

sv@home

IMPACT REPORT 2025





SV@Home is Santa Clara County's regional nonprofit organization advancing housing solutions through advocacy, leadership development, coalition-building, and communications. By convening community leaders, supporting developers, and shaping policy, SV@Home works to ensure housing is accessible for all residents.

We organize our work around five core strategic areas, each with specific 5-year goals and annual milestones. Progress toward these goals in 2025 demonstrates the organization's commitment to leveraging systems-change approaches to create measurable impact in housing production, preservation, leadership, and public engagement.



The SV@Home team in front of **our original office**, an old Victorian home we said goodbye to at the end of 2025.



A Message from our Executive Director

Dear Friends, Partners, and Supporters,

2025 has been a remarkable year for SV@Home. Through advocacy, leadership development, and coalition-building, we've achieved real impact: advancing 500+ homes through the development process, strengthening renter protections for 50,000 people, and preserving protections for ~100,000 more. We also trained 40 emerging leaders, supported 20 new housing advocates, and helped 10 community organizations expand their capacity.

Our systems-change approach continues to build the relationships needed for lasting results — engaging 300+ people in person and reaching 2,000+ online. Looking ahead, we're committed to new ballot initiatives, anti-displacement policies, and growing a leadership pipeline that reflects our region's diversity.

None of this happens without you. Thank you for your partnership and belief in the power of housing.

With gratitude,



Regina Celestin Williams
Executive Director,
SV@Home



How Do We Work

HOUSING FOR ALL: SV@Home focuses on the housing needs of all who are impacted by the lack of affordable housing options, from those who are homeless, to those with fixed incomes, to those who work in our services or manufacturing sectors, to those who work for our leading employers.

LOCAL GOVERNMENT ENGAGEMENT: SV@Home works closely with government staff and elected officials to develop and influence housing solutions before policies come before elected bodies.

DEVELOPER PARTNERSHIPS: SV@Home partners with affordable, missing-middle, and mission-aligned market-rate developers to shape feasibility-driven policy and advance projects that strengthen affordability and long-term housing stability.

DATA INFORMED POLICY: SV@Home uses data and research to inform our work, which improves policy success and promotes new and innovative approaches to our housing challenges.

LEADERSHIP DEVELOPMENT & NARRATIVE CHANGE: SV@Home offers opportunities for education and engagement, provides data and information to help inform the community, and works to support the next generation of housing leaders.

COALITION BUILDING: SV@Home collaborates with others who's work is impacted by the housing crisis, including those working in areas of environment, health, and education.

Strategic Goal #1 ADVOCACY

POLICY OUTCOMES BY THE NUMBERS

50,000+

Residents received
new or expanded
renter protections

10,000+

New homes capacity
created via updated
zoning/land use
policies

100,000

Residents protected
through preserved
protections
renter
protections preserved

500

Homes advanced
in development

5-Year Goals

- Raise \$2 billion for affordable housing production and \$500 million for preservation
- Support policies enabling 30,000 affordable homes to be produced or preserved
- Prevent displacement for 100,000 residents

What happened in 2025?

PROGRAMMING HIGHLIGHTS

- **Ballot Initiatives:** SV@Home partnered with Destination: Home and Working Partnerships USA on designing a future Santa Clara County citizen initiative for affordable housing revenue.
- **Enhanced Infrastructure Finance Districts (EIFDs):** Approved by VTA to conduct a feasibility analysis for Enhanced Infrastructure Finance Districts in VTA Transit Oriented Communities.
- **Schools and Housing:** SV@Home initiated research and collaboration with school districts and cities to repurpose vacant school sites for housing and community uses.
- **Developer Support:** Letters of support and public testimony were provided; engagement was facilitated through quarterly Developers' Roundtables and monthly Developers' Corners.
- **Housing Element Accountability:** Jurisdictions' compliance with Housing Element goals was tracked and technical assistance was provided.
- **State Legislative Advocacy:** SV@Home supported state-level policies benefiting affordable housing, with emphasis on Silicon Valley-specific impacts.



We advocated to **transform** housing systems.

Advocacy is not a single moment—it is a sustained commitment.

It means showing up, again and again, in the rooms where decisions are made, ensuring our communities are seen and heard, and using every opportunity to advance policies that makes housing more affordable, equitable, and accessible across Silicon Valley.

As an advocacy organization, our power lives in our visibility. Every time a staff member steps to the mic to deliver public comment, testifies before a board, or takes the floor at a community meeting, they are doing something irreplaceable: making it impossible to ignore the people and the work.

In 2025, our team showed up at city halls, public hearings, commissions, and convenings across the region.

We gave comment when the agenda allowed it and created space for our voice when none existed. We introduced ourselves, stated our positions, and left no ambiguity about where we stand or who we stand with.



Strategic Goal #2

LEADERSHIP & DEVELOPMENT

5-Year Goals

- Train 100 new leaders and support 25 existing staff from member organizations
- Strengthen 15 local CBOs and support 5 in housing development
- Leverage \$100 million in new funding for community-based development

What happened in 2025?

We launched the **Brick by Brick Institute: Internship & Fellowship** this summer offering a suite of programs in policy advocacy education and action, leadership development, and capacity building.

We empowered individuals and communities to lead **equitable housing and development initiatives.**

SV@Home's hosted 2 San Jose State University students as interns who learned and engaged with local, regional, and state housing policy. Internships are focused on affordable housing policy, social justice, and communications to support SV@Home's policy and advocacy work.



MARGARET ABE-KOGA
SUPERVISOR, DISTRICT 5



County Supervisor
BETTY DUONG
DISTRICT TWO



DESTINATION: HOME

BANK OF AMERICA





Community Roots Collaborative

Our cohort of local community-based organizations met formally 7 times throughout the year for technical assistance, peer support, interactive field trips, and collaboration on active projects.



Civic Leadership Program

In 2025, the **SV@Home Action Fund** hosted the second cohort of the **Civic Leadership Program (CLP)**. We training emerging leaders for elected office, boards, or commissions, and grew the base of with alumni support.

The Next Generation of Housing Leadership

Housing justice depends on more than strong policies—it requires strong leaders. Lasting systems change happens when the people shaping housing decisions reflect the diversity, lived experiences, and aspirations of the communities they serve. That is why SV@Home has made leadership development a core part of our work. We are not simply preparing individuals for careers in housing; we are investing in the next generation of advocates, practitioners, public servants, and movement leaders who will shape the future of Silicon Valley.

This past year marked a milestone in that investment. After years of planning, partnership-building, and fundraising, we launched the inaugural Brick by Brick Fellowship in September 2025, welcoming a cohort of ten emerging housing leaders at the beginning of their careers. The fellowship was intentionally designed to expand opportunity for people from low-income backgrounds, communities of color, and others whose perspectives have too often been absent from housing decision-making. Through technical training, mentorship, and relationship-building, fellows gain not only the knowledge to navigate the housing ecosystem but also the confidence and networks to lead within it.

Throughout the year, our team hosted trainings, convenings, and leadership development opportunities that strengthened a growing community of housing leaders across Santa Clara County. Together, these efforts are building a stronger, more representative housing movement—one equipped to advance the production, preservation, and protection of affordable housing for years to come.

“Our years of work to launch the **Brick by Brick Fellowship** finally came to fruition in September 2025 where we welcomed an energetic and committed inaugural cohort of 10 who are just starting their careers in housing. Our team worked tirelessly to fund the fellowship for years. Eventually, we were able to hire Excelebrate PB LLC in 2024 to develop a business plan and implementation strategy that would get the fellowship off the ground and make it sustainable for the long-run.

I envision the Brick by Brick Fellowship to be a reputable program that hiring managers revere. This wish translates to the passion and commitment I have for our fellows. I want to see them succeed and unlock their true leadership potential, especially since we emphasize training up-and-coming lived experience housers that have low-income backgrounds and/or come from communities of color. Santa Clara County leadership must reflect its diverse constituency to effectuate change in our fragmented housing system.”

- **Kenneth Javier Rosales**, *Leadership Development Program Manager*



“In 2025, we trained the second full cohort of the **SV@Home Action Fund's Civic Leadership Program (CLP)**. Building on the prior success of our inaugural cohort, we expanded the training from a 2-day bootcamp into a 2-month, every-other-Saturday format. The 2-month format required much more overall investment from SV@Home, but the extra time together gave our 2025 Cohort a deeper opportunity to get to know each other. It also gave the cohort a better chance to discuss and absorb the material — important for a program covering such a wide range of topics (housing policy, running for office, serving with ethics and effectiveness in local government, and communications, and more). The CLP is thriving, with overwhelmingly positive feedback from each Cohort, a successful fundraiser highlighting the program, and quarterly meetups with alums. On a personal note, running the CLP is a ton of work, and a ton of fun. Every participant is focused and kind, and it's inspiring to see alums from the CLP serving with distinction in elected and appointed office, managing campaigns, and furthering housing justice from within government.”

- **Cory Wolbach**, *Civic Leadership Program Manager*

Learning, Building, Leading: A Year With the CRC

In 2025, the Community Roots Collaborative (CRC) hit its stride, returning for its second year with a growing cohort of over 15 Santa Clara County-based organizations and a full calendar of seven convenings that deepened the group's knowledge, connections, and confidence in community development. From the very first session, where cohort members aligned on shared commitments and got an introduction to the development process, to a closing visioning session where members mapped their goals for 2026 and beyond, the CRC offered a rich and intentional learning journey. Along the way, the cohort explored critical topics including property acquisition, affordable housing financing, fundraising and pre-development strategy, and what it takes to build strong, values-aligned partnerships in the real estate development space.



The year was brought to life through an impressive lineup of expert guests, site tours, and peer learning moments that made each convening dynamic and memorable. Cohort members heard directly from practitioners like Duane Bay of EPACANDO and PAHALI CLT, Carlos Castellanos of Alta Housing, and Thai-An Ngo of California Housing Partnerships, among others, gaining real-world insight into the partnerships and financing strategies that make community-led development possible. Cohort members also shared their own journeys — from Sacred Heart Community Services' grassroots organizing efforts in District 3 to SOMOS Mayfair's work revitalizing a historic East San Jose site — creating a powerful culture of peer learning and mutual support.



Featuring our partner organizations:



SV@Home also provided one-on-one strategic consulting to five cohort members, offering individualized support alongside the group experience. We are proud of what this cohort has built together and are energized to take the CRC even further in the year ahead.

The CRC is about far more than developing affordable housing projects. It is about reshaping who has the knowledge, relationships, and capacity to influence how communities grow and invest in themselves. By equipping community-based organizations with the tools to become housing developers, land stewards, and long-term community anchors, we are expanding who holds power within the housing ecosystem. That shift is essential to systems change. Lasting housing justice requires not only better policies, but also a broader and more diverse network of organizations capable of leading, owning, and creating affordable housing in the communities they know best.

**LEADERSHIP
DEVELOPMENT
BY THE
NUMBERS**

40

New housing and community development leaders trained

10

Existing staff upskilled in technical capacity

10

Local community-based organizations strengthened

Strategic Goal #3

NARRATIVE POWER

5-Year Goals

- Convene thousands through major events, policy webinars, constituent roundtables, and social gatherings to keep the Santa Clara County housing community informed and coordinated.
- Run communications campaigns across social media, earned media, and our own publications to shift the narrative around affordable housing and housing justice.
- Train 200+ community leaders, including elected officials, nonprofit professionals, and city staff, on affordable housing basics and communications strategies through programs like Foundations of Affordable Housing.

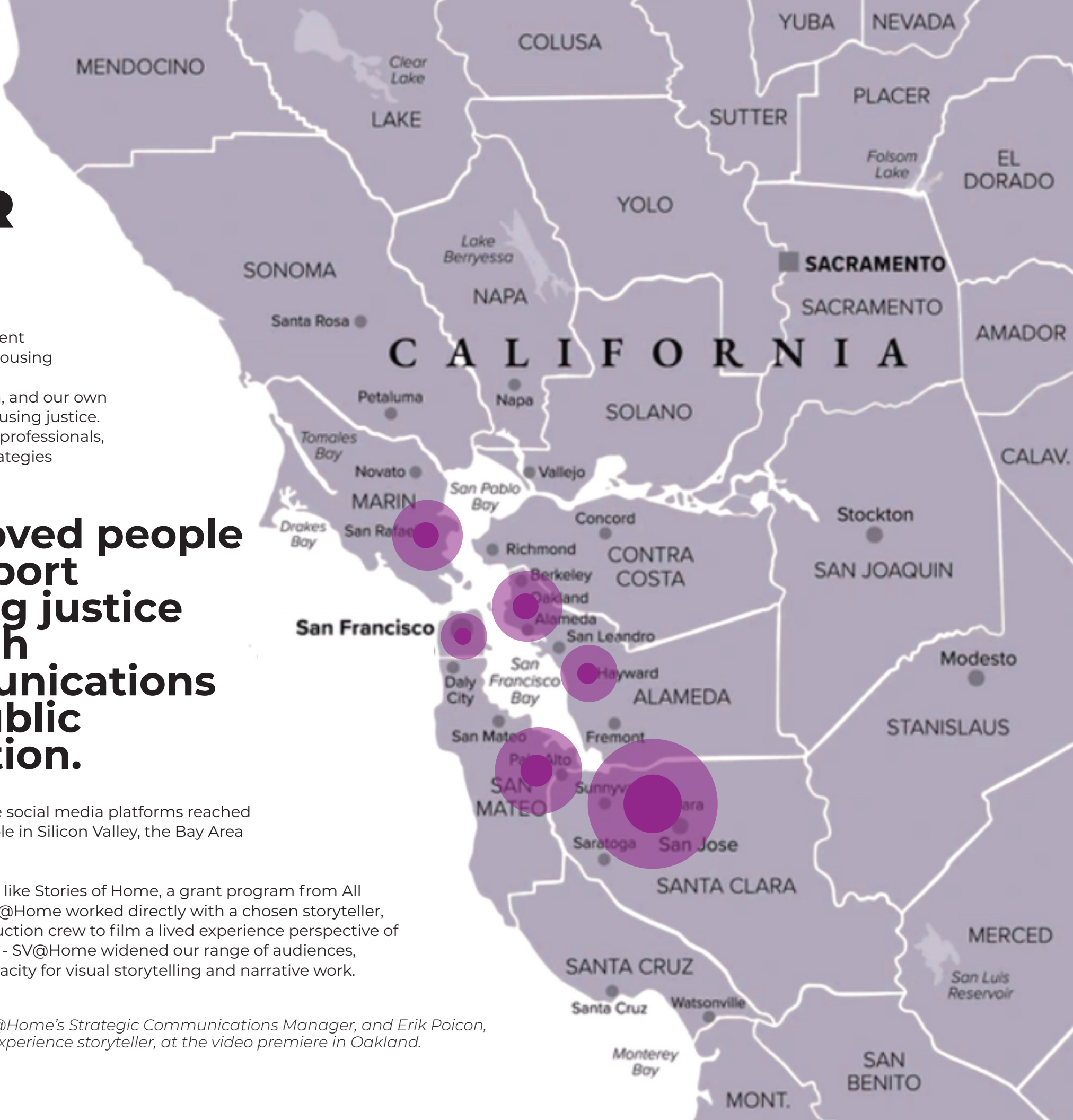


We moved people to support housing justice through communications and public education.

In 2025, SV@Home social media platforms reached over 400,000 people in Silicon Valley, the Bay Area and beyond.

Through initiatives like Stories of Home, a grant program from All Home in which SV@Home worked directly with a chosen storyteller, director, and production crew to film a lived experience perspective of housing insecurity - SV@Home widened our range of audiences, mediums, and capacity for visual storytelling and narrative work.

Mariela Lopez, SV@Home's Strategic Communications Manager, and Erik Poicon, our chosen, lived-experience storyteller, at the video premiere in Oakland.



2025 marked one of the most well-attended years of Affordable Housing Month (AHM) in Santa Clara County. We hosted 3 signature events — the Housewarming Policy Luncheon, our Annual Women Leading in Housing Brunch, and Foundations of Affordable Housing — alongside over 40 community-organized events submitted and hosted by partner organizations across the county.

These events spanned a wide range of topics, including housing policy and preservation, homelessness solutions, immigrant and farmworker housing rights, the intersection of housing and health, housing for people with intellectual and developmental disabilities (IDD),

youth and foster care transitions, racial equity and housing justice, cooperative housing models, transit-oriented development, mobile home preservation, child care and housing co-location, and more.

In Affordable Housing Month 2025 in Santa Clara County, we came together to renew and revitalize our commitments to affordable housing and housing justice — to uplift our communities and to ensure that everyone has a safe, stable, and affordable home. Our collective programming reinforced our resilience, our diversity, our creativity, and our shared drive to implement local solutions.

#StrengthinHousing



2025's AHM Artist, **Leyla Carleo** pictured with the annual Brick Award recipient, **Huascar Castro**



Regina, our Executive Director, accepting the Affordable Housing Month proclamation by the Santa Clara County Board of Supervisors for the month of May.



The annual Women in Housing Brunch is our most well attended and anticipated event during Affordable Housing Month.

BY THE NUMBERS

500+
People attended in-person convenings

2,500+
Individuals engaged online via virtual events

40+
Local leaders and youth trained in communications

400,000
People reached across our social media platforms



"2025 was a year I am deeply proud of. We increased our output at the scale it deserves, and we showed up differently. We made a conscious choice to be bold, loud, and unafraid. We pushed our storytelling beyond the walls of housing policy and into the everyday lives of real people. The work of my colleagues, our policy team, and our Executive Director, who pour everything into this work every day, deserves to be known."

Initiatives like **Stories of Home** got me out from behind the screen and into genuine conversations with people navigating housing insecurity, and that kind of grounded, authentic connection is exactly what this movement needs. I am proud of the foundation we built in 2025, and even more excited about where it takes us next."

- **Mariela Lopez**, Strategic Communications Manager

Tomiqua Moss and **Noni Ramos** at 2025's Women in Housing Brunch



Strategic Goal #4

ORGANIZATIONAL CAPACITY

5-Year Goals

- Continuously improve administrative, fiscal, HR, and records management systems.
- Produce an annual roadmap with clear goals and metrics aligned to each strategic plan area.
- Diversify revenue through expanded membership, sponsorships, and fundraising.
- Grow staffing by 6.0 FTE over the plan period, supported by individual growth plans and management training.

An organization is only as strong as the people within it and the systems that support them. In 2025, we invested deeply in both.

Building internal capacity is not just about infrastructure and administration, though we made real strides there too. It is about the culture we create day to day, the way we treat one another when the work gets hard, and the intentionality we bring to showing up for each other the same way we show up for our communities.

In 2025, SV@Home faced significant financial headwinds that required thoughtful adjustments and strategic pivots to strengthen the organization's long-term sustainability. We made difficult decisions with a focus on responsible stewardship, ensuring we could continue advancing our mission while remaining resilient for the future.

Even amid these challenges, we continued investing in our greatest asset—our people. We learned together, volunteered together, and gathered to wrestle with big questions about the future of housing in Silicon Valley. We extended grace when it was needed, supported one another through moments of uncertainty, and continued strengthening the administrative systems and operational practices that allow our work to move forward with clarity, purpose, and accountability. We know that lasting impact begins with a healthy, adaptable organization.



We reinforce our internal capacity by building sound administrative systems, raising resources, and supporting our staff.



The Policy Team at work...

SV@Home's Policy Team continued to deliver meaningful, measurable impact across Santa Clara County in 2025. Through sustained advocacy and strategic partnerships, the team helped advance 2,303 homes through the development process—with plans to support a total of 30,000 homes by 2029. Their work on cities' Area Plans unlocked capacity for 14,335 to 19,635 new homes, expanding the region's potential to meet its housing needs. Through advocacy for new and expanded renter protections, the team helped shield 44,521 households from displacement, with a goal of protecting 100,000 more people by 2029. Beyond legislation, the Policy Team hosted, co-hosted, or presented at over 30 learning sessions and events, educating more than 2,000 leaders and residents and equipping communities with the knowledge and tools to become effective advocates for housing justice.



"In 2025, I supported the **Gilroy Housing Coalition** as they built the foundation for a displacement prevention policy in the city. I worked with community members to share tenant protection tools and help connect their lived experiences to the policy process. While the policy is still in progress, this past year was about building the momentum and shared understanding needed to move toward stronger protections for Gilroy residents."

- **Emily Ann Ramos**, Tenant Protections and Empowerment Associate



"SV@Home's Policy Team worked closely with our local community partners for years to advocate for policies and programs to effectively meet local housing needs in the Housing Elements of cities across Santa Clara County. I'm really proud of our small but mighty Policy Team's work in 2025 to analyze how those policies and programs are translating to more housing as cities put plans into action, and the highlights of this work that we shared in the June Policy in Action: **Are Local Housing Plans Making a Difference in Santa Clara County?**"

- **Alison Cingolani**, Director of Policy



"I spent the past few years working on **Mountain View's R3 Zoning Update**—a complex, multi-year effort to reshape how and where multifamily housing can be built across the city. In 2025, the City adopted one of its most comprehensive updates yet, increasing density in key areas near transit and jobs while expanding opportunities for more housing. Throughout the process, I supported SV@Home's advocacy by submitting letters, providing public comment, engaging councilmembers, and mobilizing partners to show up and speak out. This work helped push for stronger alignment with the City's housing goals, including higher-density zoning and a clearer path to building more homes. It was a meaningful win to see sustained advocacy turn into real policy change that will unlock more housing opportunities in Mountain View."

- **Manuel Salazar**, Housing Planning & Production Associate



Thank You to Our Members

INDIVIDUAL

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Al Household
Alima Household
All Household
Baker Household
Bannen Household
Barden Household
Baumann Household
Beikzadeh Household
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Curry Household
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Davis Household
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Doherty Household
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Fishman Household
Geis Household
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Javier-Rosales Household
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Catalyst Housing Group
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Destination: Home
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