



HIPhousing

A Place to Call Home

HIP Housing Happenings—Fall 2010

2009–2010 Annual Summary



Retiring Board Members, Louise Della Maggiora (President) and Vice President, David Finkelstein, were honored at the Annual Luncheon, for their nine years of service to HIP Housing. Photograph by Hal Kataoka.

Throughout 2009-10, HIP Housing has continued to provide vital affordable housing service to San Mateo County. With constant need, HIP Housing responds with innovative use of staff and volunteers, and increased outreach in the community.

- The Home Sharing Program provided services to nearly 1,800 people, 72% of which have incomes below poverty level. In total 317 persons were matched in home sharing. We received 2,600 phone inquiries. A full-time Home Sharing Counselor was hired to assist with the increasing number of clients.

The County of San Mateo Department of Housing and U.S. Department of Housing & Urban Development provided funding to create a new marketing flyer to use as an outreach tool. (See enclosed insert.) The funding also enabled HIP Housing to hire four part-time Outreach Workers, to distribute the bilingual flyers throughout San Mateo County.

Associate Director, Laura Fanucchi was interviewed on Bay Area People on KTVU and San Bruno Cable Senior Moments to speak about the Home Sharing Program. In addition, HIP Housing provided technical assistance to Catholic Charities in Sonora to start a program.

- The Self-Sufficiency Program (SSP) provided 86 families (101 adults and 155 children) with housing, case management, Life Skills workshops and referrals to other support services. Over 25 were honored at the SSP Graduation.
- The Home Equity Conversion program served 148 persons with reverse mortgage counseling. In addition, we received 109 inquiry calls. As of July 2010, the program is inactive due to new reporting and licensing requirements. All inquiries are referred to Project Sentinel for reverse mortgage counseling.
- The Property Development program provided housing to nearly 400 persons.

HIP Housing remains a leader in housing services, and provides housing, stability and hope to over a thousand individuals each year. The Foundation of our organization is built on a strong commitment to improving the lives of those in need in our community.



A Message from the Executive Director

Bruce Hamilton


And then the reasons start to fade...

I'm as guilty as anyone. When discussions start in on "disaster preparedness," I tend to fade out. When disasters hit: tsunamis, floods, earthquakes, hurricanes, etc., I send checks off to far away places, thinking "it won't happen here," or "it won't happen in my time." And talk, but little action, continues regarding Disaster Plans.

But then a gas line pipe explodes destroying part of a neighborhood here, in San Bruno, San Mateo County, California. Lives are lost. Homes are gone. Here. And all my reasons to remain indifferent start to fade.

We need to recognize this tragedy as a wake up call. Yes, I wrote another check (the Silicon Valley Community Foundation announced a San Bruno Fire Fund which is matching gifts up to \$100,000.). HIP Housing is assisting any way we can and we will finalize and fully implement our Disaster Preparedness Plans for our office and rental properties.

We should also honor the "first responders" (fire fighters, law enforcement personnel, emergency medical teams, etc.) and we should all acknowledge and appreciate that those who spring into action come predominately from the government and nonprofit sectors. A proposed massive program to rebuild the nation's infrastructure – roads, bridges, airports, and all our utility services – is awaiting congressional approval. What better way to put people to work, stimulate the economy and reduce the number of future disasters that are inevitable if we don't act as a nation?

I hope this wake up call reminds us that we are all bound together by an interdependent web of existence – we are all in this together. Much of life is subject to chance or whim or fate and no one is immune from tragedy. Therefore, to quote Bob Dylan – "may you always do for others and let others do for you." 

Mission Statement

HIP Housing's mission is to invest in human potential by improving the housing and lives of people in our community.

Human Investment Project

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Thank You from a Client

Below are comments taken from Miriama Saofanua's, a Self-Sufficiency Program Graduate, Exit Interview. During her time in the program, Miriama completed two training certificates: Medical Office Assistant at JobTrain and Return to Work at Canada College.

HIP Housing gave me the chance to go back to school to update my skills. I have an internship now with Lady Auto Parts as an Office Assistant. I am very excited about this opportunity."

HIP Housing helped us get a home. We had been trying to rent a house for so long but couldn't because of our credit. HIP Housing helped us find a landlord to give us a chance. The program helped us learn to budget and as a result, we are saving now.

Miriama Saofanua 



Miriama & Faauuga "Frank" Saofanua. Self-Sufficiency Program Graduates, are now able to provide their six children with a better life.

Home Sharing

The Home Sharing Program is a one-on-one service linking people who have a home to share with those seeking a home. Each person has a private room and shares common living areas.



Self-Sufficiency

The Self-Sufficiency Program enables low-income families to transition from government assistance. Participants receive subsidized rents or a housing scholarship while they complete an education or job training program and find employment with an adequate income to support their families.

Property Development

Through Property Development, HIP Housing expands the pool of affordable housing for low-income persons and families in San Mateo County by developing new and acquiring and rehabilitating existing housing.

Celebrating HIP Housing



HIP Housing's Annual Luncheon celebrates the accomplishments of its clients and acknowledges its many supporters. Nearly 300 community members participated in the event. Foster City Comedian, Dan St. Paul lead the Celebration with big laughs. Assemblyman Jerry Hill conducted the Live Auction and raised thousands of dollars for HIP Housing's programs. Dedicated and longtime volunteers Ann Baldasseroni and Violaine Mraihi were awarded the Star Volunteer Award for their years of service to HIP Housing. Pictured from left to right: Laura Fanucchi, HIP Housing Associate Director and Violaine Mraihi, volunteer. *Photograph by Hal Kataoka.*

Making a Difference

Citibank presents a check for \$10,000 to support HIP Housing's affordable housing programs. Citibank's commitment to supporting the community is consistent and strong. From left to right, Citibank representatives: Robert Shoffner, Jenny Flores, Cheryl Evans, HIP Housing Executive Director Bruce Hamilton, and Scott Stokes. *Photograph by Hal Kataoka.*



At HIP Housing's Annual Luncheon, A Dinner for Ten with Local Firefighters was auctioned off to raise funds for HIP Housing. Led by Chef Firefighter Marcel Cafferati, the North County Firefighters hosted and cooked a fabulous meal for ten. From left to right Firefighters: Ed Horodenski, Ernie Da Roza, Marcel Cafferata, and Ryan Frederick.



San Mateo County provided HIP Housing with three outstanding temporary employees through the Subsidized Employment Program. The participants provided HIP Housing with special skills. From left to right: Bob Wong, Database and IT expertise, Anthony Garcia, Film Production and Social Media, and Tiffany, Home Sharing Assistant.



Celebrating HIP Housing



Self-Sufficiency Program Participant, Madlen Bouthiller (center), was awarded three Women Opportunity Awards from the Soroptimist International of North San Mateo County, the Regional Soroptimist Club and the Soroptimist International of Mid-Peninsula County. Madlen is studying to be a pediatric nurse. She has been on the Dean's List at Canada College for the past four semesters. Madlen is a single-mother, with a young daughter. Presenting Madlen with the award was Kelly Teglia (left) and Gabriele Schroeder (right).

Making a Difference

Frisco Leaea, Self-Sufficiency Program Participant, received his Barber's license and has a full-time job as a Barber in San Mateo. He also volunteers his time at HIP Housing's Edgewater Isle Senior Apartment complex, giving the seniors free haircuts. ▶



My New Red Shoes provided 69 SSP children with back-to-school shoes and a gift card. And St. Luke's Church provided 25 backpacks and school supplies for the families. Pictured below. SSP participants, Lorelei Rabino and her daughter pick up their back-to-school supplies.



◀ Lady Auto Parts has been long supporters of HIP Housing's Self-Sufficiency Program (SSP). In January 2009, they provided a Car Care Basics workshop. Recently they gave SSP Graduate Miriama Saofanua, an internship as an Office Assistant. From left to right: SSP Graduate, Erica Quintero and her son, and Lady Auto Parts representatives including second to left, owner, Mae Calzada.



Thank you...

...for Investing in HIP Housing's Programs (Includes Luncheon Sponsors)

April 15, 2010 to Sept 15, 2010

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\$25,000 - \$50,000
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City of San Bruno
City of San Carlos
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Special Thanks to:
My New Red Shoes
St. Luke's Church, Foster City
Sleep Train Mattress Center

How You Can Help

HIP Housing needs your help more than ever. Below are ways you can continue to help further our mission. For more information call Judy at 650 348-6660. 

Adopt-a-Family

The Adopt a Family program enables the families in HIP Housing's Self-Sufficiency Program to have their holiday wishes come true. There are 70 families participating in the program. Consider getting together with a group of co-workers, family or friends to adopt a family. By pulling your resources together, you can make a difference in a family's life. Or you contribute by donating retail or grocery gift cards in any amount. The deadline to register is Nov. 1st. Please contact Regina at 650.348.6660 or Rmartin@hiphousing.org.

Girls' Night Out Thursday, February 17, 2011 San Mateo Marriott

Girls' Night Out is back and bigger and better! The evening will be filled with more pampering stations and more shopping than ever before! Ladies bring your friends and spend the evening enjoying massages, beauty treatments and shopping. This will be a great birthday or Holiday gift for your significant other, friend, co-worker, or yourself! Contact Judy at 650.348.6660 or jfong@hiphousing.org.

Comedy Night with Dan St. Paul Thursday, October 28th.

Don't miss our night of laughter with Dan St. Paul at the Rooster T. Feathers Club in Sunnyvale, benefitting HIP Housing. Tickets are \$25 pp (includes free Dan St. Paul cd). Must be 21 and older. For an additional \$10 you can reserve a seat on the HIP Housing bus from San Mateo's Borel Private Bank & Trust's parking lot. Doors open at 7:15 p.m. Show is from 8 p.m. to 9:30 p.m. To reserve your ticket, visit: www.hiphousing.org/news/events.html or call Judy at 650.348.6660.





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Winner Will Use Prize Money to Match Donations



When Virginia Taylor won \$10,000 in a raffle held by LPL Financial, she decided she wanted to make a big impact with her prize money. Being a supporter of HIP Housing, she had an idea – she could help more families in need of housing by offering to match donations made to HIP Housing.

So to help families in need, Virginia pledged to match every donation, up to \$10,000, made by November 30, 2010! This means if you donate you double the impact of your donation.

HIP Housing thanks Virginia Taylor, President of Taylor-Wallis & Associates, for this generous pledge. Please make a donation and take advantage of these matching funds by sending a donation to HIP Housing or by donating online at www.HIPhousing.org. Thank you!



Go Green!

Help HIP Housing go green, save the environment and funds by providing your email address to receive our newsletter via email, and get entered into a raffle for a basketful of goodies valued at \$50! Simply notify us by email at skallstrom@hiphousing.org.