

San Diego Housing Federation

Highlights from Our 2025 Impact Report City/County Reinvestment Task Force February 26, 2026

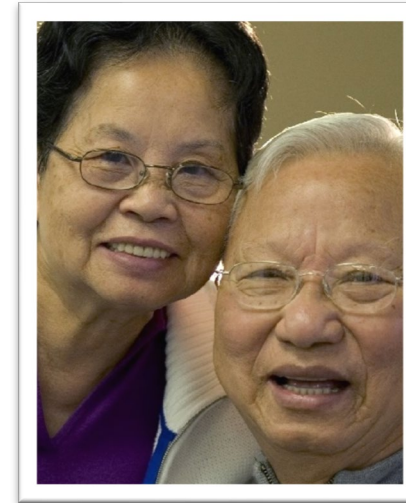
Stephen Russell

President/CEO

San Diego Housing Federation

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Our Vision



San Diego is a thriving and sustainable region where all of us have access to a safe and stable place we can afford to call home.



The Power of Us

Impact Report • 2025



San Diego's Voice for Affordable Housing



35 Years of Transforming Housing Through Collaboration

Expand

In 2025, the San Diego Housing Federation hosted monthly virtual forums to give members and partners a shared space to learn, connect, and collaborate on issues shaping the affordable housing sector. These gatherings created a consistent venue to surface challenges, elevate new initiatives, share resources, and generate solutions together.



Participants explored issues related to long-term asset sustainability, including insurance trends, property operations, resident services, and safety. Discussions helped managers troubleshoot shared challenges and exchange practical strategies.



Developers came together to discuss financing pipelines, entitlements, policy updates, and emerging opportunities. These conversations supported deal-making, identified systemic barriers, and enabled collaboration among development teams.



Invite-only sessions convened organizational leaders and were facilitated by SDHF's Board Chair. These forums created space for shared guidance, peer strategy, and collective sector problem-solving.



Co-hosted with the City of San Diego's Development Services Department, these forums offered direct communication between practitioners and senior City staff. Members received updates on process improvements and policy changes and provided candid feedback on permitting challenges and successes.



Media Coverage of SDHF's Press Conference

During a May press conference, California Housing Partnership released its annual report with the San Diego Housing Federation. They were flanked by a coalition of nonprofit leaders sharing how their organizations have been impacted by federal cuts. Stephen Russell, president and CEO of the San Diego Housing Federation, said the event underscored the urgency of centering budgets around working families struggling with housing, child care and food insecurity.



NBC 7 News Midday
May 9, 2025, 11:16 am

NBC 7 News Today
May 10, 2025, 10:48 am

NBC 7 News Today
May 11, 2025, 11:19 am

NBC 7 News Today
May 11, 2025, 7:38 am

NBC 7 News Today
May 12, 2025, 8:48 am

NBC 7 News Today
May 12, 2025, 4:48 am



10News at 4 pm
May 8, 2025, 4:36 pm

ABC San Diego KGTV Facebook
May 9, 2025

ABC San Diego KGTV Online
May 9, 2025



KOGO Weekend News
May 10, 2025, 12:18 pm



Politics Online
May 8, 2025



CBS 8 Mornings at 5:00 am
May 9, 2025, 5:15 am



Morning Report
May 9, 2025



KPBS Evening Edition
May 8, 2025, 5:08 pm

KPBS Evening Edition
May 8, 2025, 6:38 pm

San Diego News Now
May 9, 2025

City News Service
May 9, 2025



FOX 5 News at 4 pm
May 8, 2025, 4:38 pm

FOX 5 Good Morning San Diego
May 12, 2025, 6:44 am



Morning Newsletter
May 9, 2025
May 13, 2025
May 14, 2025



Local News
May 9, 2025



(Photo by Jason Ritchie /San Diego Housing Federation)

4/8/2025: Two San Diego City Council members – Sean Elo-Rivera, top row, second from left, and Kent Lee, bottom row, far right – joined SDHF and other local nonprofit leaders to call on legislators to increase funding and resources directed at fighting high rent, child care costs and more.



HEAL
NETWORK
HOMELESS EXPERIENCED
ADVOCACY & LEADERSHIP

Participation & Engagement

- 9 Policy Coordinating Committee meetings
- HEAL participation in 7+ community events

Policy & Advocacy Engagement

- Public comment on Unsafe Camping Ordinance
- Joint HEAL/RUN/Basic Needs Coalition letter opposing Executive Order
- Regional Organizing Coordinator (ROC) Leader Training with Housing California
- Collaboration with Disability Rights California
- HEAL speakers at May 8 and price-fixing press events

Additional 2025 Highlights

- HEAL table and outreach at Giv4 Event
- Workshops at Mater Dei Symposium on Human Dignity
- HEAL graduates returning as peer trainers

6
Graduates from
HEAL Training

10
Monthly HEAL
Meetings



Educate





Fundamentals of Affordable Housing Finance

Fundamentals of Affordable Housing Finance Training Highlights Essential Financial Skills

The Fundamentals of Affordable Housing Finance Training was hosted on August 25, 2025 by the San Diego Housing Federation (SDHF) in partnership with the California Housing Partnership (CHP).

This full-day event drew affordable housing professionals, developers, and advocates for in-depth technical training led by CHP financial consultants. The core curriculum focused on the complex financial mechanisms necessary for development, including:

- Low-Income Housing Tax Credits (LIHTC)
- Tax-Exempt Bonds
- Project Feasibility Analysis

The training successfully equipped participants with the essential financial and practical skills needed to plan and secure funding for affordable housing projects across California, reinforcing the shared mission of SDHF and CHP.



Members of the CHP team who delivered the Fundamentals of Affordable Housing Finance training alongside President and CEO Stephen Russell.



SHRS Academy SUPPORTIVE HOUSING & RESIDENT SERVICES

Supportive Housing and Resident Services Academy (SHRSA) Launches Annual Institute in 2025

The San Diego Housing Federation successfully hosted the first standalone Supportive Housing and Resident Services (SHRSA) Institute on January 28, 2025, convening over 80 professionals at the Mingei International Museum.

Key Impact

The Institute provided critical, interactive training focused on essential sector challenges, including:

- Trauma Care After the Disaster (Highly praised)
- Eviction Prevention Programs
- Permanent Supportive Housing Fundamentals
- Active Engagement and De-Escalation Techniques

Featured Keynote Speaker, Loretta Turner, emphasized the critical importance of self-care for service professionals to help equip participants with practical skills to enhance their daily work supporting tenants and housing providers.

The Supportive Housing and Resident Services Academy (SHRSA) provides training, networking, and peer learning for resident services, property management, and supportive housing staff.

SHRSA fills a critical gap for practitioners serving formerly homeless residents with complex needs, uniting professionals facing shared challenges. Through shared learning and best practices, SHRSA equips teams with tools to support stability, improve services, and strengthen housing outcomes.

2025 Quarterly Virtual Workshops

MARCH 36 Attendees

Self-Care & Burnout - Strategies for a Healthier You

MAY 76 Attendees

Immigration

AUGUST 53 Attendees

Working Together in Housing: Roles, Mission & Collaborative Care

NOVEMBER 48 Attendees

Navigating the Complexities of Service and Emotional Support Animals in Permanent Supportive Housing: Legal, Ethical, and Practical Perspectives

87
Institute
Attendees

SDHF welcomed over 80 attendees at the Inaugural Supportive Housing and Resident Services Academy (SHRSA) Institute in January at the Mingel International Museum.



Affordable Housing Management Academy

Affordable Housing Management Academy (AHM) Academy Expands to Meet Rising Demand for Trained Affordable Housing Professionals in 2025



Program Expansion

AHM Academy is a free 16-week college-level training & certification program, proudly offered in partnership with MiraCosta College.

Designed as a workforce development initiative by SDHF, the program seeks to help individuals who come from lower socio-economic backgrounds, individuals of color and those who might have grown up within an affordable housing community obtain gainful employment.

Mentorship

AHM's mentorship program made its biggest leap yet, growing from 23 to 55 mentors across 28 organizations.

Career Development

Expert support from MiraCosta Career Services Staff and Student Job Fairs to connect with potential employers.

SDHF Support

Membership to SDHF and alumni network opportunities

Educate

* The Fall Wednesday cohort is still in progress and slated to graduate in Spring 2026



**Spring 2025
Graduates**



**Fall 2025
Saturday Cohort**



**Fall 2025
Wednesday Cohort**





The Job Fairs were a success with over 20 AHM students in attendance at each event.

Fall Job Fair • October 30, 2025

- CONAM Management Corporation
- National Community Renaissance (National CORE)
- Interfaith Housing Assistance Corporation
- USA Properties Fund, Inc.
- Urban Coast Properties
- Retirement Housing Foundation
- Sunrise Management

Inaugural Spring Job Fair • February 21, 2025

- National Community Renaissance (National CORE)
- CONAM Management Corporation
- Community HousingWorks
- City of Oceanside
- Interfaith Housing Assistance Corporation
- USA Properties Fund, Inc.
- FPI Management
- Legacy Apartment Staffing
- Barker Management, Inc.



“

The program’s strong connections to local housing organizations gave me valuable opportunities to network, learn, and build lasting relationships. My assigned mentor provided guidance and encouragement throughout the program — and continues to support me in my career growth today.”

— 2025 Program Graduate

“

AHM Academy’s biggest strength is the guidance it gives every student into this industry by providing the support of a mentor, the education, the extra curriculum events in which students can participate but overall, the networking it presents and facilitates students to have.”

— 2025 Program Graduate

AHM Alumni Success

Students and alumni who accepted job offers or were promoted in 2025

Betty Duran

Fall 2022

Conam Management

Christa Medeiros

Fall 2023

Conam Management

Valerie Liserio

Fall 2023

Kingdom Development, Inc.

Seana Erevia

Fall 2024

Hyder Property Management Professionals

Diana Bustos

Fall 2024

Community HousingWorks

Camiessa Stuart

Fall 2024

National CORE

Viktoriya Mack

Fall 2024

National CORE

AngelRose Bauer

Spring 2025

Kingdom Development, Inc

Dulce Miranda

Spring 2025

Community HousingWorks

Erika Cotter

Spring 2025

Rainey Property Management

Natalie Arbino

Fall 2025

Retirement Housing Foundation

Carmen Medina

Fall 2025

Conam Management

Skye Ross

Fall 2025

USA Properties Fund

Students/alumni working with Staffing Agencies within the Affordable Housing Sector:

Jenny Feinberg

Fall 2024

Legacy Apartment Staffing

Perla Garibay

Fall 2024: Legacy Apartment Staffing

Rev. Dr. G. Penny Nixon

Build

Dr. Margot Kushel

SDHF's Annual
Conference
brings together
professionals
from all facets of the
affordable housing
sector to discuss
policy and
emerging
trends.





The Power of Us:

35 Years of Transforming Housing Through Collaboration

2025 Annual Affordable Housing and Community Development Conference
Thursday, October 16 · Marriott Marquis San Diego Marina

SDHF's 35th Annual Conference Celebrates "The Power of Us"

The San Diego Housing Federation celebrated its 35th anniversary by hosting the 2025 Affordable Housing & Community Development Conference on Thursday, October 16th, at the Marriott Marquis San Diego Marina.

The event successfully convened over 500 attendees, including housing professionals, advocates, and community leaders. The conference operated under the theme: "The Power of Us: 35 Years of Transforming Housing Through Collaboration," emphasizing collective advocacy and regional innovation. Engagement was high throughout the day, featuring 25 exhibitors and a popular headshot lounge, fostering networking and connection throughout the venue.

Program Highlights

The comprehensive program offered learning through seventeen workshops across six specialized tracks

Key Addresses Included:

- Morning Keynote: Rev. Dr. G. Penny Nixon (Faith Director for the Housing Leadership Council of San Mateo County).
- Afternoon Keynote: Dr. Margot Kushel (Director of the UCSF Benioff Homelessness and Housing Initiative), who delivered a compelling talk on the intersection of health, housing, and equity.

The day concluded with a networking reception, providing attendees an opportunity to reflect on the sector's collective progress.



518
Attendees at
Annual
Conference

66
Speakers
participated
in the
Conference

49
Sponsors
supported the
Conference

Community Presentations

Throughout the year, SDHF staff made tailored presentations to various organizations and events.

- 2/10/25 **SDAR's Housing Opportunities Committee**
- 2/12/25 **LEAD Impact Panel**
- 3/13/25 **Reinvestment Task Force**
- 3/17/25 **Housing CA**
- 4/29/25 **ICON National**
- 5/01/25 **San Diego Equality Business Association**
- 6/03/25 **City Heights CDC**
- 6/12/25 **Chicano Federation**
- 6/13/25 **San Ysidro Health**
- 6/26/25 **Father Joes Village**
- 8/23/25 **Queer Housing Summit**
- 9/12/25 **SD Workforce Partnership and Job Corps**
- 9/19/25 **Mayor's Office APR Press Conference**
- 9/24/25 **California Adult Education Programs Summit**
- 10/03/25 **Politifest**
- 10/09/25 **Cause Conference**
- 10/21/25 **Tour of local PSH properties with BCSH Secretary Tomiquia Moss**
- 10/28/25 **Voice of San Diego**
- 10/28/25 **United Way Cost of Living Report Release**
- 11/19/25 **USD Policing Homelessness with HEAL**





As we close out our 35th year, a final thank you to our members, partners, residents, funders, educators, and staff for embodying **The Power of Us. Together** in 2026, we will continue transforming housing — and transforming lives — through collaboration.



