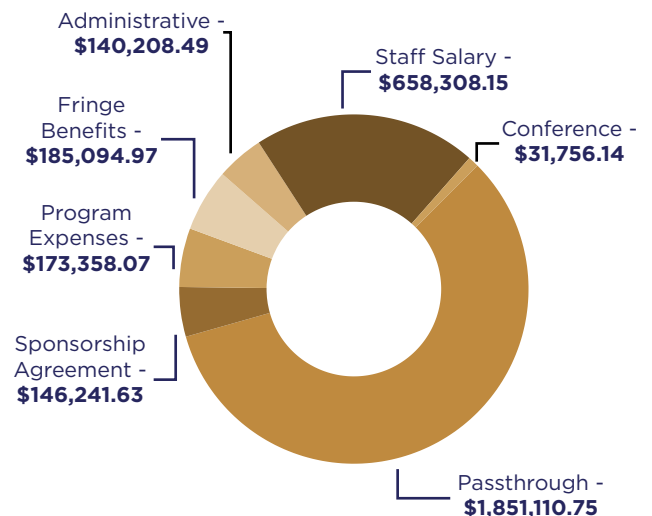
NC Local News Lab

In 2024, NC Housing Coalition joined the NC Local News Lab Cohort, concluded the Americorps VISTA Communications Project, and launched the Housing Unlocked podcast series.

Financial Information



What Came In



What Went Out

Board of Directors

Theodore Edwards II, Chair
The Banks Law Firm

Autrice Campbell Long
Truist, retired

Carley Ruff
Habitat for Humanity
International

Sofia Crisp, Treasurer
Housing Consultants Group

Lee Cochran, Secretary
Laurel Street Residential

Stephen Sills
United Way of Forsyth County

Lesley Albritton
Legal Aid of NC

Lea Henry
National Institute of Minority
Economic Development

Brandy Bynum Dawson
MDC

Dan Kornelis
Forsyth County, retired



Individual Supporters

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Christine Atkins
Ellen Atkins
Pamela Atwood
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Tharesa Lee
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Nicole Rojo
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Anna Stein
James Svara
Karen Tarkulich
Ellen Taylor Atkins
Gregory Warren
Lori Watts
Philip Welch Jr.
Kimberly Williams



Organizational Supporters

AJ Fletcher Foundation

Beacon Management Corporation

Centrant

City of Winston-Salem

Coastal Federal Credit Union

Data Works

Family Promise of Moore County

Fox Haven Fund

Greensboro Housing Authority

Hamel Builders, Inc.

Kingdom Community Development Corporation

Land Loss Prevention Project

Movement Strategy Center

Nathan Cummings Foundation

National Low Income Housing Coalition

NC Local News Lab

New Hanover Community Endowment

RLH Development, LLC

Self-Help Credit Union

St. Francis of Assisi Church

Stephen L. Cornwell Foundation

The Affordable Housing Initiative

The Banks Law Firm

The BTR Communities Group, LLC

The Mid-Atlantic Foundation

Triangle Community Foundation

Truist Bank

Urquhart Development, LLC

Wells Fargo

Wesley Community Development Corporation

Z. Smith Reynolds Foundation

Sometimes the challenges we face seem to be only getting bigger, but when I look around at who we have to meet the challenge, I have hope. Thank you for inspiring that hope. Let's get to work.

– Samuel Gunter, Executive Director

Thank You To Our Partners

AJ Fletcher Foundation



Data Works

Fox Haven Fund



MovementStrategyCenter

**Nathan Cummings
Foundation**

**National Low Income
Housing Coalition**

North Carolina
Local News Lab
Fund



**Stephen L. Cornwell
Foundation**

**Triangle Community
Foundation**



North Carolina Housing Coalition
3608 University Drive
Suite 201
Durham, NC 27707

919.881.0707 | NCHousing.org

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DONATE TODAY!



*Your support helps us to continue to make lasting
change for affordable housing in North Carolina.*