

IMPACT REPORT 2025



LETTER FROM THE CEO



Janéa Jackson
HomeRise CEO

Dear Friends and Neighbors,

As I reflect on 2025, I'm struck by both how far HomeRise has come and how clearly our future is coming into focus. This year marked our 35th anniversary, a powerful reminder that long-term commitment, paired with accountability and compassion, creates real pathways out of homelessness.

Anniversaries invite reflection, but 2025 was not about nostalgia. It was about execution. We advanced a clear, actionable strategic plan that sharpened our focus on housing stability, operational excellence, and long-term sustainability so our work is focused, measurable, and built to last.

And we delivered results that matter. In 2025, vacancy rates decreased to 5%, surpassing the City's Department of Homelessness and Supportive Housing (HSH) goal of 7%, at a time when double-digit vacancy rates are common across the industry. Even more importantly, our housing retention rate remained at 98%, well above an 85% benchmark commonly used in supportive housing.

We also expanded our reach. In 2025, HomeRise served an additional 294 residents reflecting both growing need and our ability to respond with consistent, high-quality support.

We strengthened the community behind this work, too. Donor retention increased to 64% (up from 31%; industry standard is 35% – 45%) and we welcomed 44 new donors, engaged 32 corporate partners, and activated 92 new volunteers.

Now let's turn momentum into sustainability.

2025 IMPACT HIGHLIGHTS

HomeRise delivered strong, measurable outcomes in an increasingly challenging housing environment.

These highlights reflect our focus on housing stability, operational discipline, and consistent support for residents with complex needs. Together, they tell the story of an organization executing with intention and care.



98%

Housing retention rate. 83% is national average.

1,500+

Individuals housed in HomeRise properties

5%

Vacancy rate. HSH target is 7%.

300%

Increase in voluntary program participation since 2023

18

Properties in HomeRise's portfolio

294

Additional residents served in 2025

BUILDING OUR COMMUNITY OF SUPPORT

In 2025, HomeRise made a deliberate investment in how we tell our story and how we connect with the community behind this work. As we sharpened our operational focus and delivered strong housing outcomes, we knew it was equally important to ensure our residents, staff, partners, and supporters could clearly see and feel the impact of that work.

Strengthening our outreach was not about visibility for its own sake. It was about **clarity, consistency, and connection**, ensuring the people who believe in HomeRise have meaningful ways to stay informed, engaged, and inspired.



We focused on sharing stories that reflect the heart of HomeRise, **celebrating our residents, staff, Board members, donors, and volunteers**, and highlighting the everyday work that makes long-term housing stability possible. We committed to regular storytelling on LinkedIn and Instagram, using these platforms to lift up community voices and moments of impact rather than metrics alone.

We also launched a monthly email newsletter to provide supporters with a consistent, accessible way to stay connected. Over the course of the year, our newsletter audience tripled, reflecting growing interest in HomeRise's work and mission. Website traffic increased due to fresh social media, newsletter, and blog content.



Made possible by support from **Tipping Point**, and in partnership with **Bay Area Video Coalition**, we produced a short video and collaborated on a professional photoshoot celebrating HomeRise's 35th anniversary and the work we do every day to help people remain housed in San Francisco.

These assets now serve as the foundation for HomeRise's ongoing storytelling, supporting our digital presence, print materials, and future outreach efforts.

COMMUNITY IN ACTION

In 2025, we gathered community in meaningful ways: to celebrate milestones, open doors, and create moments of joy and connection for residents.

Celebrating 35 Years of HomeRise

In October, HomeRise marked its 35th anniversary with an evening of celebration, reflection, and community. Supporters, residents, staff, and partners came together for great food, music, and to hear directly from residents whose lives have been profoundly impacted by finding a home with HomeRise. The evening also featured the premiere of our new video honoring HomeRise's history and the work we do every day to keep people housed in San Francisco.

Tour & Talk: Opening Our Doors

Launched in 2025, HomeRise's Tour & Talk series invites the community inside our permanent supportive housing across San Francisco. Guests join us for lunch, tour our buildings, and learn more about HomeRise's approach to housing and services. These gatherings create space for learning, connection, and deeper understanding of what supportive housing looks like in practice.

Holiday Cheer

Holiday Cheer, HomeRise's signature volunteer event, was bigger than ever in 2025. Together with companies, volunteers, residents, and staff, we decorated HomeRise buildings for the holidays and shared meals across our communities. This event is a powerful reminder of what collective support can create—spaces filled with joy, connection, and belonging.



RESIDENT SUCCESS STORIES

Roger

After years of housing instability brought on by incarceration and substance use, Roger found himself at a crossroads. With courage and humility, Roger embraced a new beginning. He moved into a HomeRise building and started building the life he had long hoped for.



Beatriz

Beatriz found herself living on the streets of San Francisco after a traumatic injury. Today, she has a safe space to call home with HomeRise and is working toward her GED. With a home of her own, she's able to cook, relax, study, and focus on what's next.

Charlene

Charlene found stability through supportive housing at HomeRise and now focuses on healing and wellness. A lifelong artist and storyteller, Charlene draws on her love of Tai Chi, practiced for more than 40 years, to manage chronic pain and share kindness, humor, and wisdom with those around her.



ORGANIZATIONAL STABILITY

In 2025, HomeRise took deliberate steps to strengthen its foundation.

By addressing leadership capacity in housing operations and implementing comprehensive financial reforms, we took decisive action to support our staff, protect our residents, and ensure the sustainability of our work for years to come.

Strengthening Leadership

To address staff vacancies that had strained program capacity, HomeRise hired a new Director of Housing Operations in July and a new Director of Residential Services in August. Together, these leaders bring decades of experience to HomeRise to help improve resident experience, staff support, and operational consistency across our housing portfolio.

Ensuring Financial Stability

HomeRise developed and secured City approval for a multi-year stabilization plan outlining a clear path to bring deficit properties into balance by 2027. This plan provides a durable framework for financial recovery while protecting core services and housing stability.

Modernizing Financial Systems

HomeRise implemented a series of financial reforms, including updating financial policies and procedures, engaging a new audit firm to provide perspective, contracting a new insurance broker, and transitioning banking services to **River City Bank**. These changes are expected to save the agency hundreds of thousands of dollars annually while strengthening accountability and risk management.



THANKS TO OUR SUPPORTERS

Thanks to our supporters for generously sharing their time, resources, and expertise with HomeRise in 2025. Their partnership helps make stable housing possible and strengthens our community for our residents. Due to space considerations, this partial list includes supporters who have contributed \$500 or more.

INSTITUTIONAL

AFL-CIO Housing Investment Trust
Bailard Foundation
Berkshire Hathaway Homestate
Bonnewit Development Services
BRIDGE Housing
California Housing Partnership Corp.
Coblentz, Patch, Duffy & Bass LLP
Colton Commercial & Partners
David Baker Architects
Enterprise Community Investment
First Citizens Bank
Foundation for Quality Housing
Opportunities

Golden Gate Office Solutions
Golden State Valkyries
Hayes Valley Bakeworks
Jackson Lucas
James E. Roberts-Obayashi Corporation
Jan Pridmore Foundation at the
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Kelly Foundation
Kevindale Consulting
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PUBLIC

City and County of San Francisco Human Services Agency
San Francisco Department of Homelessness and Supportive Housing
San Francisco Mayor's Office of Housing and Community Development
U.S. Department of Housing and Urban Development



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