2020 Annual Report

Home has never counted more
2020 home has never counted more

NEW STORY

Annual Report

2020 HOME HAS NEVER COUNTED MORE
Dear Builders,

Thank you for helping families experience home when it’s never mattered more. Your generosity impacted thousands of lives, from families we support to the families of our team.

Your partnership throughout 2020 meant we could do more than just weather the storm. In the middle of a pandemic, you gave us the margin to dream, try new things, and have nearly 1,000 homes under construction.

I’m proud of the impact we made, but I’m most proud of seeing our culture thrive — even when we’re all working from home. There are many meaningful stats throughout this report, but the one I’d like to highlight is from our 2020 culture survey.

Despite being apart and facing many new obstacles, we scored a 9.4 / 10 in response to, “how strongly would you recommend New Story as a workplace to a friend?”

Our team is our strong foundation that makes every home possible. Thank you for building this foundation and for making it stronger this year. Seeing the satisfaction of team members in the middle of such a hard year encourages me for what’s ahead. We’re carrying incredible momentum into 2021.

As we start off the new year, I’m looking forward to sharpening our focus. Constantly creating was exciting for a season, but it’s not sustainable. We will always innovate, but we will do it with more focus than ever before.

We will focus on the one area where our passions and our skillset collide: leveraging the best team and technology to build homes for families. I can’t wait to share more details with you on how we plan to do this for the next decade.

I’m tremendously thankful for each of you: for your support, your kindness, and your vision for New Story. I hope this book gives you a glimpse into the team and the impact you helped build during a year we’ll never forget.

ONWARD AND UPWARD,

Brett Hagler

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Home Has Never Counted More
994 homes under construction in 9 communities
Construction on nearly 1,000 homes had to pause when countries shut down in March.

This was when you helped us build the Neighborhood and provide domestic rent relief. However, by May, housing construction was labeled “essential business” in El Salvador and Mexico, and we had the opportunity to resume building.

We quickly worked with our local partners to safely continue our projects. Each site had limited workers, masks were required, and the crew disinfected the tools. Even though we faced tremendous obstacles, it was vital we kept building homes.

We began building five different communities this year across Mexico and El Salvador. In three communities, we’re building our very first two-story design based on feedback from the families who will live there.

Throughout the year, we’ve continued to collect data to understand families’ greatest needs. Our local partners use this data to tackle emergency projects such as food distribution.

This season has shown us the power of having a safe home. While our families shelter in place, we can’t help but think of the dirt floors, lack of water, and leaky roofs millions of families experience. Home has never mattered more.

Building communities is hard. Building them during a pandemic is nearly impossible. We’re so thankful you’re helping us do the seemingly impossible. We’re proud to partner with you to provide housing for families who need it most—when it’s needed most.
We started building the El Espino community in January 2020. This community is a special project for us as it’s our first one built in partnership with the Ministry of Housing of El Salvador. It’s also a symbolic community. These 64 families had their land stolen from them three years ago and have been living on the streets since. After years of protests, a new government took office and prioritized the rebuilding of this community.

We’re partnering with five government entities to build this community. El Espino is also our first community to incorporate two-story home designs. Construction is about 60% complete with an estimated move-in date of April 2021.

El Espino sits right outside of the Office of the Ministry of External Affairs, at the very heart of El Salvador. We’re proud of the message of justice and hope these new homes are bringing to the world.
68% INCOME INCREASE FOR MEXICO FAMILIES

Data gathered in our Totolapan and Tlayacapan communities in Mexico from January to March 2020. This represents 83 families over the course of two years.
We could have never imagined the problems we’d have to solve to build the world’s first community of 3D printed homes. Breakthroughs bring obstacles.

Our team has dealt with tropical storms, seismic zones, and government bureaucracy. Each challenge brings its own layer of complexity. A pandemic amplifies it all.

For the health of their team, ICON paused printing in March. They returned to Austin and sheltered in place until they could safely continue the project.

The team returned to Nacajuca in October and picked up right where they left off. We recently completed the 10th home, making it the world’s first street of 3D printed homes!

Our local partners are currently working on the homes’ final installations so families can move in and begin their new story.
1,615

LIVES IMPACTED THROUGH OUR U.S. COVID-19 RESPONSE PROJECT
MAKING IMPACT MONTHLY

the neighborhood

The Neighborhood is our new monthly giving program for anyone who wants to end homelessness.

Our team created this community during the pandemic to give people an easy way to safely house their neighbors in need. Now, passionate people can connect over making a difference together.

The Neighborhood will fund one housing project at a time until we build a world where homelessness does not exist.

In the next few pages, you can read the story to see how this community’s first achievement was helping families stay safely housed during COVID-19. Since completing this initiative, the Neighborhood has now transitioned to helping us build our international communities.

We can’t wait to grow this community into a team tackling homelessness on a grand scale — one month at a time.

Because right now, and long after COVID-19, every human should be able to stay home.
The pandemic prevented us from building homes for a season, but it couldn’t stop us from building impact. As the world changed, we stayed true to our mission of pioneering solutions to end global homelessness. It was time to build a new solution.

Since we had to pause all international construction, we seized the opportunity to initiate our first domestic project. Throughout the pandemic, unemployment rates skyrocketed week by week. More U.S. families faced eviction than we’ve ever seen. Families can’t stay safe if they can’t stay home.

Through extensive research and intense evaluation, our team quickly discovered rent relief to be the most efficient way to prevent homelessness and help families stay safe in their homes. There was a massive need. There were also a ton of people who wanted to help their neighbors in need. We just had to connect them.

In only eleven days, we built the Neighborhood.

U.S. COVID-19 RESPONSE

Rent Relief

The Neighborhood

This new community of monthly donors is tackling global homelessness one housing project at a time. The Neighborhood’s first initiative was providing rent relief during COVID-19, and the community showed up with radical generosity when the world needed it most.

Together, we raised $1.3M and kept 1,615 people safely housed during the pandemic.

We even partnered with The Shore Foundation to provide 100 laptops to families with children so they could safely continue their education from home.

We’re excited to continue growing the Neighborhood into a key solution to end global homelessness. The community made a huge difference in only its first project. We can’t wait to see how these monthly donors continue to make an impact across the world.

Thank you for helping us build the Neighborhood.

In only eleven days, we built the Neighborhood.
**Rent Relief**

**ATLANTA METRO, GEORGIA**

**BAY AREA, CALIFORNIA**

**361 FAMILIES**

Surveys Collected: April-August 2020
Last Updated: August 2020

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**Funds for Rental Assistance**

**$1.28M**

**Total Rent**

Families typically received three months of rental support. A total of 361 families received rental assistance with 358 receiving three months of assistance. In Georgia, the average rental cost was $1,038 per month for the families we supported. In California, the average rental cost was $1,487 per month for the families we supported.

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**Rental Cost Burden**

93%

**Cost-Burdened Prior to COVID**

The U.S. Department of Housing and Urban Development defines cost-burdened families as those who spend more than 30% of their household income on rent, and severely cost-burdened as families paying more than 50% of their monthly income on rent.

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**Family Demographics**

4.5

**Average Household Size**

The average family size for the 361 families consisting of 1,615 individuals supported by this program is nearly 1.5x the national average family size of 3.1. Forty-six percent, 840 of 1,615 individuals supported by this program, are children.

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**Income Loss**

-84%

**Average Monthly Income Loss Since February 2020**

Area Median Income, or AMI, is a metric determined by the U.S. Department of Housing and Urban Development. It is the "middle" number of all the incomes for a given area — 50% of people in the area make more than that amount, and 50% make less.

For the Atlanta Metro Area, a family of five had an AMI of $89,400. Prior to February 2020, the families in Georgia being supported expected a median income of $21,600 this year and had a median AMI of 28%.

For the Bay Area, a family of five had an AMI of $188,000. Prior to February 2020, the families in California being supported expected a median income of $29,400 this year and had a median AMI of 33%.

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**Housing and Financial Stress**

88%

**Paying Rent Causes Most Financial Stress**

An overwhelming 88% of families indicated housing, specifically paying rent, was their largest and most financially stressful expense each month. Because they received rental assistance, families were able to focus on financing other essentials that they needed during this time.

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**Rapid Response with Felix**

0:29

**Average Qualification Time**

Using New Story’s data collection tool, Felix, families were qualified for rental assistance on average within 29 minutes of starting their application. We tapped into the trust our partners had built with families to reach those who needed help the most and automated the assessment to evaluate each family against our criteria quickly. By using technology to scale our work, we were able to provide immediate rent support to the most vulnerable families during the pandemic.
Jaime’s family is one of the 361 families supported through the Neighborhood’s COVID-19 rent relief initiative. Even throughout this hardship, Jaime wanted to teach his two daughters the power of helping their neighbors. Jaime and his family moved to the U.S. from Mexico in 2012 in hopes for a better life. He and his wife of 25 years have two daughters who are 8 and 10 years old. He and his family have all worked regularly and volunteered within their community. But during the height of the COVID-19 outbreak, they both lost their income. Without enough money for rent, utilities, and other necessities, Jaime feared he would lose everything they worked so hard to build.

Despite their own hardships, Jaime and his family found a way to serve their neighbors. Their local school provided lunches which Jaime and his family helped bring to those in their neighborhood who needed help. When we asked his eight-year-old daughter what she has learned during this time, she said,

“If we are kind, we can be the best kind of people.”

Jaime’s family faced an impossible financial situation and to have their rent covered helped buy time for them to make a financial plan.

Jaime’s family is still enduring the economic hardships COVID-19 brought forth, but he and his family acknowledge the love and support that has been so essential to getting them through these tough times. He joyfully shares, “I promise, as soon as this is done, I will make tacos for everybody.”

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Nearly two years ago, Apple TV sent a team to Tabasco, Mexico, to capture our journey to building the world’s first 3D printed community.

They eventually released the docuseries “Home” in Spring 2020 and featured our episode as the season finale.

Our team shared one of our final moments in the office together by watching our episode in the Emmy-nominated series. We didn’t yet know it would be one of our last days of “normal,” but it turned out to be the best way to spend it together.

Seeing families experience the joy of walking through their new home will always serve as the best reminder of why we do this work. Hopefully, it will remind you of why you choose to back our work as well.

You can celebrate the gift of home and see the moments you make possible by watching the season finale of “Home” on Apple TV+.
Fast Company awarded us Best City Design in this year’s Innovation by Design Awards. This is the fourth time Fast Company has recognized our housing innovations.

We’re especially proud of this achievement because it is the first honor focused on holistic city design.

Beyond technology, we build differently by empowering families to design their community. By partnering with families, we can create a city that meets their needs and celebrates their unique culture.

From day one, the Builders have provided us the margin to innovate. We don’t take that lightly. Not every team has the privilege to take big swings at building new solutions for the world to use. Thank you for giving us that opportunity and helping us make the most of it.

**NACAJUCA, MEXICO**

- Population: 500 families, ~2,000 people
- Land Size: 74 acres
- Avg. Income per household: $76.50/mo
- Avg. Community Income: $90/mo per household

**Community Features:**
- Water Treatment
- Soccer Fields
- Community Center
- Cemetery
- Hospital
- Supermarket
- Local school
- Theater
$810k raised in under an hour at our first ever virtual event
We missed seeing you in person at our annual gala this year.

Those moments are some of our favorites as we can connect to celebrate, build, and dream—all with a glass (or two) of champagne.

At first, the idea of a virtual fundraiser was off-putting. Screen fatigue is real, and online fundraisers can’t compete with Netflix. The team approached the idea with some hesitation, knowing we had a massive challenge in front of us. We also had the confidence to try something new and create an online experience people wanted to be a part of. In only a few weeks, we created House Party.

We had no idea how our first virtual event would go. We just knew we needed to innovate a new solution to fund more homes. Thankfully, bold ideas attract bold people.

In one hour, House Party raised $810,000 and completed funding of the Nacojca, Mexico community.

Thank you for making this hour one of our highlights of the year. We missed gathering in person, but we’re glad you chose to show up and build homes from the comfort of yours.
27
TEAM MEMBERS

CULTURE
5 NEW TEAM MEMBERS

2 NEW STORY BABIES BORN

3 NEW STORY WEDDINGS

1 CIV-FOUNDER ENGAGEMENT

126 RESEARCH FELLOWS

15.3k MINUTES OF EXERCISE REPORTED BY OUR TEAM DURING WELLNESS CHALLENGE

90 TEAM COUNSELING SESSIONS

4 BOLLYWOOD DANCE SESSIONS

2 TEAM YOGA SESSIONS

50 DAYS IN THE OFFICE BEFORE COVID

1 TEAM MEMBER COVID CASE

1 NEW STORY BABIES BORN

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A STRONGER

Culture

This year was the perfect time to double down on our culture and character. Our first step during the pandemic was to keep our team safe. We transitioned to working fully remote and made bold budget cuts in ways that preserved our team.

Protecting our culture is always our top priority, which is why we worked hard to ensure that we did not lose any team members throughout our budget-cutting process.

Thankfully, we didn’t have to shift our systems in radical ways to keep our culture engine running. Now more than ever, we’re feeling the return on investment of ruthlessly focusing on culture from day one of New Story. Culture is not a building. It’s felt every time a team member lives out our values and cares for another.

From professional counseling sessions to our very first wellness challenge, every activity reminded us we’re all humans going through hard things. This year brought its unique struggles for every person on the team, but your support helped us make it through the year and become stronger.

96% RECOMMEND New Story as a workplace

100% AGREE their manager cares about them as a person

96% AGREE they’ve had opportunities to learn & grow this year
Looking ahead

1,000,000

For reference, this is about 250,000 dots.
Looking at the Decade Ahead

As we were planning for 2021 and beyond, Robert Hohman, co-founder of Glassdoor and New Story board member, told our executive team, “focus will set you free.”

We’ve spent our early years exploring different solutions to address one of the world’s largest problems. We found remarkable breakthroughs, and we’ve learned invaluable lessons. Now, we’re ready to focus.

We’re ready to take our learnings and double down on what we can be uniquely best at: creating multi-generational life change for less than $1k per person housed.

We’ll accomplish this through our passion for bringing world-class business practices and technology to the nonprofit sector.

With your support, we are going to impact 1,000,000 people with safe housing by 2030.

We’ll always innovate, but now it will be filtered towards this clear milestone and our identified core competence. As Steve Jobs said, “I’m actually as proud of the things we haven’t done as the things I have done. Innovation is saying ‘no’ to 1,000 things. You have to pick carefully.”

We will grow our team and resources to build a model for others to replicate and scale impact across the world. We’re going to set an inspirational standard for what it’s like to work at a nonprofit — best in class for talent and culture. Because of your support, we know we can do it.

Thank you for helping us provide safe housing for families when it’s never mattered more. Thank you for showing the world what’s possible when we commit to helping it.
Thank you for being one of the 58 families that make this book possible. Each of you plays a vital role in helping us build for the world’s most vulnerable families. We couldn’t do it without you.
thank you
for another year of lasting impact.