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PEPTalk

Building Communities...One Project at a Time

Spring 2008

PEP Housing Answered Her Prayers

By Sibyl Lister, Finance Director

I recently had the privilege of stepping outside my regular duties as PEP Housing's Finance Director to interview Camilla Edwards, a resident at our Vallejo Street property. It was a unique opportunity to view PEP Housing through her eyes.

Camilla smiled and laughed while we sat in her apartment — she loves it. All of the windows give it a very open feeling and she has a beautiful tree just outside one window. She has been in this apartment for about four years and has loved it from the first day. "It's financially perfect," said Camilla. "The location is perfect and I love my life here at PEP Housing every day." It's clear from her heartfelt statements that she is so very grateful. "Everyone at PEP Housing has been wonderful to me." She is close to friends here, in fact one long-time friend lives just across the lawn in another PEP Housing unit.

Camilla was born on January 18, 1933. As a former nun and a retired teacher, her credentials are many. She entered the convent in 1950 and while teaching and doing her religious work she earned a degree in Sociology in 1966 from Immaculate Heart College. "It only took me 16 years," she said with a grin. In 1970 she left the convent when it disbanded. She could have gone to another convent but decided to leave because "the hierarchy wanted control." Camilla is an independent woman and independent thinker. Back then, she was a woman ahead of her time. Camilla wasn't interested in being controlled — not one bit. She has three masters degrees — one from UCLA in African Studies, one from Northern Arizona University (NAU) in Education, and one in Administration.

After leaving the convent, Camilla taught in Pico Rivera, a town southeast of Los Angeles, for about 10 years. She taught kids of all ages but enjoyed the junior high kids the most. They either love you or hate you," she said. "But I loved them all."

Camilla was born in Oakland and moved throughout Northern California growing up. Her parents met at St. Mary's hospital.

RESIDENT PROFILE:



Camilla Edwards

Her mother, Alice, was a nurse and her father, Dick Edwards, was a patient who was thought to be dying. Luckily the diagnosis was wrong and her parents were married for over 50 years. Her mother was a devout Catholic and her father converted. Interestingly enough, her father understood more than her mother why she wanted to enter the convent. Her mother wanted her to marry a millionaire. She did become engaged some time after she left the convent but unfortunately just four months before the upcoming wedding, her intended dropped the "not ready for marriage" bomb. She now says that if she had married, she wouldn't have had the freedom to assist with children and her community as much as she has. In the '80s and '90s Camilla worked in the religious community teaching religious teachers

(catechists), becoming the head of the Department of Religious Education in Santa Rosa, and worked at St. James Roman Catholic Church then at Saint Vincent de Paul Catholic Church.

I asked her what her circumstances were that she came to PEP Housing. She said she was very good at not making much money with the type of work and teaching she had chosen through the years. So when she retired, her small pension from the church and small social security put her in a financial situation where she wasn't able to afford the apartment rents in Sonoma County. In her past community work, Camilla had recommended PEP Housing to others in need and already knew of our good reputation. So upon retirement, PEP Housing was her first thought for herself.

Camilla's daily life at PEP Housing is one of camaraderie and friendship. She does a lot of visiting with friends, both in person and on the phone. They meet for lunch and weekly dinner dates. There is always a friend checking in to see if she needs anything from the store.

I thoroughly enjoyed talking to a genuine role model and a woman ahead of her time. ▲

Win a Mercedes-Benz!

Help PEP Housing maintain our immaculate apartment complexes and, most importantly, provide the lowest rents anywhere in the area for seniors on fixed incomes. In return, you could win a 2008 Mercedes-Benz C300 Luxury Sedan or \$20,000 cash — your choice!



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Message from the Executive Director — Mary Stompe

It is a common misconception that PEP Housing receives on-going government operating subsidies to support our very

low rents. While we do receive government funding to build our communities, we do not receive operating subsidies for the majority of our properties. There are small subsidies received to operate our HUD-funded properties, but those funds can only be used at that particular complex.

What most people don't realize is that PEP Housing has exactly the same expenses as a market-rate apartment complex with one exception, we are exempt from property tax. A market-rate apartment owner may have approximately \$1,000 per one-bedroom unit in rental income to cover the expenses of maintaining their property. PEP Housing has an average of \$336, leaving us with a \$664 gap. How do we cover the full expenses of a property with low rents and no government subsidy? Fundraising.

Each year we have to raise almost half a million dollars to fund our operations. This is more challenging than you may think. Unfortunately the funding priorities of foundations and organizations most often don't include helping seniors. So PEP Housing relies on community support to fill this gap.

There are many ways you can support PEP Housing. As a family member of a PEP Housing resident, please consider designating PEP Housing as the recipient of a memorial contribution. This would not only assist PEP Housing and future residents, it would also honor the memory of your family member's life in our community.

Another way you can support PEP Housing is by attending our annual fundraising event. This is PEP Housing's 30th anniversary, so our annual event is going to be bigger and better than ever. You'll be able to dance to the music of Pablo Cruise while helping low-income seniors live comfortably.

And don't miss out on the chance to win a Mercedes-Benz in PEP Housing's first annual luxury car raffle! Or you can use the envelope that comes with this newsletter to make a personal donation.

As you can see, there are many ways to support PEP Housing and low-income seniors in our community. Whichever avenue you choose, know that your support is instrumental in helping us bridge the funding gap that keeps rents affordable for our seniors. ▲



Are You An Internet Addict? Your Passion Can Pay Off!

Did you know that PEP Housing can earn a penny every time you search the Internet? What if a percentage of every purchase you make online went to support our low-income seniors? Well, now it can! GoodSearch.com is a Yahoo-powered search engine that donates half its advertising revenue, about a penny per search, to the charities its users designate. Use it just as you would any search engine, get quality search results from Yahoo, and watch the donations add up! Just go to www.goodsearch.com and be sure to enter PEP Housing as the charity you want to support.

GoodShop.com and iBakeSale.com are two new online shopping malls that donate up to 37% of each purchase to your favorite cause! Hundreds of great stores, including Amazon, Target, Gap, Best Buy, eBay, Macy's, and Barnes & Noble, have teamed up with GoodShop and iBakeSale. They offer you big savings at your favorite stores, so you can shop, save, and automatically donate to PEP Housing. To take advantage of these two online shopping/donation programs, sign up at www.goodshop.com and www.ibakesale.com and designate PEP Housing as your charity.

Now shopping really does make cents! ▲

Happy Birthday Petaluma!

In keeping with the city's colorful heritage as the "Egg Basket of the World," this year's Butter & Egg Days Parade celebrated our hometown's 150th sesquicentennial birthday. More than 30,000 Petaluma friends and neighbors lined the streets to view the biggest Butter & Egg Days Parade on record. PEP Housing joined in the celebration by entering a float in the festive birthday parade that proceeded through town at an impressive and timely pace.

Since this year also marks PEP Housing's 30th birthday, the PEP Housing float was a celebration of both the city's and the organization's origins. Featuring a basket of eggs and the slogan

"Celebrating 30 EGGcellent Years," the float showcased PEP Housing as the "golden egg" in Petaluma's basket. The Butter & Egg Days organizers were so impressed with our theme, they asked that PEP Housing's float be the backdrop for NBC 11's live broadcast on Friday, April 25, featuring Butter & Egg Days.

The parade also included a special car for the recipient of the 2008 Good Egg Award — PEP Housing board member Don Bennett.

Congratulations Don on the well-deserved recognition for all you do for Petaluma and PEP Housing! ▲



What's the Buz?

by Gary "Buz" Hermes, Resident Services Coordinator



"Early to bed and early to rise makes a man healthy, wealthy and wise." That's what my parents promised me. I have yet to reap those results. Perhaps it is something all parents said to get their children to bed and to school on time. Or perhaps there was some truth to it when they lived down on the farm where the cows didn't have snooze alarms and the corn needed to be harvested before the

midday heat and before we had television and Johnny Carson.

Now you can stay up all night getting healthier, wealthier, and wiser by wheeling and dealing on the Internet and watching educational television. So much for going to bed early and rising at the rooster's crow!

Ancient peoples were wise in ways that helped them survive. They could anticipate weather changes, track down animals, prepare nutritious meals with limited ingredients, use plants for healing, and follow the stars to guide their travels. Their essential wisdom was passed from the elders to the youth.

Now we use sophisticated instruments to predict our weather, buy packaged food in a supermarket, take drugs with names we can't pronounce, and rely on satellites to get us where we want to go. Ancient wisdom has as much usefulness in our Information Age as sharpening hoes, mending socks, and canning tomatoes.

So what wisdom do we current elders have to pass on to succeeding generations when our skills are no longer useful? I would say there are certain values that are timeless...like treating others with respect (the "Golden Rule" seems to cover it all), not taking more than you need, responsibility, humility, gratitude, and recognizing that we are miraculously sustained by an incredibly complex environment which we share with lots of other living organisms.

Our consumer-oriented culture and half-hour TV shows have created an impatient generation that expects packaged answers to problems and instant gratification of needs and desires. We elders have much to share about the value of "reflection and discernment" — an ability to think about consequences before taking action, a willingness to question before accepting or rejecting information, and an openness to considering all aspects of a situation before passing judgment.

Our skills may no longer be relevant, but there is still wisdom in our values. ▲

Gary "Buz" Hermes, Resident Coordinator for Edith Street and Lieb Senior Apartments, has many years of experience working with elders and others with special needs. A senior himself, Buz has a special interest in creating safe and supportive environments in order to maximize independence.



▲ Board Members Mary Savage and Sid Lipton

PEP Housing Is Part of The Human Race

PEP Housing was excited to participate in Sonoma County's 27th annual Human Race on May 10. The Human Race is a nationwide community fund raising event for nonprofit organizations and is the largest collaborative fundraising event in Sonoma County, as well as the largest Human Race in the nation. The Sonoma County Human Race featured a 3K and a 10K run and walk through scenic Howarth and Spring Lake Parks.

Thirteen volunteers, board members, staff, and residents participated in the Race on behalf of PEP Housing, raising over \$11,500! PEP Housing and the seniors we serve appreciate the financial support raised through the efforts of: Don Broadbent, Diane Dorey, Bill Fishman, Sid Lipton, Sibyl Lister, Kari Millar, LaVerne O'Neel, Pat Poulin, Eve Prevost, Faith Ross, Julia Ross, Mary Savage, and Mary Stompe.

A special congratulations to our top earners who raised over \$1,000 each:

Sid Lipton — \$4,186

Mary Stompe — \$1,935

Bill Fishman — \$1,735

These three outstanding supporters will be publicly recognized at the county-wide Human Race Awards Celebration in late June.

We're all part of the 'human race' and PEP Housing applauds those who 'raced' to provide low-income seniors with the quality of life they deserve. ▲

Thank you!

Come Celebrate With Us!

30th Anniversary Celebration

2008 marks PEP Housing's 30th year of building and managing affordable housing for seniors and people with disabilities — but there's still so much more to do! Seniors are the fastest growing segment of the population, and PEP Housing is committed to meeting their affordable housing needs.

PEP Housing's annual gala has grown into one of the area's most exciting events. It is also PEP Housing's most important fundraiser of the year. Revenue raised helps PEP Housing maintain our beautiful apartment complexes and, most importantly, provide the lowest rents anywhere in the area. With rents averaging only \$336 per month, PEP Housing is able to serve individuals and couples who only have a small social security check to live on, as well as help prevent homelessness.

Join PEP Housing for our 30th Anniversary Celebration on Thursday, September 18, 6:00-9:30 p.m. The event will feature a sit down dinner followed by a live performance by Dave Jenkins and Steve Price from the hit band Pablo Cruise. There will also be a raffle for a new Mercedes-Benz! Because this event celebrates PEP Housing's 30th anniversary, we anticipate that over 500 people will attend.

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Summit State Bank

In addition to a scrumptious catered dinner and a live music, there will be a rousing live auction in addition to our many irresistible silent auction items. This year we're expanding our silent auction to include online bidding, so even if you can't be at the event, you can still support PEP Housing by purchasing auction items (visit our website at www.pephousing.org to learn more).

As always, the best part of the evening is joining together with friends who appreciate and support PEP Housing's mission to provide affordable housing to low-income seniors. Your admission donation of \$75 provides safe and warm places to live for limited-income seniors who might otherwise be homeless. So mark your calendar for September 18th! Every donation gives hope and dignity to elderly citizens who have helped make this community what it is today.

Silent Auction

Cruise on the Bay for Two on a 55-foot Catamaran

Tour and Tasting for Six at B. R. Cohn Winery

Two night stay, dinner and Cabaret Show for Two at Harrah's South Lake Tahoe

Magnum of Ravenswood Winery's 2005 Old Hill Zinfandel

12-month day pass to all 43 Sonoma County Parks

And much more!

To make your reservation, contact Kari Millar, Director of Fundraising, at 707-762-2336 or KariM@pephousing.org. ▲



▲ Officer Ron Klein presents PEP Housing with a sponsorship donation from the Peace Officers Association of Petaluma.

Casa Grande is Half Way to Completion!



PEP Housing is nearly 50 percent complete on the construction of Casa Grande Senior Apartments. This project will help another 57 extremely low- and very low-income residents enjoy a nice quality of life in Petaluma. Midstate Construction has been working at a fever pitch, taking full advantage of the dry weather, to finish the project. Framing of these 'green' buildings are now complete, with the windows and siding soon to follow.

PEP Housing has taken Petaluma's Build It Green concept to heart by 'walking the talk.' Casa Grande Senior Apartments was put to the test and passed the green rating checklist with flying colors. Buildings that achieve at least 50 Green Points (with a minimum number of Green Points earned in various categories) are eligible to become Green Point Rated. PEP Housing's Casa Grande Senior Apartments received a score of 141 points, nearly triple the points needed to earn a Petaluma Build It Green certificate.

"We are extremely excited to have received such a high score on the Green Rating System," said Executive Director Mary Stompe. "As the project progresses, we hope to add to those points, bringing our total score up to 150."

As the first Green Rated multi-family building in Sonoma County, projects such as Casa Grande Senior Apartments will help to ensure the health, well-being, and economic future of the community and region for generations to come. Construction of the project is estimated to be complete by the end of 2008 with occupancy to begin in early 2009.

If you would like to see this exciting new development in person, sign up to take a "hard hat" tour! Call our Housing Development Department at 707-762-2336 for available dates and times. ▲



THANK YOU FOR YOUR NAMING GIFTS!

There are still a variety of naming opportunities at Casa Grande Senior Apartments. Don't miss this opportunity to have your name or the person you wish to honor prominently displayed on the North Bay's first and only "green" affordable housing complex. Call 707-762-2336 or email KariM@pephousing.org to make your donation.

Community Garden (\$5,000)

Midstate Construction

Study/Computer Room (\$3,000)

Lynn and Gary Imm

Benches (\$1,000)

Harriet Boysen —
in honor of Soenke Boysen
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Thank you!

Acacia Lane Will Be Farm-Inspired

Acacia Lane Senior Apartments, PEP Housing's first development in Santa Rosa, continues to evolve. PEP Housing closed escrow on the land in the Fall of 2007, and since that time, has selected an architect and obtained initial drawings for the project.

Architect Robert Hayes of Sausalito presented PEP Housing staff and board development committee members with his vision for the property, which is fashioned after the small rural farm common to the Santa Rosa landscape in the past century. His design is collection of buildings including two residential buildings or "farm houses," a centrally located community building or "barn," and a large garden that resembles a farm orchard. The project will be looped with a pedestrian foot path, which will provide a safe exercise route, access to individual garden plots, and contemplative garden benches.

We have worked diligently to create both contemplative spaces that offer privacy and views of the surrounding hillsides as well as social spaces that provide activities that will engage the residents in communal activities such as gardening. All these amenities will

provide the residents with healthy activities, a strong connection with the historic characteristics of Santa Rosa, and give them what many of us have longed for during much of our lives: 'life back on the farm.'

The project consists of 44 one-bedroom units, as well as a two-bedroom manager's unit. One-bedroom units will be approximately 620 square feet and will be designed to optimize ease of use and circulation for residents. PEP Housing will again make energy efficiency and environmental awareness a priority. In addition to utilizing energy-efficient building materials, all appliances will meet Energy Star ratings and a photovoltaic system has been incorporated into the design to reduce pollutants and demand on the power grid.

PEP Housing is now working on the mixed financing for Acacia Lane, which will likely include HUD Section 202 funding, tax credit equity and local and/or state HOME funds. If the HUD Section 202 funding is approved in Fall of 2008, construction would likely begin Fall of 2009 with initial occupancy in Fall of 2010. ▲



Maintenance and Construction Update

by Jim Langford
Maintenance and Construction Manager



Our department has been very busy with vacancies and new construction projects. As many of you know we have a new addition to our staff. Doug Beck started in December of 2007. He has been a great addition to the staff and much appreciated by Dave, Jose, and me.

Staff has completed 15 vacancies rehabs in the past four months and an additional construction project or two. Combined with the daily work orders our schedule has been busy.

Here's a little update on some of the ongoing work at PEP Housing's properties:

- ▲ Thanks to a grant from the City of Petaluma we were able to obtain new irrigation boxes that are controlled by a weather satellite system. This will save thousands of gallons of water a year along with the new Weather Trax systems that converted some properties over to drip irrigation systems. Another cost-saving step we took was to plant low-water plants and shrubs as ground cover.
- ▲ New parking lights were installed at 231 Wilson. A new pole light and wall pack has been installed at 154 Wilson.
- ▲ Our fence project at 154 Wilson has been completed and we're moving on from there to 231 Wilson.
- ▲ New patio furniture has been purchased for Vallejo Street Apartments. Our inspection last month with our regulatory group went well there. ▲

Debbie Antonsen Named 2007 Employee of the Year

Debbie Antonsen, resident manager of Mountain View Apartments, was voted 2007 Employee of the Year at PEP Housing. Debbie joined the PEP Housing staff in the Fall of 2005, initially as the resident manager at Boulevard Apartments. After about a year, she transferred to Mountain View Apartments where the residents adore her.

Debbie has always had a passion for working with seniors. In fact, she can't remember a time when she wanted to do anything else. Raised in Salinas and later moving to Redding, Debbie's mother worked in senior housing for many years. Debbie followed in her footsteps and became a private in-home care giver for seniors. One by one her family members moved away from Redding until one day Debbie realized that she was alone there. Family had always played a big part in her life, and she missed that closeness.

So when her last senior client passed away, Debbie thought that it might be time for her to move, too. She had recently been to Petaluma visiting her aunt, Fern Jones, who is the resident manager at PEP Housing's Edith Street Apartments. Fern introduced Debbie to PEP Housing, and she was hooked. "I fell in love with the work at PEP," says Debbie. Fern told her about the opening

at Boulevard Apartments, Debbie applied and landed the job.

Debbie has been with PEP Housing for three years and says that she still loves her work. Her job includes myriad tasks, but her favorite is interacting with residents daily. "I hear all their joys, all their sorrows. I get to hear their life stories," says Debbie "It reminds me of stories I heard from my parents and grandparents growing up."

When not on the job, Debbie enjoys all types of outdoor sports. She jokes that she has a Ph.D. in shopping! But her real pleasure in life is visiting with her 37-year-old son Bill who lives in Monterey.



Congratulations Debbie for being voted employee of the year. We're lucky to have you at PEP Housing. ▲

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