



Linda Tunis Senior Housing Center

Meeting the critical needs of affordable quality housing for limited-income Sonoma County seniors and veterans



The median annual income of a PEP Housing resident is around \$16,000 per year. The average rent for a studio apartment in the Santa Rosa area of Sonoma County is \$1,254 a month. When low-income seniors are expected to pay as much as 93.7 percent of their income for housing, it leaves them with little money to buy food, cover healthcare expenses, afford transportation, or to pay for other day-to-day essential needs. Because of poverty, these seniors are often left behind in society and suffer from poor physical health, anxiety, depression, and isolation. Deprived of the basic material necessities of life, seniors living on the edge not only experience a poor quality of life but also do not live as long as those with greater means.

“It’s hard for most people to imagine how anyone can make ends meet on so little, much less have any quality of life. Yet thousands of our Sonoma County neighbors live in these conditions every day.”

*Art Cooper, President
PEP Housing Board of Directors*

With rents between \$487 and \$743 per month, PEP Housing offers an affordable alternative for local seniors who are faced with skyrocketing rents, unsafe or unstable housing locations, or the possibility of becoming homeless. As housing inequality for older adults becomes more prevalent in our community, especially since the unprecedented loss of residences in the 2017 fires and the far-reaching financial impact of COVID-19, PEP Housing is well-positioned as a local leader in the development of affordable housing to expand its inventory of housing options.



Since 1978 PEP Housing has been providing low cost housing for vulnerable seniors in our community. Founded by volunteers, Petaluma Ecumenical Properties manages 671 apartments in four Northern California counties to provide quality homes for more than 700 low-income seniors. With the ever-increasing demand, and a wait list of at least five years, PEP Housing moves forward to build 26 new apartments in Santa Rosa.

Twenty-Six Studio Apartments Provide a Safe Permanent Home

The former Scottish Rite Masonic building on Highway 12 in Rincon Valley Santa Rosa will be transformed into a self-contained living center. Designed by Architect Robert Hayes, the 20,400 square foot building will accommodate 26 studio apartments, ranging in size from 365 to 400 square feet. Each studio is designed for accessibility, utility, style and comfort with a living area, kitchenette, bedroom and bathroom. Outside their studio apartments, residents will have access to shared bathrooms, a large gathering hall, meeting rooms, a commercial kitchen, laundry room, computer and television room, and front entrance reception.

Landscape architects have designed the exterior grounds, gardens and dog run for the enjoyment of residents who love nature, like to garden, or have a small companion dog.

Project Cost - \$7.1 million

Maintaining the historic features of the existing building is an important part of the project design and construction budget. The building's exterior will retain the original facade and footprint. Existing interior spaces have been incorporated into the new design to utilize functional areas, preserve the building's history, and save money. Because the building is so well suited to rehabilitation and modification, construction costs will be greatly reduced. Local contractors, building trades professionals and construction workers will be hired for this project. Once underway, the project is expected to be completed within eight months.

Fundraising Goal - \$6.1 million

In recognition of the urgency for more affordable housing in the Santa Rosa area, numerous generous supporters have contributed \$4.1 million toward the \$6.1 million fundraising goal. PEP Housing will secure a \$1 million bridge loan to cover total project costs. Lead donors include: Kaiser Permanente North Bay Region, City of Santa Rosa, Bethlehem Foundation, The Ernest L. and Ruth W. Finley Foundation, St. Joseph Health, Tri Counties Bank, Tamalpais Pacific Foundation, Rotary District 5130, Wells Fargo Bank, Bank of the West, Friedman's Home Improvement, and the Rotary Club of San Jose.

To complete the fundraising effort and begin construction by fall 2020, PEP Housing needs the community's support to raise an additional \$2 million.

We invite your participation to address the critical housing needs of low-income seniors and veterans in our community.



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Naming Opportunities

The following naming opportunities are available to recognize the generous support of individuals and businesses in our community.

Community Hall (reserved).....	\$200,000
Community Kitchen.....	\$100,000
Exterior Gardens.....	\$50,000
Residential Apartments (26 available).....	\$25,000 each
Reception Area.....	\$25,000
BBQ and Patio.....	\$25,000
Meeting Room.....	\$15,000
Dog Play and Exercise Area.....	\$10,000

Naming reserves of \$200,000 or greater will receive marquee recognition.

Naming reserves between \$10,000 - \$199,999 will receive wall plaque recognition.

Gift Pledge Options

Donors may pledge their gifts up to five years with quarterly, bi-annual or annual payment options.

All donations will be publicly acknowledged unless the gift is made anonymously.

For further information, please contact:

Mary Stompe, Executive Director, PEP Housing

625 Acacia Lane, Santa Rosa, CA 95409

707-762-2336

marys@pephousing.org



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Pledge Agreement Form

Donor Information:

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Business Information:

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Pledge Information:

Please allocate my pledge of \$ _____ for the following naming reserve:

Recognition Name on Reserved Marquee or Wall Plaque:

Payment Information: *Pledges will be accepted up to five years and pledge reminders will be sent as requested.*

My preferred pledge payment schedule is:

- Annual payments of \$ _____ to begin _____
- Quarterly payments of \$ _____ to begin _____
- Monthly payments of \$ _____ to begin _____

Method of Payment:

- Check made payable to **PEP Housing and mail to:** PEP Housing, 625 Acacia Lane, Santa Rosa, CA 95409
- Online Credit Card payment: www.pephousing.org/donate

Pledge Authorization:

Signature _____ Date _____

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Floorplan

