

# BUILDING FUTURES HOUSING FOR ALL

2024 Impact Report



# OUR MISSION

REACH creates opportunities for *all people* to thrive by developing and promoting equitable access to quality, affordable homes, supportive services, and community.



**PHOTOS:** Top left: KeyBank presented a generous donation, marking a significant contribution toward our financial empowerment work. Top right: A resident actively participates in one of the Employment Support Day events, which showcased community engagement. Lower right: REACH and Bienestar celebrated the grand opening of Plaza Los Amigos in Cornelius, OR. Lower left: A resident from 72Foster showcased her story to keep her family together and empower her to pursue her own life. The cover photo, taken at the grand opening of Plaza Los Amigos the heart that went into this partnership.

All photos were taken by our talented volunteer photographer, Au Nguyen.

# WELCOME

## Dear Community,

As we reflect on the past year, I am filled with immense pride and gratitude for the incredible strides we have made together. Our 2024 Impact Report highlights the remarkable achievements and unwavering dedication of our team, board members, and supporters.

This year has been a testament to our collective commitment to innovation and growth. One of our key accomplishments has been bringing more communities online in partnership with Bienestar. We supported resident success through eviction prevention services and financial empowerment via career support tools. Additionally, we renewed our focus on eviction prevention, which is crucial for housing stability.



The “100 Homes in 100 Days” campaign showcased our ability to push beyond traditional boundaries and embrace new ways of thinking. This project, along with our leadership development efforts and the recruitment of new board members, has strengthened our governance and positioned us for future success.

Our investment in team building and training has been pivotal in creating a supportive and collaborative work environment. The listening lounges provided invaluable feedback that directly shaped our plans for the future. We are committed to addressing the identified pain points and ensuring our staff have the tools they need to succeed.

As we look ahead to 2025, I am confident that we will continue to build on this strong foundation. Thank you to everyone who has contributed to our success. Your efforts are making a difference every day, and together, we are shaping a brighter future for our organization and the communities we serve.

With heartfelt gratitude,

Sincerely,

A handwritten signature in black ink, appearing to read 'MS', with a long, sweeping underline.

Margaret Salazar  
REACH CEO

# REFLECTING ON 2024 STRATEGIC INITIATIVES

Our strategic initiatives this year have been pivotal in addressing the pressing needs of our communities, from expanding affordable housing to fostering long-term stability and well-being for our residents.



PHOTO: Attendees of the Vancouver Meet and Greet event with Margaret pose in front of Isabella II in Vancouver.

## Opening Doors: 300+ New Homes by 2025

In response to the growing demand for housing in the Portland region, REACH has remained committed to expanding affordable housing options. Throughout 2024, we made significant progress towards our goal of bringing over 300 new homes online by the end of 2025, aligning with the region's target of nearly 120,000 new homes by 2045.

## Safe & Stable Homes - Housing Retention

Our dedication to providing safe and stable homes extends beyond move-in day. In 2024, we enhanced our capacity to receive rental subsidies, partnered with community organizations for rental assistance, and introduced new technology to help residents stay current on their rent and build financial security. These efforts aim to mitigate houselessness and ensure long-term housing stability for our residents.

## Health + Housing

Recognizing that housing is a crucial determinant of health, REACH expanded Permanent Supportive Housing services and explored new partnerships with health systems. We focused on broadening our services to support community members, particularly those with a history of houselessness, by improving access to mental health resources and leveraging Medicaid funding for housing supports.

## Green, Sustainable, and Climate Resilient Homes In 2024

REACH took significant steps to preserve the long-term viability and affordability of our properties while addressing climate and resiliency needs. We secured public and private funding to enhance energy efficiency and climate resilience, ensuring that our properties remain sustainable and supportive for our most vulnerable populations.



PHOTO: Kids pose at a Start School Right event in Hillsboro.

## BIPOC Homebuying Partnerships

To address disparities among Black, Indigenous, and People of Color (BIPOC) communities, REACH worked to create new pathways to homeownership and wealth building in 2024. By partnering with community-based organizations, we aim to reposition single-family homes within the SE Portland portfolio, fostering increased homeownership opportunities and wealth creation for first-time homebuyers.



PHOTO: Young boy shows off his muscles at Renaissance Commons in North Portland.



PHOTO: HUD Officials tour REACH's Orchards at Orenco as Part of National "Road to Innovation" Tour.

FOR OVER  
**40**  
YEARS  
BUILDING  
COMMUNITY

# BUILDING A BRIGHTER FUTURE

## Resident Services

In 2024, we made significant strides in supporting families and individuals in need. We moved 472 families and individuals into REACH homes, each marking a new beginning and a step towards a brighter future. Additionally, we delivered an impressive 21,230 services to our residents. This included providing toys and gift cards to 418 families, nutritious food to 1,165 families, and job, career, and asset-building opportunities to 147 residents. These efforts empowered our residents, helping them achieve stability and strength as they worked towards self-sufficiency.

## 140 Homes in 100 Days Campaign

The 100 Homes in 100 Days campaign exceeded its goal, housing 140 families by Christmas Eve. This success was achieved by streamlining leasing processes, creating a centralized communications hub, and expanding reach through RentCafe.com.

## Financial Literacy and Credit Enhancement

REACH received a grant from the Oregon Community Foundation to access Esusu, to help renters build credit and financial security. This pilot program, in partnership with Hacienda and Northwest Housing Alternatives, aims to build stability for our residents.



PHOTO: Kids receive backpacks at a Start School Right event in SE Portland. Photo by Au Nguyen.

## Employment Support Day

On October 23rd, REACH held its second Employment Support Day, offering vital job-seeking assistance and career resources to residents. Funded by KeyBank, the event featured resume workshops, mock interviews, job search tips, and one-on-one career coaching.

Participants benefited from personalized support and networking opportunities with local employers and agencies. This initiative is part of REACH's broader mission to foster sustainable futures and community growth. The event exemplified REACH's commitment to empowering residents through comprehensive support services.

## \$10M in HUD and PCEF Funding for Climate-Resilient Affordable Housing

This substantial investment includes \$5.9 million from the Portland Clean Energy Fund (PCEF) and \$4.56 million from the U.S. Department of Housing and Urban Development (HUD) as part of the Inflation Reduction Act.

These funds will enable REACH to enhance sustainability and energy efficiency at Powell Blvd Apartments, Admiral, Albina Corner, Allen Fremont, and Walnut Park. The PCEF grant will fund renewable energy projects and climate resilience improvements, such as rooftop solar and ductless heat pumps, reducing energy consumption by an estimated 45%. The HUD funding will support comprehensive

renovations to modernize building systems and reduce greenhouse gas emissions.

This investment will improve the livability of our properties, reduce energy costs for residents, and lower their environmental impact. It marks an exciting chapter for REACH as we continue to build and preserve homes that support both the well-being of our residents and the health of our planet.



PHOTO: Clean up team poses at the NeighborWorks event with REACH's Community Builders Program. Photo by Au Nguyen.



PHOTO: Jalinn from 72Foster.

### Jalinn's Story

Jalinn, who previously lived in his van, secured a studio apartment with the help of Justin, a REACH community manager. This provided him with stability and security.



PHOTO: Family poses at Start School Right event in SE Portland. Photo by Au Nguyen.

# DEVELOPMENT

**Expanded affordable housing with the opening of Plaza Los Amigos and the groundbreaking of Elmonica Station.**



PHOTO: REACH and partners celebrate the ground breaking of an affordable community at Elmonica Station. Photo by Au Nguyen.

## Plaza Los Amigos

In 2024, REACH and Bienestar celebrated the grand opening of Plaza Los Amigos, a transformative affordable housing community in Cornelius. This Low-Income Housing Tax Credit funded project, funded in part by the Metro affordable housing bond, brings 113 new homes to the area, significantly increasing the town's affordable housing inventory. In all, this community housing project leveraged over \$36 M in local, state and federal subsidy for Washington County's housing infrastructure. Plaza Los Amigos offers one- to three-bedroom apartments, plus community features amenities such as a multi-sport court, playground, and proximity to the Council Creek regional trail, enhancing the quality of life for its residents.

## Elmonica Station Affordable Housing Community

In December 2024, REACH and Mercy Housing Northwest closed construction financing for a community at Elmonica Station, an \$51.8 million affordable housing project in Beaverton. This Low-Income Housing Tax Credit funded development will provide 81 units for very low- and extremely low-income families and individuals. Elmonica Station will include a mix of studio, one-, two-, and three-bedroom apartments, along with community rooms, outdoor play and gardening spaces, and a food pantry. Located near the Elmonica MAX light rail station, this project is set to be completed by summer 2026 and will play a crucial role in addressing the affordable housing needs of the Beaverton community.

## Dartmouth Crossing North

Construction continued throughout 2024 on an 85 unit affordable apartment building in the Tigard Triangle. This project is funded by Low-Income Housing Tax Credits and is comprised of studio, one, two and three bedroom apartments for low-income families and individuals. This community is expected to complete construction in Spring 2025.

# THE REACH HOUSING PORTFOLIO

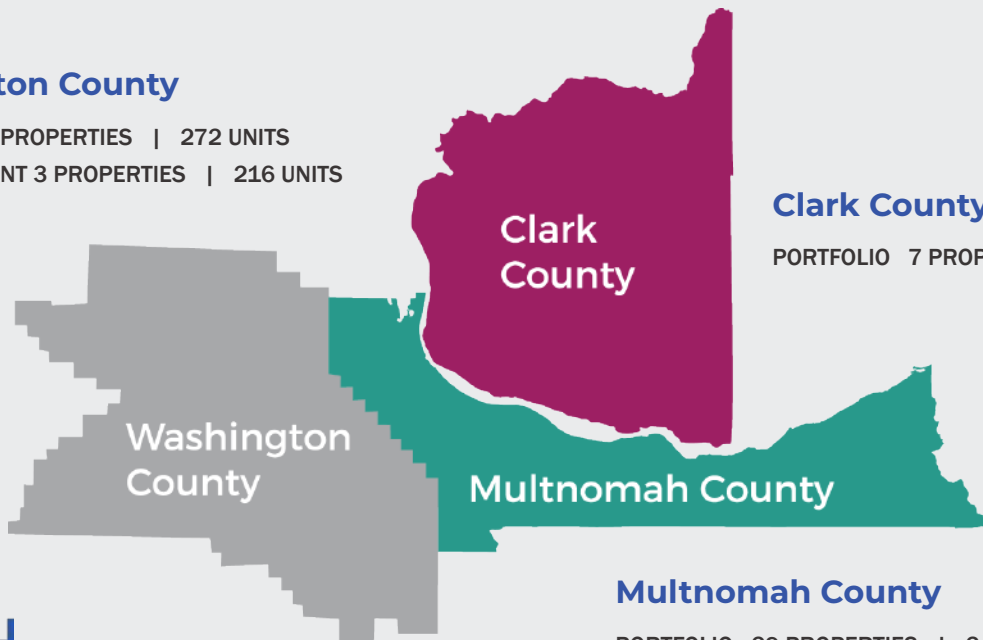
Since 1982, REACH has been dedicated to providing quality housing for diverse communities. Our housing development pipeline includes \$147.4 million in development, which will add 280 affordable homes to the Portland Metro Region.

## Washington County

PORTFOLIO 6 PROPERTIES | 272 UNITS  
IN DEVELOPMENT 3 PROPERTIES | 216 UNITS

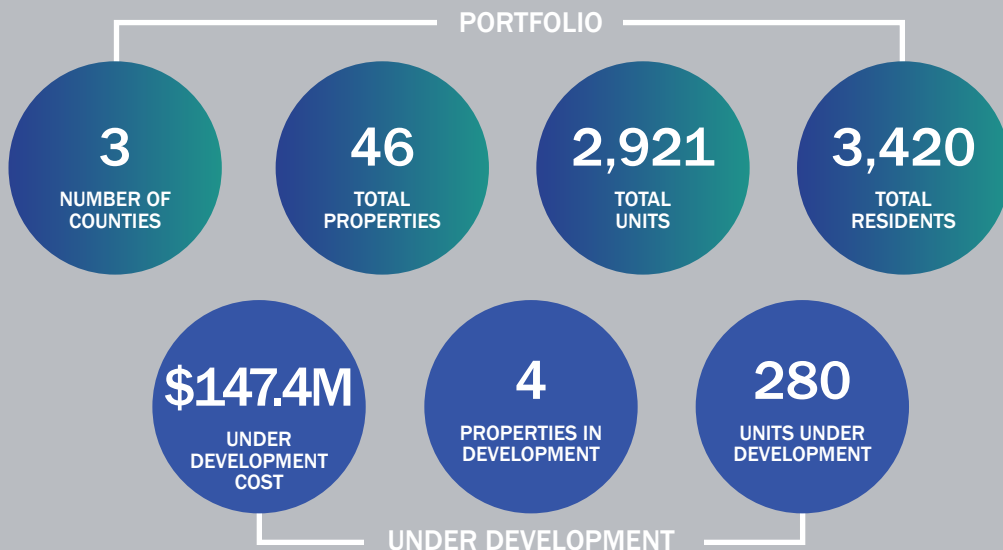
## Clark County

PORTFOLIO 7 PROPERTIES | 333 UNITS



## Multnomah County

PORTFOLIO 29 PROPERTIES | 2,036 UNITS  
IN DEVELOPMENT 1 PROPERTY | 64 UNITS



# REACH LEADERSHIP

REACH's leadership team embodies a deep commitment to equity, innovation, and resilience, guiding the organization with a vision that prioritizes both people and place.

## Board of Directors

**Jill Lam, Board Chair**  
JTL Solutions

**Tejan Conteh, Vice-Chair**  
Columbia Credit Union

**Paul Cummings\*\*, Treasurer**  
National Affordable Housing Trust

**Jamie Beckland, Secretary**  
Compass Capital

**John Cárdenas\*\***  
Port of Portland

**Sean Edwards\*\***  
Village Family Capital

**Alma Flores\*\***  
Latino Economic Development Center

**Edward Knightly**  
Yoga Teacher, REACH resident

**Jim Lodwick**  
Innovative Services NW

**Celia Smoot\*\***  
KeyBank

**Cris Sohler**  
Washington County Crisis Team,  
REACH Resident

**Sam Stuckey**  
Holst Architecture

**Ben Werner\***  
The Standard

**Deb Burke\***  
Consultant

**Whit Spencer\***  
Enterprise Community Partners

## Senior Leadership Team

**Margaret Salazar**  
Chief Executive Officer

**Hai Nguyen**  
Chief Operating Officer

**Tekle Bushen**  
Chief Financial Officer

**Eric Buenrostro Azúa**  
Chief Human Resource Officer

**Erica Tucker**  
Senior Advisor for Equity and Racial Justice

**Brian Bieler**  
Senior Advisor for Portfolio and Restructuring

**Jackie Keogh**  
Head of Impact and Philanthropy

**Daniel Montgomery**  
Director of Property Management

**Megan O'Keefe**  
Director of Programs

**Kathleen Mertz**  
Director of Housing Development

**Chris Maxey**  
Director of Asset Management

\*Departing Board Members 2024

\*\*New Board Members 2024

# 2024 SPONSORS

Walsh Construction Co.

LMC Construction

US Bank

BroadView Talent Partners

Colas Construction

Enterprise Community Investment

Kantor Taylor PC

The Standard

Beneficial State Bank

Ankrom Moisan Architects, Inc.

Bank of America

CASA of Oregon

Kaiser Permanente

NOAH

R&H Construction

Scott Edwards Architecture

Structure

WFG National Title Insurance

Alaska Airlines

Papa John's

Convergence Networks + Luminant  
Digital Security

Metro

Holst Architecture

Jones Architecture

JR Johnson

Bienestar

Interstate Roofing, Inc.





Watch Our 2024  
REACH Video



Watch Our  
72Foster Video



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at REACH