



**CITY HEIGHTS**  
COMMUNITY DEVELOPMENT

**2021** ANNUAL  
REPORT

## Meeting Tenant Needs

Something special happens when people start to believe—both in themselves and their community. A group of donors believed their money could protect people from eviction and homelessness, and they gave. Norma, the woman pictured here, believed she could find a way to feed her children and pay rent during the pandemic, and she succeeded through hard work and a supportive community.

Our eviction prevention program called One Month Away started small, just serving a few at-risk tenants in City Heights, but it proved that preventing evictions is the way to deter homelessness and support people at their most vulnerable. Now, that work has grown into a region-wide effort under a partnership that provides tenant support for thousands across San Diego as they battle to keep believing, just like Norma. Thank you for giving them hope!



*“When my husband left us early in the pandemic, I was so afraid,” Norma shared. “I thought my world might fall apart, or maybe it already had. It was a dark place. One day, I finally just decided to believe in myself, to believe I could make it through this. So I went out and bought this believe bracelet.” (see cover photo)*

## Meeting Refugee Needs



*When New Roots Community Farm was founded, you could walk between the garden plots and easily tell where each gardener was from just based on what they grew.*

Gardens managed by people from Southeast Asia were marked by tropical fruits, lemongrass, and other herbs indigenous to their home. Similarly, West African gardeners grew beautiful leafy collard greens, kale, and yams while a gardener from Northern Mexico may have huge cactus, marigolds for Dia de Los Muertos, or other plants they knew as children.

Over time, though, gardeners began to share food, growing tips, and seed with one another. Friendships grew up, and it became more and more difficult to tell who was from which country as gardeners created a new, shared culture and community.

A Burmese-American gardener recently put it this way: “The garden is a place for us to celebrate where we’ve been, who we are now, and where we might go together. The garden is a chance for us to share and celebrate our birth countries while also learning about our neighbors. I’m grateful, because it feels like the whole world is here with me, I have learned so much.”

In other words, New Roots is a place of peace-building and mutuality. If you feel discouraged by the growing division in our country, look to places of shared, celebrated differences like New Roots.

Seeing these gardeners care for and learn from one another is a model for us all.

## Meeting Small Business Needs

City Heights knows how to live life out in the streets! Whether it's streetside flower vendors, taco trucks, or ice cream carts, this is a community that knows how to share public spaces. Yet until recently, it was illegal for many sidewalk and street vendors to earn a living!

After years of advocacy and in partnership with the community and like-minded organizations, we're thrilled to announce that these hard-working neighbors will finally be able to build their business legitimately and without fear. There's more work to do as we create pathways for small businesses, so stay tuned—and thank you for helping make this possible!



*For the first time in the City of San Diego, sidewalk vendors and home cooks will have an opportunity to own a business! We always knew these vendors were an essential part of our communities, but now they will have a path to make that official.*

## 40th Anniversary

It's hard to believe we're celebrating our 40th birthday!

To honor the voices of this amazing City Heights community, we're sharing 40 stories on our blog, one for each year since our founding. These are stories of people in and alongside the community through the provision of job assistance, emergency food, affordable housing, safer streets, and other essential support to the City Heights community.

The work has changed as our neighbors' needs changed, but the mission remains the same: to enhance the quality of life in City Heights, to prevent displacement, and to ensure City Heights residents have access to the same resources and opportunities as the rest of San Diego!

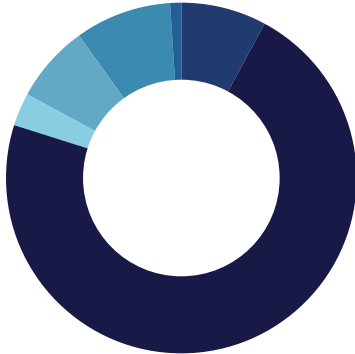




# Financials

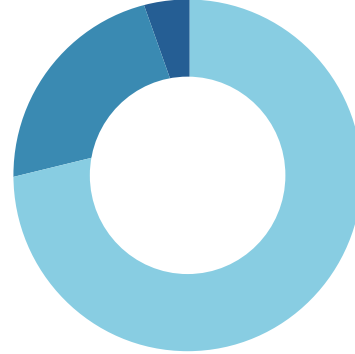
FY2020-2021

Total Income Distribution: \$2,476,405



- Grants- \$1,783,132
- Housing Development- \$195,959
- Partnership Distribution- \$26,148
- Donations & Sponsorship- \$218,283
- Resident Services- \$177,368
- Property Management- \$75,515

Total Expense Distribution: \$1,978,394



- Program- \$1,409,163
- Corporate Operations- \$460,820
- Fundraising & Marketing- \$108,411

**By The Numbers:**

577 households received rental assistance  
48,716.5 lbs of food distributed



# Our Team



On behalf of the entire City Heights CDC team, thank you for supporting this amazing community!

**Our Board**

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