

A CAPITAL CAMPAIGN

# essential homes for essential people

*a creative approach to affordable housing  
in Sanibel/Captiva*



[sancapchr.org](http://sancapchr.org)

CHR   
community housing & resources



# essential support

Dear Friends of the Islands,

There is no calm after the storm. The storm, of course, is Hurricane Ian. Its brutal toll on our island communities is still being felt. That's especially true for those who lost their homes and cannot find affordable options.

Since Ian struck, Community Housing & Resources has been hard at work – repairing our damaged properties, and applying creative, out-of-the-box thinking to the future of a site that Ian destroyed: Riverview.

**We plan to replace Riverview with something new: a two-building, elevated living space that's affordable, accessible, close to essential resources, and uniquely designed for a new generation of essential workers, as well as older adults.**

We need your support to make it happen. Because now isn't the time for a quiet calm. **Now is the time to invest in our people, and to show the world what a caring community is all about.**

A home for every person in Sanibel/Captiva. That's our commitment. I invite you to share in it.

Nicole McHale  
Executive Director



## A NEW RIVERVIEW

# quick facts



- CHR is building a new affordable housing facility at **1517 Periwinkle Way** to replace the former Riverview destroyed by Hurricane Ian
- **The new Riverview will consist of two buildings: 10 one bed/one bath apartments** (6,000 SF total, plus ground-level parking); **and 8 ensuites where residents have their own bedroom and bathroom while sharing a kitchen and living space** (3,484 SF total, plus ground-level parking)
- Riverview will be **ADA-compliant**; meet new building requirements that mandate *elevated properties*; and built to *Florida Green Building and resiliency standards*
- Targeted residents: *very-low-to-moderate-income and/or entry-level workers employed by Sanibel-based businesses, and older adults*
- **COST: \$7 million** **COMPLETION: by end of 2025**



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80% of the top 20 jobs  
in Florida pay a median wage below  
what's needed to be financially stable

## OUR MISSION

**Community Housing & Resources** provides safe, quality, affordable housing for families and individuals who work in and serve our island communities.



# your questions...

## what is CHR all about?

Founded in 1979, Community Housing & Resources provides **affordable rental housing to those who work at least 35 hours a week at a Sanibel-located business or Sanibel-based business on Captiva, and to older adults** of the island communities. **Rent is based on 30% of a household's annual income.**

## why do we need a new riverview?

There isn't enough affordable housing to meet the need. Retail workers, service staff, even teachers and first responders and others may not earn enough for a place to call home. **CHR's goal is to have 110 affordable units available by 2029. The new Riverview will be a big step toward that goal.**

## what makes the new riverview unique?

Besides the 10 one-bedroom units, **the 8 ensuites are a creative way to support a key demographic:** very-low-to-moderate-income workers and entry-level workers, as well as older adults. With housing costs higher on the islands, **new approaches like the ensuite design offer affordable options.**

**!** 30% of Sanibel/Captiva households earn below the ALICE Threshold (Asset Limited, Income Constrained Employed)...  
**●** not enough to afford the bare monthly basics of life

# ...answered

## how does the sanibel/captiva community benefit?

By making housing affordable to older adults and **essential workers** – people employed at grocery stores, gas stations, restaurants, nonprofits, child care, schools, City of Sanibel, and more. **We counted on them during the pandemic and after Hurricane Ian to keep our community vibrant.** Your support means the invaluable, hardworking people we continue to depend on every day can live right here in our community, with easy access to work and day-to-day services.

## HOW CAN I SUPPORT THE CAPITAL CAMPAIGN?

There are several ways you can direct your giving to support the new Riverview project, including:

- a one-time gift (cash, check, credit card)
- a multi-year pledge (paid over two years)
- a gift of appreciated assets, such as stocks
- an estate gift
- a contribution through an employer's matching-gift program

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# support levels

Gifts directed in any way, and in any amount, can make the new Riverview a reality. No amount is too small. **Help provide essential homes for essential people by giving at a level that works for you.** Levels starting at \$25,000 also include the opportunity to leave a legacy by naming a special living space as indicated below:

## SPONSORSHIP & NAMING OPPORTUNITIES

- **\$1 million** – rename Riverview
- **\$500,000** – name one building
- **\$250,000** – name common area for ensuite
- **\$100,000** – name a porch for ensuite
- **\$75,000** – name an elevator
- **\$50,000** – name an apartment unit
- **\$25,000** – name an ensuite unit

OTHER SPONSOR OPPORTUNITIES – receive recognition without naming rights

- **\$10,000**
- **\$5,000**
- **\$2,500**

**Our small businesses will not be able to survive into the future without access to affordable workforce housing."**

– James Evans, Chief Executive officer SCCF

CHR is registered with the IRS as a 501 (c)(3) non-profit corporation, tax ID #59-2037788. All contributions are tax deductible to the extent allowed by IRS regulations.



# essential action

I don't always get the last word. Today, I'm grateful for it. As a CHR board member, I'm well acquainted with the desperate need for housing that people can afford. *Since the beginning of 2024, CHR received over 40 housing inquiries, including people who are working yet don't have a home.* Some were living in cars, couch surfing, and even sleeping on the floor at their place of work.

**As a caring community, we must take action.** As a caring community, we must strengthen the resilience of our islands in a way that provides safety and quality. As a caring community, we must provide the means for our service and workforce to be woven into the fabric of our islands.

Your support for the Riverview Capital Campaign – and for CHR – makes that caring community possible. *Please complete both sides of the detachable form at right, and mail back with your financial gift, or give online at sancapchr.org today.*

As for my last word? It's this: **Thank you!**

*Roger Grogman*

Roger Grogman  
President, CHR Board of Directors



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# thank you

for your generous support of essential homes for essential people! *Please complete both sides of this form and mail with your donation in the enclosed envelope to:*

**CHR**  
2340 Periwinkle Way, Suite K-2  
Sanibel, FL 33957

**Please check the box below to select the sponsor level (see pg 6) that's right for you.** If selecting a level that includes a *naming opportunity*, CHR will contact you for details.

### NAMING OPPORTUNITIES

- \$1 million** – please contact me
- \$500,000** – please contact me
- \$250,000** – please contact me
- \$100,000** – please contact me
- \$75,000** – please contact me
- \$50,000** – please contact me
- \$25,000** – please contact me

### OTHER SPONSOR OPPORTUNITIES

- \$10,000**
- \$5,000**
- \$2,500**

contact name \_\_\_\_\_

name as you wish it to appear for sponsor recognition

OR – I wish to remain anonymous

phone \_\_\_\_\_

street address \_\_\_\_\_

city/state/zip \_\_\_\_\_

email \_\_\_\_\_

**total donation amount: \$** \_\_\_\_\_

this is a one-time gift

this is a two year pledge to be paid as follows:

year 1 \$ \_\_\_\_\_ year 2 \$ \_\_\_\_\_

appreciated assets (i.e. stock) – *please contact me*

an estate gift – *please contact me*

my company matches my gift – *please contact me*

**to be paid by:**

CHECK (enclosed and payable to *Community*

*Housing & Resources*, memo–Riverview)

CREDIT CARD (indicate type)

Visa  MasterCard  Discover  AmEx

name on card \_\_\_\_\_

card # \_\_\_\_\_

exp (mo/yr) \_\_\_\_\_ CVV \_\_\_\_\_ zip \_\_\_\_\_



**to donate online,  
please visit  
[sancapchr.org](http://sancapchr.org)**

You may also contact  
Nicole McHale, Executive Director,  
at **239.565.6663**  
or email [nicole@sanibelchr.org](mailto:nicole@sanibelchr.org)



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