





PEP Highlights

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Committed to Quality



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Mary Stompe
Executive Director
Sibyl Lister
Finance Director
Dominic Roybal
Property Management & Compliance Director
Jim Langford
Housing Development & Operations Director
Doug Beck
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PEP CONTINUES TO WIN AWARDS!

In December, PEP was awarded the **Governor's Environmental and Economic Leadership Award** for the second time! Having already received the award in 2009 for our Casa Grande Senior Apartments, this year's award was a recognition of PEP Housing's continued commitment to developing "sustainable senior communities."

Our Acacia Lane Senior Apartments also recently won a 1st place award from the **California Landscape Contractors Association** for its design incorporating drought-resistant plants, a small orchard, ADA accessible community planters, and decomposed granite walkways. Landscaping was done by Landesign Construction & Maintenance, Inc. who received the contract from our developer Midstate Construction. ▲



▲ PEP board and staff members accept GEELA award at Sacramento ceremony.

PEP'S MISSION

PEP Housing is a non-profit corporation dedicated to providing limited income seniors access to affordable quality housing with supportive services and advocacy.

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2014 BENEFIT GALA FOR PEP HOUSING

Join Us On The Yellow Brick Road!

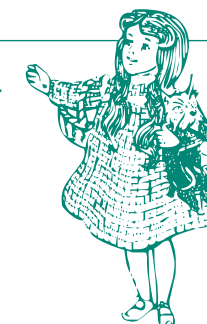
There's No Place Like Home! is the exciting theme for PEP Housing's 2014 gala which will be held Saturday **May 10th** from 6-10pm at the former Safeway site located in Petaluma's Washington Square Shopping Center. The theme is inspired by the classic film "The Wizard of Oz" which is celebrating the 75th anniversary of its release.

You will join Dorothy and her friends as you travel the Yellow Brick Road to the Land of Oz where you will enjoy "Emerald City" hospitality including fabulous food by *Preferred Sonoma Caterers* and lively music by *Peter Welker* and his jazz band. You will also have an opportunity to

win some "bewitching" treasures, getaways and entertainment packages with a Wizard's drawing, Dorothy's raffles and a spirited live auction. Come in costume and you may win a prize!

It takes more than a click of the heels for many of today's seniors to enjoy a comfortable, safe, welcoming home. As the "silver tsunami" of retiring Baby Boomers join the already growing number who are enjoying longer lives, PEP's waiting list is growing rapidly. This event is the organization's most important fundraiser of the year and makes it possible for it to continue its commitment to a vulnerable segment of our community.

Tickets are \$55 per person. To attend this celebration, call **707-762-2336** or visit www.pephousing.org to join the guest list for 'ticketless' reservations. ▲



SAVE THE DATE! MAY 10TH, 2014

Executive Director’s Message

Kellgren: A New Community with a 10 Year History



Building an affordable senior housing project is a long tedious process. From conception to completion, the development of a project can take many years. However, despite the inevitable challenges of the process, the end results are always worth the hard work.

Recently we opened our newest community, Kellgren Senior Apartments. The project began with the acquisition of the first parcel of land in 2004. After the second parcel was acquired in 2008, we started working on the project design. Easements and the proximity to a railroad track provided some unique site planning challenges but they were overcome and City approval was granted to build.

In addition to acquiring property and overcoming design challenges, funding a new project also requires a great deal of creativity. We started by piecing together a mix of 4% tax credits, bonds, City of Petaluma redevelopment funding, Affordable Housing Program funds through the Federal Home Loan Bank and HUD Section 202 funding. Each of these funding sources can take years to acquire and has to be timed perfectly in order to combine sources. We had to secure a syndicator for the 4% tax credits and a construction lender.

Next we began the process of identifying eligible residents on our wait list through an extensive selection process. We met with dozens of seniors and helped them fill out complex paperwork. This process took several months to complete.

Ten years later, the much-awaited day arrived when we received our Certificate of Occupancy from the City and Permission to Occupy from HUD and we were finally able to celebrate the realization of another dream! As residents started moving into their new apartments, the memories of the hard work were quickly replaced with the joy of having achieved our goal. At the end of the day, fifty-one seniors on our wait list who had been patiently waiting for an affordable place to live can finally say “There’s no place like home!”

*In gratitude,
Mary Stompe
Executive Director*



Our Latest Developments



Public Invited to Open House & Expo

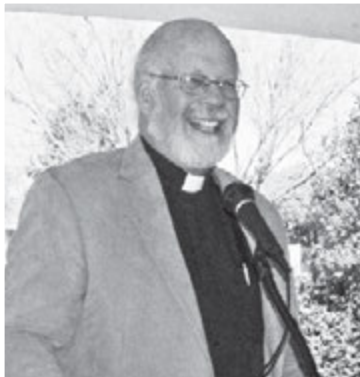
Taking advantage of the few days between the completion of Kellgren and the first move-in date, PEP was able, for the first time, to invite the public to tour one of our communities. Hundreds of neighbors, community members and friends were able to visit the beautifully furnished model apartment, well-equipped community room and thoughtfully-designed gardens.

We were also pleased to be able to showcase some of the newest technology that is being developed to help older adults live independently with greater health, safety, and security. Stan Lawson of **Sequoia Senior Solutions**, a provider of in-home care, demonstrated their remote caregiver system which utilizes Skype television interface and a variety of health monitoring devices to provide regular remote check-ins, medication and appointment reminders, and includes emergency alert capability that can prevent a health crisis from occurring. Dave Decker and Daniella Goss of the **Petaluma Health Care District** displayed their latest Philips devices including a fall detection pendant that does not require pressing a button to summon help as well as their programmed medication dispenser that ensures adherence to a medication schedule and alerts caregivers when medications are not taken. Casey Kho of the **California Telephone Access Program** brought an array of the free adaptive telephones that are available through the program and are designed to help compensate for hearing loss, vision loss, memory loss or mobility limitations. If you would like information about these resources and others, you can call Buz at (707) 762-2336. ▲



Celebrating Our Newest Community!

On Thursday, March 13th, we proudly celebrated the opening of **Kellgren Senior Apartments**, our newest community, at 855 Wood Sorrel Drive in Petaluma. The community, named in honor of Pastor Tim Kellgren of Elim Lutheran Church, one of PEP’s founders, now provides safe, comfortable homes for over fifty low-income seniors and brings our total number of affordable apartments to over 380.



▲ Pastor Tim Kellgren shares PEP’s beginnings at dedication.

In keeping with PEP’s commitment to sustainable development, Kellgren was constructed using the latest “green” building and energy-saving technology for which PEP Housing has received numerous state and national awards. A community building includes a kitchen and public room, a computer room, and staff offices. Residents are able to enjoy raised garden beds, a dog run, and the latest in preventative health

equipment including a CyberCycle, an advanced form of motivational exercise equipment designed to exercise the mind as well as the body, and a state-of-the-art health kiosk which, in addition to monitoring vital signs, has a touch screen where residents can ask health-related questions and eventually will be able to provide updates to their health care providers.

We are grateful to Kellgren’s naming sponsors including **Midstate Construction, Merritt Community Capital, Westamerica Bank, Exchange Bank, Elim Lutheran Church Women, Silicon Valley Bank** and **Mary Stompe**.

The well-attended dedication included an opportunity to see a model apartment beautifully staged by Ron Bausman and Art Wagner, professional visual merchandisers, using furnishings donated to **Alphabet Soup Thrift Store**. The thrift store raises funds for the Petaluma Education Foundation and the skillfully selected model furnishings were available for sale (and many were quickly snapped up!) ▲



▲ Kellgren model apartment staged with furnishings from by Alphabet Soup.

Doing Our Best to Keep Up With a Growing Need!



Now that Kellgren is open and over fifty more patient seniors on our waiting list finally have homes, we are turning our attention to our **Orange Tree Senior Apartments** in Oroville which is scheduled to be completed in September 2014. Like all of our newer developments, we are adhering to our award-winning sustainable building practices and looking forward to soon providing affordable homes and services for another fifty or more low-income seniors in Butte County!

Orange Tree is the last of the developments for which we were able to get federal funding, but we are determined to continue our mission as we explore alternative sources of financing for several other projects we hope to build in Petaluma and other Northern California communities. In fact we’ve just hired a new Project Manager to help us try to keep pace with our rapidly growing wait list! ▲



PEP Explores Preventative Health Technology

In addition to the CyberCycle and health kiosk at our new Kellgren Senior Community, PEP is exploring other ways to keep our residents safer and healthier. At a recent Age-Tech conference that featured the latest applications of new technology designed to help older adults live independently, PEP Housing was selected by Lively (www.mylively.com) to participate in a pilot project using their product. PEP residents were given presentations on the technology and eight chose to test it for the 8-week pilot period. Residents who participated in the pilot were invited to keep the equipment at no charge if they wished to subscribe to the service. ▲



▲ Kellgren residents enjoy the health benefits of the CyberCycle.

NEW FACES AT PEP

Linda Maria Hedstrom, Project Manager



Linda joins the PEP team after 40 years in the public and private nonprofit sectors. She holds an MBA in Nonprofit Administration, is a graduate of the University of California School of Architecture, and is certified in a broad range of affordable housing disciplines. Born in Mexico City but primarily raised in the San Francisco Bay Area, Linda and her husband Stephen have two wonderful sons and five adorable grandchildren. ▲

Pattie Nugent, Property Manager



With the opening of Kellgren Senior Apartments, we welcome Pattie as its on-site manager. Pattie has extensive experience in managing affordable, multi-family and Tax Credit Transitional housing. Pattie is excited to be welcoming our new Kellgren residents and, working again in Petaluma, where she has lived for the past 43 years. Pattie enjoys gardening and bicycling around town with her husband on their custom beach cruiser bikes. ▲

Chanette Dahl Lowe, Property Manager



Our Caulfield Senior Apartments were in need of a part-time property manager and Chanette is the perfect fit. Chanette says "It is an honor and a privilege for me to be a member of PEP Housing. Having spent my life in service of others, I could not imagine a more fulfilling opportunity. The compassion, sincerity, and caring that I have experienced from the members of PEP for the senior community is extraordinary. I look forward to many years together." ▲

Morgan Lemos, Executive Receptionist



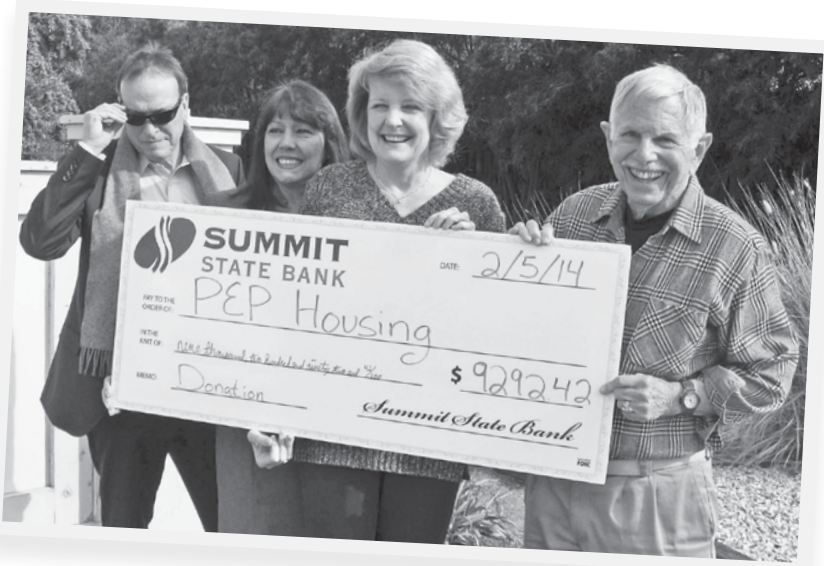
Morgan joined the PEP team in January just in time to help us gear up for the opening of Kellgren and begin planning our annual gala. A Petaluma native, Morgan is a graduate of Santa Rosa Junior College with a major in psychology. She loves the outdoors including hiking, biking and camping. Her enthusiasm for our mission and her cheerful outgoing nature is a winning combination for this key position! ▲



Pep Housing Appreciates its Community Partners

Summit Bank President and CEO Tom Duryea and Mary Celestre, Vice President and Branch Manager, presented PEP Executive Director Mary Stompe and Community Relations Coordinator Buz Hermes with a check for over \$9,000 (photo at right) representing their annual contribution in support of PEP Housing's efforts to keep pace with the rapidly growing need for affordable senior housing.

We are also pleased that PEP Housing's Residents Emergency Fund was selected as a beneficiary of the "Festival of Trees" fundraiser sponsored by the Fabulous Women of Petaluma. The \$5000 will be used to help our very low-income residents with unanticipated expenses such as dental care, prescription glasses, and hearing aides that are not covered by their medical insurance. ▲



SPECIAL THANKS TO OUR 2014 GALA SPONSORS

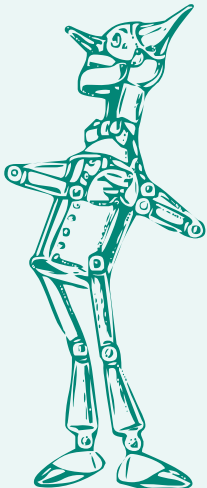
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"Wizard Of Oz" Inspires Theme for this Year's Gala

On May 10th gala guests will follow the Yellow Brick Road to the enchanted Emerald City. The theme of this year's gala – "There's No Place Like Home!" – was inspired by the classic 1939 film starring Judy Garland which is celebrating the 75th anniversary of its release this year.

The movie was based on the book *The Wonderful Wizard of Oz* by L. Frank Baum (first published in 1900) but of course Hollywood took its usual "artistic license." For example, in the book, Dorothy's magic slippers are described as "silver" in color but the movie's costume designers made them "ruby" in order to take full advantage of the film industry's latest refinement of the Technicolor process.

The popularity of the story is believed to be due to its value as an American version of a "hero's journey" myth. Regardless of whether it is perceived as simply a charming children's fable or enjoyed for its deeper interpretations, it is a delightful story that appeals to all ages and reminds us of the importance of having the comfort and security of "home" as we face the challenges of life, including aging! ▲

▲ PEP Executive Receptionist Morgan Lemos prepares to join Dorothy's friends on the Yellow Brick Road.

PEP's Pets

Dorothy had “Toto” but many of our residents also enjoy the companionship of their pets.



“Tinkerbell” and “Amy” show off their new bunny outfits for residents Lillian Bartholo (left) and Dianne Pimentel.



A senior himself, “Romeo” enjoys some lap time with resident Selma Sundaram.



Residents Shirley Lauder (left) and Ruth Maniscalco enjoy a sunny afternoon with their pets “CoCo” and “Twinkle” while keeping an eye on “Bailey” (middle) for another resident.



The new dog run at Kellgren is a hit with both residents and their pets.



“Sadie,” a Manx mix, loves entertaining resident Carol Russell with her playful antics.

Honor Roll of Donors

September 2013 – March 2014

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