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# Informational Session

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May 27, 2025

HOUSING NEW MEXICO | MFA

PROJECT MOXIE

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# Agenda

- Introductions and Program Context
- Introducing: **Homegrown Housing**
- Why Predevelopment is So Important?
- Homegrown Housing Program: Components and Design
- Application Process
- Project and Applicant Examples
- Examples of Session Agendas
- Predevelopment Grant Opportunity
- Questions

# Our Story

## From Healthcare Partner to Community Partner

We began as Anchorum St. Vincent, a 50% partner in CHRISTUS St. Vincent Regional Medical Center (CSV) in Santa Fe. Over 15 years, we helped transform CSV into New Mexico's highest rated and safest hospital.

Despite this achievement, health outcomes in northern New Mexico are worsening. While quality healthcare is crucial, numerous other factors are impacting our health and well-being.

These Social Impediments to Health are the systemic, social, economic, environmental, and behavioral factors that are contributing to diminished health outcomes and shorter life expectancy in our region.

In response, we are shifting from a healthcare partnership to a community partnership, aiming to improve the social conditions affecting the health of northern New Mexico's people and communities. Anchorum Health Foundation is dedicated to improving the conditions that have the greatest influence on the health of communities and people in our region.We are committing our resources to strengthening community-based partners tackling critical local issues.

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# Our Mission

Anchorum Health Foundation is dedicated to improving the conditions that have the greatest influence on the health of communities and people in our region.

We are committing our resources to strengthening community-based partners tackling critical local issues.

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# Our Region

## Pueblos and Tribal Nations

- Acoma Pueblo
- Pueblo de Cochiti
- Isleta Pueblo
- Jemez Pueblo
- Jicarilla Apache Nation Reservation
- Laguna Pueblo
- Mescalero Apache Tribe *(not shown in map)*
- Nambe Pueblo
- Navajo Nation Reservation
- Ohkay Owingeh
- Picuris Pueblo
- Pueblo of Pojoaque
- San Felipe Pueblo
- San Ildefonso Pueblo
- Sandia Pueblo
- Santa Ana Pueblo
- Santa Clara Pueblo
- Santo Domingo Pueblo
- Taos Pueblo
- Tesuque Pueblo
- Ute Mountain Reservation
- Zia Pueblo
- Zuni Reservation

## Anchorum Primary Counties

- Cibola County
- Colfax County
- Guadalupe County
- Harding County
- Los Alamos County
- McKinley County
- Mora County
- Rio Arriba County
- San Juan County
- San Miguel County
- Santa Fe County
- Taos County
- Union County

## Anchorum Ancillary Counties

- Bernalillo County
- Sandoval County
- Torrance County
- Valencia County

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# Our Team

Maddy Mahony
Senior Director of Communications

Jenny Parks
Senior Vice President of Strategic Philanthropy

Subroto Banerji, MPH
Regional Program & Partnership Manager

Cyndi Conn
Director of Learning & Innovation

**Project Moxie** is an affordable housing and homelessness solutions strategy consulting firm. Working alongside communities, we connect them with the right resources and funding to create affordable, green, and safe housing for everyone, everywhere.

PROJECT MOXIE

**Jenn Lopez**
President & Founder

**Josie Butler**
Vice President of Affordable Housing Development

**Sara Monge**
Vice President of Community Strategy

**Kristiana Elite**
Project Analyst

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# Introducing: Homegrown Housing

Homegrown Housing is a new program supporting community driven affordable housing projects from the very beginning. With a unique mix of expert training and technical assistance, risks are reduced and ideas can move closer to reality.

This program is working to fill a critical gap in capacity and knowledge, giving communities the space, support, and resources to explore housing ideas without incurring unsustainable risk.

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# Why Predevelopment

- Crucial for affordable housing development – provides upfront capital needed to cover early-stage costs before a project can secure full financing.
- This is often the riskiest time for a project
  - Grants are needed instead of loans as some projects won't be feasible.
- Predevelopment grants help reduce financial risk by ensuring that projects are well-positioned and viable before significant investment is made.
- Predevelopment helps leverage funds by demonstrating project readiness:
  - Construction loans, tax credits and government subsidies.

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# Capacity Building in Northern NM

**Crucial in Northern New Mexico**

- There are predevelopment loans available in NM, but grants are rare.

Rural NM could greatly benefit from a predevelopment grant program due to challenges with a lack of capacity to manage state or federal resources and challenges attracting developers or consultants to support projects throughout the region.

Grants are a best practice with high success as demonstrated by The *Section 4 Capacity Building for Community Development and Affordable Housing Program*.

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## Funding Plus Capacity Building Leads to Greater Success

Due to complexity of housing, limited development capacity in much of Northern NM, along with the challenges local governments face in procurement and staffing, Anchorom is proposing a **structured technical assistance program** paired with the opportunity to receive small predevelopment grants.

Providing technical assistance combined with grant funding increases the likelihood of communities identifying feasible housing projects and moving them forward.

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## Funding Plus Capacity Building Leads to Greater Success

This new initiative is designed to help communities in Northern NM explore bold, locally driven housing solutions.

This is a Cohort based program combining technical assistance and peer support.

- Project-based teams (nonprofits, local government, community leaders, housing advocates)
- Five, hands-on, cohort-based training sessions
- Access to technical experts in housing development, planning, and finance
- Safe space to try, adapt, and even fail forward
- Opportunity at the end of the program to apply for small predevelopment grants

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# Who Should Apply?

- Community leaders and nonprofit partners
- Local or Tribal government staff
- Housing advocates, planners, or policy leaders
- Nonprofit developers

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# Application Process

## Low Barrier Application:

Community leaders would apply for the training program through a brief Google form application process.

- Demonstrate a project concept
- Committed to serving as project lead and attending all training sessions
- Willingness to collaborate with other partners to implement the project.

Geographic and cultural diversity will be considerations in participant selection.

The application will be open beginning **June 3rd**, and posted on the Homegrown Housing landing page.

Applicants will be notified on or after **July 9th** regarding acceptance. The first program session is expected to be held **August 21-August 22nd.**

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# Local Government Team

Local Government Staff: Government has a site and needs help thinking through how to activate the site for affordable housing.

- Local government staff applies and acts as lead. May invite project architect, nonprofit development partner or other local partners to participate.

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# Project Concept Example

A local service provider has identified a growing need to house low income seniors and has a concept but doesn't know how to sponsor a project that would address this growing issue.

- The service provider executive director may invite a board member, local government or land owner partner to join training series and would identify them as part of their application.

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# Example Session Agendas

**Session 1: Housing Development 101 and Project Concept (August 21-22)**

- Development 101, Project Concept, Figuring out who to serve, Funding Landscape in NM, Housing Development Exercise, and Roles in Housing Development.

**Session 2: Physical Considerations of Housing Development (October 9-10)**

- Land Use, True Community Engagement, Site Design 101, Site Selection, Culturally/Trauma Informed Design, Predevelopment Budgeting, and Green Building.

**Session 3: Housing Models and Building Teams (TBD 2026)**

- Rental and For Sale Strategies, Financing Models, Special Needs Housing, Building a Development Team, Partnering with Local Governments, Creative Partnerships, and Project Management Tools and Creative Capacity Building.

**Session 4: Keeping the Vision, Finding Solutions (TBD 2026)**

- Troubleshooting Projects, Messaging and Advocacy Tools, and Predevelopment Phases and Managing Risks.

**Graduation:** Debrief, evaluation, and graduation (half day session **TBD 2026**)

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# Predevelopmet Grant Program

Cohort members will have the opportunity to apply for early-stage predevelopment grants after completion of the technical assistance program.

This **grant program** will fund further exploration for an affordable housing project including third-party studies, design services, grant writing support, legal services etc.

These early feasibility grants could be up to **$50,000** per project.

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# Predevelopmet Grant Program

**Types of Eligible Uses:**

- Financial feasibility
- Environmental studies
- Engineering
- Architectural drawings
- Market studies
- Real estate options
- Legal fees
- Soil studies
- Site plan preparation
- Appraisals
- Surveys
- Development consultants
- Other items associated with determine project feasibility

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# Next Steps

Google form application will be live on

https://anchorum.org/impact/homegrown-housing/

June 3-June 24

Talk to potential teammates for the program

Reach out with questions

**Apply!**

Hold first two session dates on your calendar

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## Travel Stipends

Sessions will be held in Santa Fe and participants traveling more than 45 miles one way may request a $200 stipend per session.

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# Questions?

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# Thank You.

Visit us at

anchorum.org