

“We’re thrilled with this gift – it’s going to be used for our children’s program and will provide some support services for the children including outings, tutoring and counseling. These are funds we wouldn’t usually have in our budget, so we’re very excited about the \$22,000.”

- Ruth Hill, Executive Director of Samaritan House

1. Brief Description of Program

VHDA hosts an annual charity golf tournament each year to benefit homeless shelters in Virginia. This charitable event is a creative example of how self-supporting HFAs can proactively respond to the need for additional grant funds to address one of the most critical housing needs – homelessness. The tournament is held at Ford’s Colony in Williamsburg, and a sponsorship allows a four-person team to play for \$1,500. Proceeds from the tournament are donated to homeless shelters that typically support families. Habitat homes have also received funding in recent years.

The tournament builds public awareness and support for local homeless service shelters and special housing needs organizations. Each year, representatives of each benefiting organization are present to accept the proceeds and provide information about their services. Not only does this tournament solidify rapport and support between VHDA’s staff and industry partners, it provides a pleasant setting for personal contact from which strong partnerships can grow.



VHDA presents a check to the Samaritan House

2. Why/When it was Undertaken

The Charity Golf Tournament began in 1993 as a way to provide assistance to homeless shelters. It is one of the few ways in which VHDA can provide homeless assistance, because we don’t administer state or federal grant programs such as HOME, CDBG, or a Housing Trust Fund. And, traditional mortgage lending programs do not provide the type of assistance needed to support most local non-profit homeless programs. These homeless programs typically depend on grant support and donations. Therefore, VHDA created the Charity Golf Tournament as a means of raising private contributions for local non-profit homeless assistance providers.

3. What VHDA has accomplished

For 15 years, VHDA has capitalized this homelessness fund through its largely visible annual charity golf tournament. This effort has grown substantially over time. To date, VHDA has provided more than \$1,000,000 in grants to 44 homeless shelters, as well as several Habitat homes.

Year	Total Awards	Housing Development/Program	Location	Grant Amount
1993	\$25,000	New Clay House	Richmond	\$25,000
1994	\$29,000	Emergency Shelter, Inc.	Richmond	\$29,000
1995	\$33,000	The Haven	Norfolk	\$33,000
1996	\$34,000	The Arlington Community Temporary Shelter	Arlington	\$34,000
1997	\$40,000	Women’s Resource Center of the New River Valley	Radford	\$20,000
		Montgomery County Community Resource Center	Christiansburg	\$20,000
1998	\$20,000	Mercy House	Harrisonburg	\$20,000
1998	\$20,000	First STEP	Harrisonburg	\$20,000
1999	\$43,000	Domestic Violence Emergency Services	Danville	\$21,500
		Citizens Against Family Violence	Martinsville	\$21,500
2000	\$60,000	Suffolk Shelter for the Homeless	Suffolk	\$20,000

		Genieve Shelter	Suffolk	\$20,000	
		Friends of the Homeless, Inc.	Newport News	\$20,000	
2001	\$63,000	Shelter for Help in Emergency	Charlottesville	\$21,000	
		Madeline House	Farmville	\$21,000	
		Richmond Habitat for Humanity	Richmond	\$21,000	
		The Arlington Community Temporary Shelter	Arlington	\$21,000	
2002	\$63,000	Loudoun Abused Women's Shelter	Loudoun	\$21,000	
		Richmond Habitat for Humanity	Richmond	\$21,000	
		Virginia Supportive Housing	Richmond	\$25,000	
2003	\$75,000	Richmond YWCA	Richmond	\$25,000	
		South Hampton Roads Habitat for Humanity	Richmond	\$25,000	
		Rush Homes	Lynchburg	\$25,000	
2004	\$100,000	Interfaith Housing	Richmond	\$25,000	
		Family Resources Center, Inc.	Wytheville	\$25,000	
		Family Crisis Support Services, Inc.	Norton	\$25,000	
		Good Samaritan Ministries	Richmond	\$25,000	
2005	\$100,000	People, Inc.	Abingdon	\$25,000	
		For Kids, Inc.	Norfolk	\$25,000	
		Homestretch	Falls Church	\$25,000	
		Dailey Planet	Richmond	\$25,000	
2006	\$100,000	Reston Interfaith	Reston	\$25,000	
		Arlington-Alexandria Coalition for the Homeless	Arlington	\$25,000	
		Project Horizon, Inc.	Lexington	\$25,000	
		The Dwelling Place	Hampton Rd.	\$22,000	
2007	\$11,000	The James House	Southern VA	\$22,000	
		Crossroads Shelter	Southwest VA	\$22,000	
		Services to Abused Families, Inc.	Northern VA	\$22,000	
		Eastern Shore Habitat for Humanity	Eastern Shore	\$22,000	
		Shelter for Help in Emergency	Charlottesville	\$22,000	
2008	\$110,000	YWCA of South Hampton Roads	Hampton Rd.	\$22,000	
		Friends of Guest House	Northern VA	\$22,000	
		Samaritan House, Inc.	Virginia Beach	\$22,000	
		Danville-Pittsylvania County Habitat	Southside VA	\$22,000	

4. Why it is Meritorious and Meets NCSHA Award Judging Criteria

Innovative

VHDA is a lending institution that is limited in its ability to assist those who are homeless. This particular event is one way VHDA can help, since traditional lending programs do not provide the type of assistance needed to support local non-profit homeless assistance.

Replicable

VHDA's Charity Golf Tournament can easily be replicated by other HFAs by reaching out to stakeholders to host a similar golf tournament. Many HFAs will find that this program not only raises money for homeless shelters, it is also an enjoyable event that allows staff and housing partners to strengthen partnerships.

Respond to an important state housing need

Homelessness is a problem in many areas of Virginia. This event directly addresses a pressing state housing need by raising funds for the homeless through one of the few mechanisms available to VHDA.

Demonstrate measurable benefits to HFA targeted customers

Part of the tournament's application process requires that a homeless shelter obtain matching funds of at least \$10,000 to be eligible for tournament grant funds. This leverage requirement provides a huge benefit to the homeless shelters – for example, a \$25,000 tournament grant becomes \$35,000 due to this condition. The homeless shelters and the families they serve also benefit greatly from the actual grants. The awards have used for a number of initiatives, including new programs for children and adults, facility improvements including new roofs and air conditioning, and making facilities greener and more accessible.

Proven track record of success in the marketplace

The first tournament in May 1993 included 43 contributors and raised \$25,000 for an emergency shelter serving homeless adults. This year, an estimated 125 people donated money totaling more than \$174,000. This is the most the tournament has raised in its history. In total, the Charity Golf Tournament has raised more than \$1,000,000. VHDA's event is recognized as one of the largest invitational charity golf tournaments in the state.

Benefits that outweigh the costs

This charitable event provides an effective means of capitalizing a fund for the needs of the homeless. Expenses for the 2008 tournament were estimated at \$63,000, while revenues exceeded \$174,000. Expenses are kept to a minimum by using volunteers from the VHDA staff and reusing signage and other materials. Of course, the biggest benefit of the Charity Golf Tournament is the funding it provides to help make the lives of homeless families better.

Demonstrate effective use of resources

As part of the application process, homeless shelters must show how they will use the money if selected as a recipient, and effective use of funds is a qualifying criterion. Also, in support of the President's goal to end chronic homelessness, another criterion has been added requiring homeless shelters receiving tournament grants to provide services transitioning individuals from chronic homelessness to permanent and stable residency. These services must include education and counseling. As mentioned previously, all grant recipients must now obtain a monetary match from a stakeholder of at least \$10,000. This provides a strong incentive to other charitable contributors and increases the amount of support provided annually to homeless shelters.

Effectively employs partnerships

Through the participation and contributions of VHDA's housing industry partners, including multi-family developers, tax credit syndicators, investors, government sponsored enterprises, Realtors®, lenders, homebuilders and mortgage companies, the annual tournament leverages significant financial resources. It is also instrumental in raising awareness to help the homeless population.

Achieve strategic objectives

Through the charitable golf tournament, VHDA meets its strategic vision of establishing and strengthening partnerships with stakeholders and leveraging our resources to understand and address critical housing needs.

Conclusion

Homelessness directly affects thousands of Virginians. According to a count conducted by localities statewide, more than 9,600 individuals were homeless during a 24-hour snapshot in January 2007. Four to five times that number may actually experience homelessness at some point during the year, according to national homeless studies. Of the total homeless population, many individuals are victims of circumstances such as job loss, domestic violence or the current foreclosure crisis. Through its Charity Golf Tournament, VHDA is able to provide funds benefiting homeless service providers. The event targets homeless shelters around the Commonwealth in an effort to combat the challenge of homelessness. Since its inception, the tournament has raised more than \$1,000,000 to help improve the lives of thousands of Virginia's neediest families. This financial assistance serves not only to address the individual circumstances of homelessness, but also to improve the quality of life for all Virginians.