

COMMUNITY HOUSING COALITION OF MADISON COUNTY

ANNUAL REPORT
2024



EXECUTIVE DIRECTOR'S MESSAGE

Dear Friend of CHC,

I was on sabbatical, scheduled to return to CHC on January 1st, when Hurricane Helene hit. Standing on the bridge in Marshall I watched the south end of town wash away and my thoughts returned to my CHC family. Several of our clients, as well as some of our staff and board members live and own businesses on the river. In the following days I learned that, despite the destruction, everyone at CHC was safe and housed. We did, however, lose several community members, including Officer Michelle Quintero, who I had first met when she brought a Madison County Sheriff's Office crew to help rebuild a CHC neighbor's porch.

I returned to work early, and found an organization adapting and responding to the new and complex problems resulting from the storm. Our long-standing community of donors, volunteers, neighbors and staff have allowed CHC to become an experienced and agile organization able to immediately go to work solving the many unique housing issues facing Madison County all while continuing to work with the 150 families in need of urgent housing repairs before the storm.

It is times like these that demonstrate the importance of local non-profits. We also provided support for new and existing organizations that arose and stepped up to meet the needs of the community.

Sadly, we said goodbye to ReClaim Madison this fall. It was my favorite thrift store ever, and it has been heartwarming to see that space repurposed as a place for survivors to come together, get support, and feel the warmth of good neighbors in difficult times. I am also proud that CHC has been able to provide capacity and leadership to create the Madison Alliance for Rebuilding Communities, our local long-term recovery group, that will lead the disaster recovery and future resiliency efforts in Madison County.

While this annual report shows the numbers and description of our work in 2024, it is unable to convey all the sweat, tears—and even laughter—that our wonderful organization experienced through this difficult year. We were humbled by your outpouring of support and our gratitude for all of the incredible generosity shown to CHC is beyond words. Please know that we are working diligently as a trusted neighbor to ensure that the most vulnerable in our community have safe, healthy, and affordable housing—both now and for the long-term.



Chris Watson
Executive Director, CHC of Madison County



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CHC 2024 KEY INITIATIVES

- Expanded our Neighbors Helping Neighbors program to serve more families per year
- Strengthened organization's financial infrastructure developing enhanced processes and staff capacity
- Participated in a Brand Discovery workshop resulting in refinement of both internal and outward facing values for assimilation into CHC communications and program delivery
- Created new local partnerships to support a broad range of community needs both pre- and post-Helene
- Evolved ReClaim Madison from a thrift and salvage retail store to a multi-purpose community hub for use by other Madison County organizations serving Helene survivors
- Provided extensive leadership and coordination support for Hurricane Helene response and recovery efforts, leading to initiation of the county's long-term recovery group, Madison Alliance for Recovering Communities (MARC)

"I have worried for years about my roof and the anxiety made it hard to sleep some nights when it rained. After having my roof done and other repairs I am able to sleep no matter the weather and I have even stopped smoking!"

-D.S.

"We are a family of 7 and I can't tell you what this program means to our family for my kids to be able to invite friends over for the first time and not be embarrassed and to cook a Thanksgiving meal in our home. There are no words to express our gratitude for everything. With our new stove I made dinner with my oldest and the 9 year old and I made the cake. It turned out perfect!"

-J.D.

Thank you for your generous caring and, perhaps most of all, for keeping alive the art of good neighboring. Born and raised in these mountains way back in the thirties, I remember with deep affection the old-time neighbors I was blessed with as a youngster and their quiet readiness to help with whatever needs arose in the course of confronting life in the mountains. Bless you. You carry on a revered and life-affirming tradition."

-B.L.

"There is so much I can say about CHC. What they do for people who are in need is remarkable. They are a blessing."

-R.H.

CHC 2024 IMPACTS

87 households and 225 individuals were served with these major repairs and more:

- 36 Roof repairs or replacements
- 62 Accessibility modifications such as ramps, stairs and decks
- 56 Bathroom safety modifications
- 116 Home infrastructure repair or replacement of water, electric, septic, or HVAC systems
- 7 Driveway accessibility repairs
- 1 Unsafe mobile home replaced with new site built home

Volunteer Hearts and Hands

- 130 NHN/local volunteers donated 2,175 hours
- 288 Summer Group volunteers donated 5,592 hours
- CHC Board members donated 310 hours
- 88 volunteers on CHC Helene-related projects donated 883 hours
- Staff supporting Helene response (outside of CHC projects) donated 376 hours

ReClaim Madison Impacts (January - September)

- 150+ tons of furniture and other materials kept out of the landfill
- 89 appliances and furniture provided free or at discount to neighbors in need
- 203 Donation pickups
- 21 Volunteers donating 1,022 hours
- 6 Community Day yard sales, engaging community and other local non-profits

Restricted Grants Impact for 2024

NCHFA Urgent Repair Program to mitigate posing imminent threats to life, health, or safety

- Served 33 homes and 52 individuals with \$120,000

HOME Investment Partnership Program/ NC Housing Finance Agency Essential Single Family Rehabilitation Loan Pool (ESFRLP) to bring rural homes up to essential housing standards

- Completely rehabilitated 9 homes and replaced 1 home using a total of \$431,781

Healthy Opportunities Pilot (HOP) to facilitate home repairs through Managed Medicaid clients to those that otherwise may not have qualified for assistance

- Served 109 individuals and their households

Note: These homes and individuals may have been served by multiple grants, including additional funding from unrestricted foundation and direct public support.

CHC 2024 HELENE RESPONSE

Responding to Hurricane Helene has been more than challenging, tapping our creativity and energy. Our efforts continue to evolve to meet the unique needs presented by such devastation, and to date we have:

- Ensured safety, warmth, and shelter after Hurricane Helene.
- Provided housing, recovery resources, and case management.
- Converted ReClaim Madison into a vital community space for displaced residents.
- Added disaster relief case manager, partnered with 11 organizations.
- Secured camper donations, tiny homes, and temporary housing.
- Offered elevation surveys for informed rebuilding decisions.
- Hosted wART radio for 4 months to update the community.
- Provided meeting space for displaced organizations and mutual aid.
- Continued supporting recovery for damaged homes.
- Helped launch a new long-term recovery nonprofit.
- Coordinated with relief hubs for volunteer mobilization.
- Attracted generous donations with reputation as a trusted neighbor in the region.

While the long road to Madison County recovery continues, CHC is committed to the on-going support of the most vulnerable in our community, and addressing an even larger housing crisis. Please follow along with our website and social media as we move forward.



CHC 2024 FINANCIAL OVERVIEW

	FY 2023	FY 2024
Ordinary Income/Expense	Jan-Dec 23	Jan-Dec 24
Income		
Housing Program Income	941,267	1,427,386
ReClaim Madison Income	158,099	110,059
Grants & Foundations	169,150	443,213
Direct Public Support	139,871	901,901
Misc Revenue	47,050	4,257
Total Income	1,455,436	2,886,816
Cost of Goods Sold		
Cost of Goods Sold ReClaim	145	0
Total COGS	145	0
Gross Profit	1,455,292	2,886,816
Expense		
Compensation and Benefits	333,350	557,388
Administrative	96,242	124,635
Fundraising, Advertising & Outreach	38,148	28,176
Housing Program Services	775,648	1,144,887
ReClaim Madison Operations	137,362	134,077
Total Expense	1,380,748	1,989,164
Net Income	74,543	897,652







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