Sarah Buchanan
Chief Operating Officer
San Diego Housing Federation

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- **COVID-19 Resources Page Creation**

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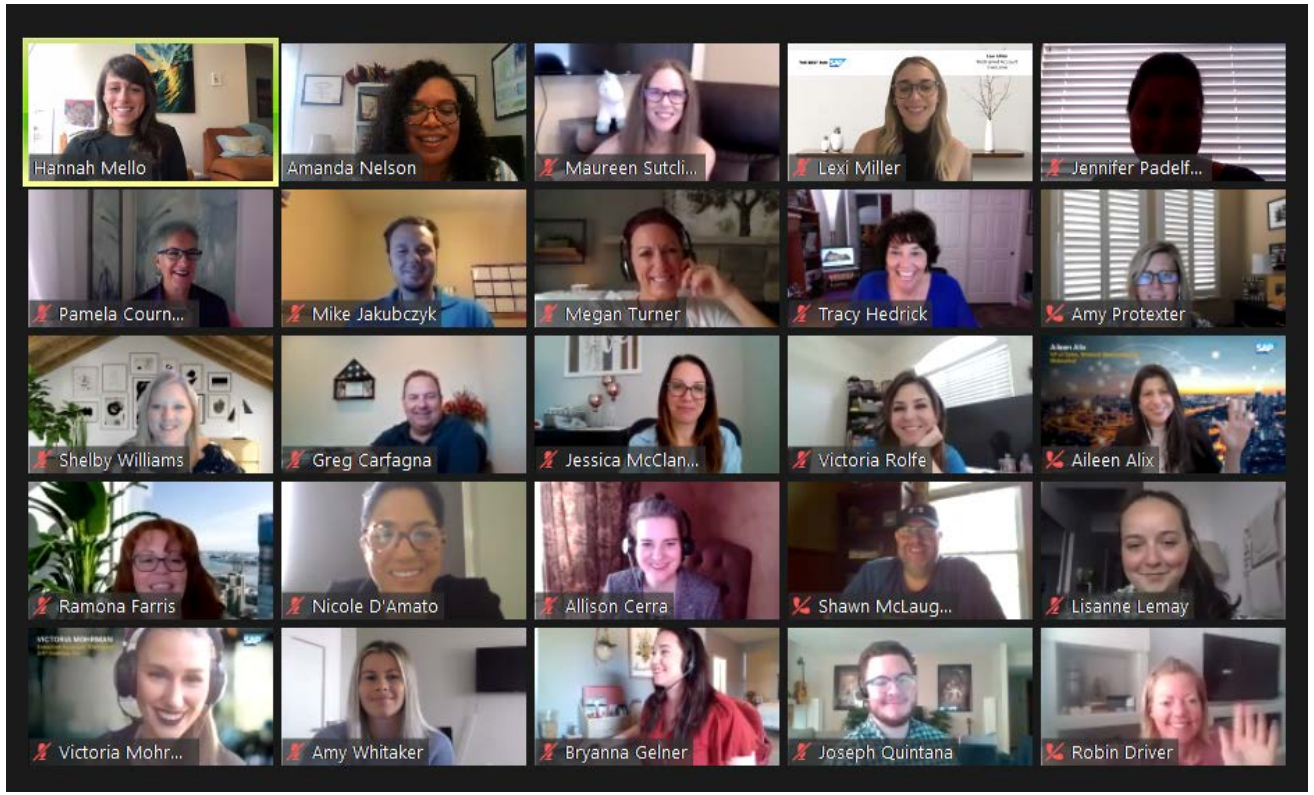
- **Member Forums**



San Diego Housing Federation stayed connected with members, donors, and supporters through…

- **COVID-19 Resources Page Creation**
- **Member Forums**
- **Coffee and Conversations**

San Diego Housing Federation stayed connected with members, donors, and supporters through…

- COVID-19 Resources Page Creation
- Member Forums
- Coffee and Conversations
- Educational workshops

San Diego Housing Federation stayed connected with members, donors, and supporters through…

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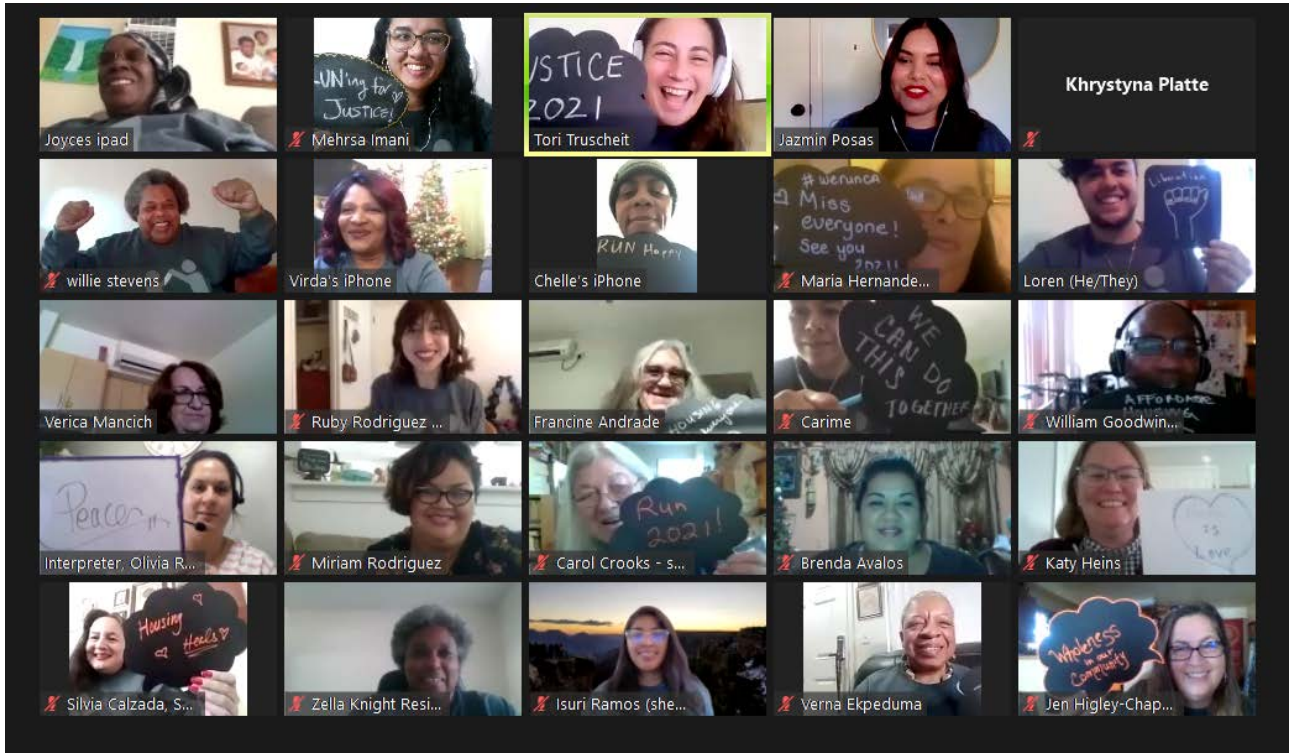
- Member Forums
- Coffee and Conversations
- Educational workshops
- Virtual networking opportunities



San Diego Housing Federation stayed connected with members, donors, and supporters through…

- COVID-19 Resources Page Creation
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- Coffee and Conversations
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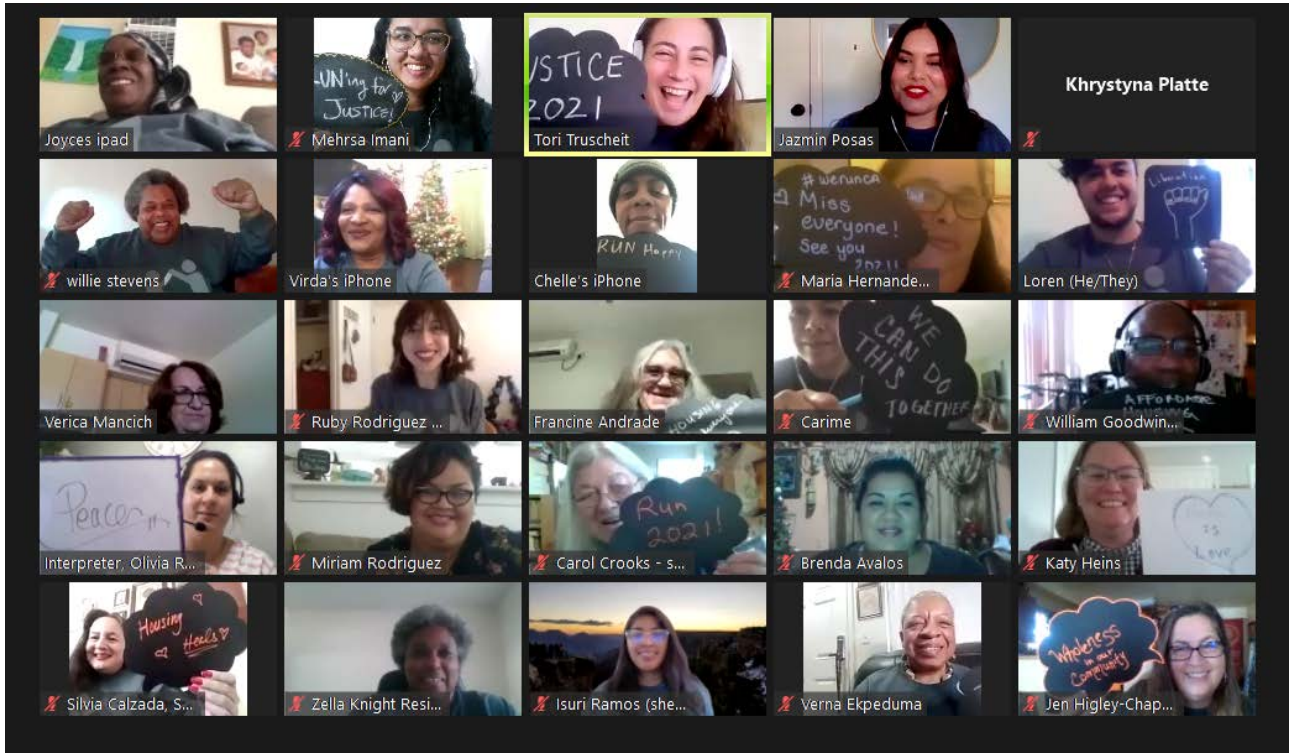
- Virtual networking opportunities
- Federation TV



Keeping Members Engaged

175
MEMBERS

62
MENTIONS IN LOCAL & STATEWIDE MEDIA

$170,000+
IN EARNED MEDIA

OUR ONLINE COMMUNITY

1,167 FOLLOWERS | 1,618 FOLLOWERS | 972 FOLLOWERS | 271 FOLLOWERS | 15,183 MINUTES WATCHED

10,035
VIEWS OF COVID-19 RESOURCES PAGE

2,807 WEEKLY BRIEF SUBSCRIBERS

596 NEWSLETTER SUBSCRIBERS

13
BOARD MEMBERS

120 HOURS OF EDUCATION

2,235
VIEWS OF BLM RESOURCES PAGE

SAN DIEGO HOUSING FEDERATION

Taking large-scale events online

- Adjusting our ideas
- Sponsorship Overhaul
- Networking Components
- Fun through Gamification

SAN DIEGO HOUSING FEDERATION

2021 Sponsorship Opportunities

To maintain COVID-19 safety protocols all events will remain virtual through 2021

SDHF Program & Events

To maximize your organization's recognition by the Federation, consider sponsoring the following 2021 programs and events.

- ANNUAL RUBY AWARDS
  Thursday, June 17, 2021
- SDRAFFH CONFERENCE
  April 7 – 8, 2021
- ANNUAL AFFORDABLE HOUSING & COMMUNITY DEVELOPMENT CONFERENCE AND INSTITUTES
  October 2021
- 2021 MISCELLANEOUS EVENTS — Member oriented events that highlight the vibrant housing sector in San Diego

If you have questions or would like to support SDHF in a way that is not listed in this packet, we are here to help. Contact Sarah Buchanan, Chief Operating Officer at (619) 239-6693 or sarah@housingsandiego.org.

Ruby Awards

LIVE DIGITAL AWARDS SHOW
THURSDAY, JULY 23, 2020 • 3:00 PM

44 NOMINEES
11 WINNERS
73 MINUTE LIVE EVENT
200+ VIEWERS OF LIVE EVENT
1,011 TOTAL VIEWS
30 YEARS
SAN DIEGO HOUSING FEDERATION presents
RUBY Awards
There's No Place Like Home
Sponsored by CHASE

Annual Conference

3 KEYNOTES

137 SPEAKERS

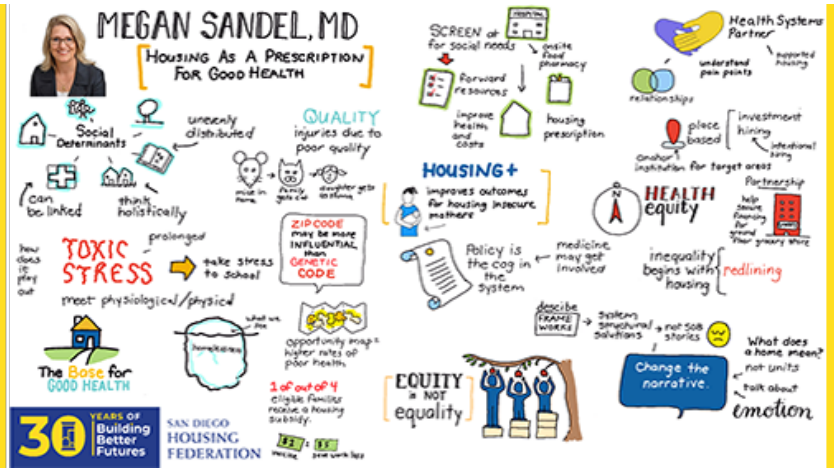
23 WORK SHOPS

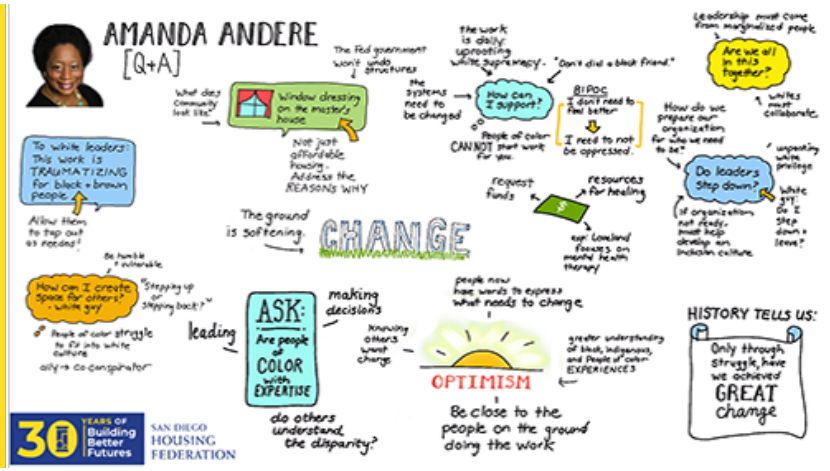
550 ATTENDEES

55 SPONSORS

30 YEARS OF Building Better Futures

ANNUAL HOUSING AND COMMUNITY DEVELOPMENT CONFERENCE AND PRE-CONFERENCE INSTITUTES





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Networking and Gamification

30 YEARS OF Building Better Futures NETWORKING SESSIONS

MONDAY
OCTOBER 5 | 10:45 AM - 12:30 PM Sponsored by: wnc

Networking Session with Gustavo Velasquez, Director of the California Department of Housing and Community Development (HCD)

TUESDAY
OCTOBER 6 | 5:00 - 6:00 PM Sponsored by: SCS ENGINEERS

Moving Forward During Times of Crisis – A Discussion with San Diego's Affordable Housing Development CEOs

There's no playbook for leadership during a pandemic. But San Diego's affordable housing leaders have successfully innovated and adapted to the challenges COVID-19 has thrown at our sector and have lessons to share about navigating its ongoing impacts. Join this chat with CEOs from San Diego's leading affordable housing developers as they discuss changes they've implemented to maintain "business as usual" in this most unusual of times. After the moderated discussion, stick around for a virtual networking virtual networking session with panel attendees.

THURSDAY
OCTOBER 8 | 5:00 - 6:00 PM Sponsored by: 40 YEARS Sun Country BUILDERS

Tribute to Sue Reynolds

Join us for a tribute to Sue Reynolds and the history of SDHF 30th Anniversary.

YOGA BREAK
DAILY | 2:30 PM - 3:00 PM

Sponsored by: The Richman Group Affordable Housing Corp. | Gubb & Barshay | CCRC 30 YEARS California Community Reinvestment Corporation

Amelie Method, Yoga Instructor

Amelie Racicot has been teaching yoga for eight years and practicing for ten years. Amelie has experience teaching a variety of formats including vinyasa, hot yoga, yin yoga, and yoga sculpt. Amelie was inspired to teach after experiencing health complications from her type one diabetes. Diagnosed at the early age of 9 years old, she began to experience complications and loss of vision in her mid-20's. After three years of coping with being temporarily legally blind, she knew it was imperative to create a lifestyle change that would help calm her mind, teach her healthy coping mechanisms, and promote a longer, healthier, happier life. After practicing for three years, she noticed lightness, a feeling of being whole again, and a connection to self and others that she knew was her obligation to pass on. Amelie completed her yoga sculpt certification in 2013, continued her education by completing her yin yoga certification in 2014, and graduated from a 200-hour certified teacher training in 2015. Amelie has had experience guiding many different demographics and companies through yoga and meditation including: Apex Rehab and Recovery, True Life Center, Yoga Box, Corepower Yoga, T S Restaurants, and the San Diego County CSEC (Commercial Sexual Exploitation of Children) program. When Amelie steps onto her mat to facilitate, she strives to create a space and practice where people can be who they are. For the time they are with her, they can forget about disease, pain, self-sabotaging thoughts and are able to connect to the power of their breath. Amelie shows up authentic, genuine and open and encourages and empowers her students to do the same.

30 YEARS OF Building Better Futures CONFERENCE BINGO

Complete your board over the course of the entire conference. Print it & mark it up — or open it in Paint & mark it up. Three (3) winners will be selected to win a prize provided by USA Properties. Email your Bingo to **events@housingsandiego.org** to be entered to win!

Policy	Zoning	Land Use	CEQA	HEAL
RUN	Redlining	Community	Organize	Engage
Yoga Break	Talk to Sponsor	★	Resident(s)	Election
Vote	Aging or Senior	Systemic	Build	COVID-19
Equity	30 Years	Home	Health	SDHF

San Diego Housing Federation | 2020 Annual Conference and Pre-Conference Institutes

Sarah Buchanan, *Chief Operating Officer,* San Diego Housing Federation