

FROM THE EXECUTIVE DIRECTOR

My Dear Friends,

You, me, and the friends we've made along the way--we have been opening doors for women and families in crisis for the last 20 years now. How the time flies. People often ask "Rita, why are you still doing this?" To tell you the truth, it's exciting to develop housing. It's exciting to see women get their lives back on track. But most of all, it needs to be done.

On the cusp of our 20th anniversary, I've been asking myself what does 20 years of affordable housing, supportive services, and justice reform look like? Well, it might look like our children who lived with us for most of, or their whole lives and are breaking the generational cycle of poverty. It could be seen also in the community of allies who step in and support us as we develop new responsive programming from the ground up. Or perhaps it's the sigh of relief someone who was formerly incarcerated has when they receive their first job offer. Undoubtedly, it is felt anytime you're in the HousingPlus neighborhood, where you'll always run into a familiar face with a smile and the time to say 'Hello.'

We've come a long way since opening our first 6 unit family housing, now serving over 350 women and children in more than 200 units of affordable housing. And because of your help, our neighborhood is growing; being built as we speak.

Warmly,



Rita Zimmer
Founder and Executive Director

RITA ZIMMER WINS AARP PURPOSE PRIZE

Rita Zimmer is a 2022 AARP Purpose Prize winner, a national recognition of her 20 years of visionary leadership as the Founder and Executive Director of HousingPlus and her lifelong service to others in New York City and beyond. This prestigious award honors extraordinary people ages 50 and older who tap into the power of life experience to build a better future for us all.

The prize includes a \$50,000 contribution to HousingPlus and honorees were highlighted in a virtual gala on November 18, 2021. HP tenant Myrta Vida and Sharon White-Harrigan, Executive Director of the Women's Community Justice Association, introduced Rita at the gala and joined a small group of tenants, board members and staff for a watch party in East New York.

AARP describes Purpose Prize honorees as "giving back to their communities with a generosity of spirit that is at once impossible to match and irresistibly contagious." Anyone who knows Rita Zimmer knows this describes her perfectly.



Scan the QR code here to watch a special video about Rita and her 20 years of service to HousingPlus.

On the cover: The Mileys in the Linwood garden on Family Portrait Day

FY21 FINANCIAL OVERVIEW

REVENUE

Government Contracts	\$ 6,236,722
Tenant Rent	\$ 620,248
Private Contributions	\$ 1,429,175
In-Kind Contributions	\$ 150,828
Other	\$ 51,279
Total Revenue	\$ 8,488,252

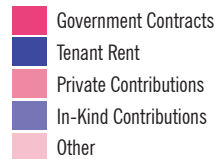
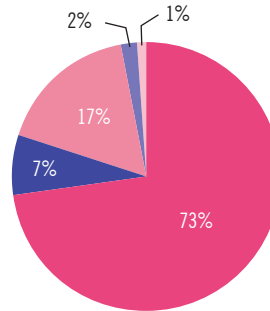
EXPENSES

Programs	\$ 7,382,352
Management and General	\$ 538,392
Fundraising	\$ 497,513
Total Expenses	\$ 8,418,257

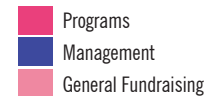
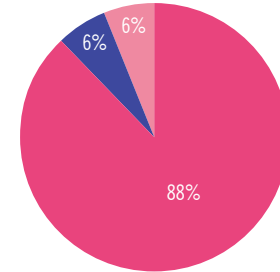
CHANGE IN NET ASSETS FROM OPERATING ACTIVITIES

\$ 69,995

FY21 REVENUE BY %



FY21 EXPENSES BY %



GOVERNMENT CONTRACTS

US Department of Housing and Urban Development, New York State Office of Alcoholism and Substance Abuse Services, New York State Office of Mental Health, New York State Office of Temporary and Disability Assistance, New York City Mayor's Office of Criminal Justice*

* Thanks to the Osborne Association for serving as financial administrator