



**Preserving Homes  
Uplifting Families  
Strengthening Communities**

# **FY 2025 Annual Impact Report**

# Decades of Progress

**1971**

Incorporated as a nonprofit after being founded by Father Ben O'Connor and the St. William Social Action Committee in 1969.

**1972**

New Directions purchases its first rental property – Jackson Woods, a 60 unit low-income facility for elderly and disabled persons.

**1993**

Repair Affair launched – to date – 4,000+ homes repaired for elderly and disabled residents

**1990s-2000s**

Expanded New Directions' ownership of rental properties by 538 units, preserving essential affordable housing in Louisville.

**2005**

New Directions becomes a NeighborWorks America Charter Member, joining a national network of 250 leading affordable housing organizations.

**2021**

I Rise program launches, becoming the first Family Self-Sufficiency program operated by a nonprofit in Kentucky.

**2022-Present**

Began major renovation to our rental properties, with a goal to improve 60% of all units. So far, 224 units have been completed.

**2025**

Bridgette Johnson becomes the new President & CEO

# From the CEO

As we reflect on 2025, Louisville continues to face a growing affordable housing crisis. Families earning less than 30% of the Area Median Income need an additional 36,000 housing units, and an estimated 29,000 low-income homeowners require critical repairs to remain safely housed.

At New Directions, we confront these challenges every day. This past year, 90% of our residents earned less than 30% of the Area Median Income. Through preserving affordable rental housing, providing robust resident services, and offering vital home repairs for elderly and disabled homeowners, we work to ensure our most vulnerable families have safe, stable homes.

In 2025, we fully rehabilitated 25% of our portfolio, including Shawnee Renaissance Apartments and the historic Roosevelt Apartments, ensuring safe, stable, affordable homes for Louisville families for years to come.

Our award-winning I Rise Program supported 242 residents this year, providing resources and guidance to help families achieve lasting financial independence. With over 80 community partners, we're proud of the collective impact we're making and look forward to expanding opportunities with the launch of I Rise Mentorship in 2026.

The New Directions Home Repair team also set new records, assisting 305 homeowners through Repair Affair events and the Aging in Place program, helping elderly and disabled residents remain safely in their homes.

The affordable housing crisis persists, but through preserving homes, uplifting families, and strengthening communities, New Directions continues to be part of the solution.

With appreciation for all who make our mission possible,



Bridgette P. Johnson



**Bridgette Johnson**

President & Chief  
Executive Officer

# Property Management

## The Importance of Affordable Rental Housing

**Provides Stability**

**Improves Health**

**Builds Savings**

## Property Management at a Glance



**23**

Total Properties in Portfolio

**913**

Total Number of Units

**1,341**

Total Number of Residents Served

**113**

Total Buildings

**\$288**

Average Rent

**\$11,109**

Average Income of Residents

**3.7** YEARS

Average Length of Tenancy

**92%**

Average Physical Inspection Score (out of 100%)

## A Day of Celebration

In January of 2025, New Directions was honored to celebrate the 100th birthday with one of our very special residents. "I don't feel old at all, I have always been nice to people and people have always been nice to me." Ms. Madison



## New Directions Rental Properties



Free

# Home Repair Programs

Making a Difference, One Home at a Time

Preserves Homes

Creates Safety & Security

Lower Utility Costs

## Home Repair's Impact



\$3.68

Million Invested in Critical Home Repairs

\$12,373

Average Home Improvement Investment

1,225

Volunteers

97%

of homeowners stated that the repairs improved the overall appearance, maintenance, and value of their homes.

305

Homeowners Assisted

65

Roof Replacement/Repairs

244

Health & Safety Repairs

86

HVAC Repairs

# Home Repair: Stories of Inspiration and Gratitude

## Ms. R's Journey to Safe and Comfortable Aging in Place

Ms. R has lived in her Chickasaw neighborhood home for over 20 years. Through New Directions' Aging in Place program, her bathroom was remodeled for improved safety and accessibility, including a walk-in shower, comfort-height toilet, new flooring, and grab bars. These updates help her remain independent and comfortably in the home she loves.

"This was one of the best experiences watching my old bathroom become so beautiful" – Ms. R

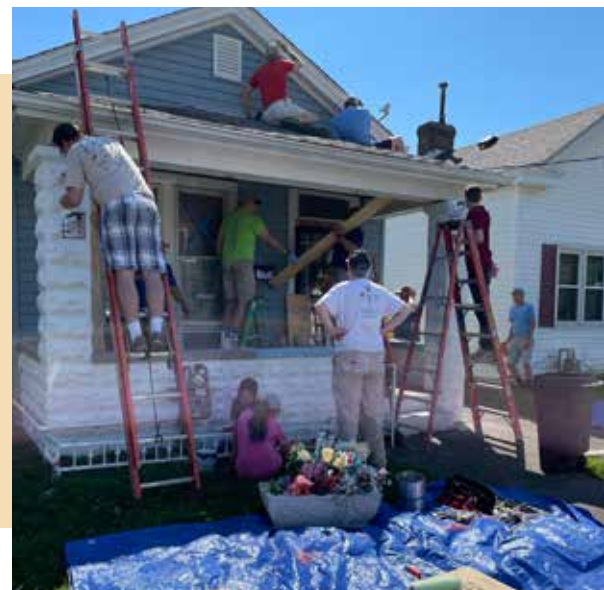


## A Safer Home for Ms. D

Ms. D, a disabled homeowner who relies on a power wheelchair and home aide, was living in unsafe conditions—especially due to a hazardous ramp. With funding from Churchill Downs, New Directions replaced her furnace and AC, restoring comfort. On Repair Affair day, St. Agnes volunteers made vital repairs: cleaning, painting, replacing damaged wood, and making her ramp safe again. Today, Ms. D's home is safer, more accessible, and a place of peace.

## Home Repair = Saving Money: Note of Appreciation

'I want to thank you so much for going the extra mile to help your clients. With your cheerful and extensive assistance, I was able to get a sizable discount on my homeowner's insurance for the new roof you all provided for me. You are so much appreciated! Thank you so much" D.S.



# Resident Services

The I Rise Program Helps Families Build Stronger Futures

Create  
Personalized  
Goals

Receive  
Coaching &  
Resources

Strengthen  
Financial  
Security

## I Rise Program Key Statistics & Highlights

83

Participants  
Currently  
Employed

242

Total Active Participants Enrolled

115

Participants  
Seeking  
Educational  
Opportunities

159

Participants Seeking  
Employment

193

Pursuing Home  
Ownership

80+

Community  
Partners

\$5,623

Average Escrow Funds Earned

1,000+

Resources and  
Referrals Provided

40+

Workshops  
Conducted



## An I Rise Success Story: **Michael M.**

Michael joined the program in March 2023 with steady employment—and within just three months, he earned a promotion and began saving monthly in his escrow account. From there, he never looked back.

During his time in I Rise, Michael:

- Paid off debt
- Boosted his credit score
- Earned his realtor license
- Became a first-time homeowner

Thanks to a partnership with Habitat for Humanity, Michael closed on a beautiful 4-bedroom, 2-bath home in April 2025.

His determination, discipline, and positive outlook have been a guiding light throughout his journey. We're so proud of all Michael has achieved—and excited to see what's next!



**S. Hughes** successfully completed the University of Louisville Train-the-Trainer program and earned a certification.

**A. Cannon** finalized his cookbook, which is set to be published and available for purchase by the end of September.

**D. Pierson** and **K. Lunsford** began their college coursework and are actively pursuing higher education.

# Multifamily Development

## Why Preservation is at our Core

**Protects  
Affordable  
Homes**

**Supports  
Family  
Stability**

**Strengthens  
Communities**

## New Directions' Portfolio Renovation Strategy

**\$52**

Million Investment  
in Phase I

**224**

Existing Rental Units  
Renovated in Phase I

**104**

Proposed Renovation of  
Existing Units in Phase II

**36**

Proposed New Construction  
Units for Phase III

**183**

Proposed  
Renovation of  
Existing Units in  
Phase III



# Phase I – Completed



## Roosevelt Apartments

Substantial rehabilitation of 47 apartment units

\$14 million investment



## Shawnee Apartments

Substantial rehabilitation of 177 scattered-site units

\$38 million investment

## Phase II In Progress

### Directions Apartments

Estimated \$16 million total development cost

Expected to close end of February 2026 with construction to begin shortly after.

Renovation of 104 Existing Units

### Roosevelt Senior Apartments

New construction of 36 one-bedroom units for low-income seniors (age 62+)

Estimated \$16 million total development cost

Expected loan closing late fall of 2025 with construction to begin shortly after.

## Phase III Predevelopment

### Russell Building

Renovation of 81 units located at 515 S. 18th Street

Pre-Development Stage

Exploring Financing Options

### Russell Scattered Sites

Renovation of 102 scattered-site units (Remainder of Russell Apartments)

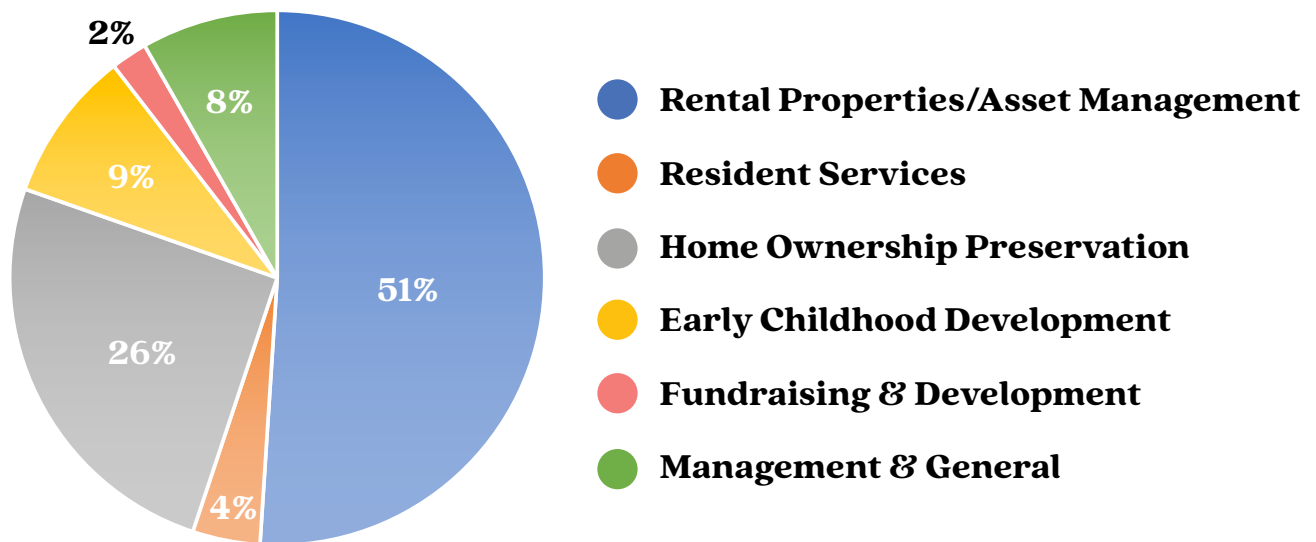
Pre-Development Stage

Exploring Financing Options

Working towards New Directions' goal of renovating 60% of the existing rental portfolio.

# Financial Overview

## Operating Expenses



### Revenues & Other Support – July 1, 2024 - June 30, 2025

Rental Properties / Asset Management.....	\$6,401,839.00
Housing development and home sales .....	\$1,461,412.00
Contributions and grants .....	\$6,066,286.00
Program services .....	\$573,256.00
Other income .....	\$790,664.00
<b>Total Revenues and Other Support.....</b>	<b>\$15,293,457.00</b>

### Expenses – July 1, 2024 - June 30, 2025

Rental Properties / Asset Management.....	\$8,499,548.00
Resident Services .....	\$680,155.00
Home Ownership Preservation.....	\$4,210,045.00
Early Childhood Development .....	\$1,525,067.00
Fundraising and Development.....	\$366,915.00
Management and General.....	\$1,374,689.00
<b>Total Expenses .....</b>	<b>\$16,656,419.00</b>

# Thank You

## For Your Support!

Anthem Blue Cross & Blue Shield  
Assured Partners  
Baptist Health  
Boardwalk Pipeline Partners  
Brown Forman Corporation  
C.E. and S. Foundation, Inc.  
Capricorn Foundation  
Catholic Community of St. Patrick  
CenterPoint Energy Foundation  
Cepeda Associates Inc  
Churchill Downs, Inc.  
City of New Albany  
Dominican Sisters of Peace  
Federal Home Loan Bank of Cincinnati-  
Carol Peterson Fund  
Fidelity Charitable Gift Fund  
Fifth Third Bank  
First Financial Bank  
German American Bank  
Harshaw Family Foundation  
Honorable Order of Kentucky Colonels  
Hope of the Midwest  
Housing and Urban Development (H.U.D.)  
Humana

J.P. Morgan Chase  
Kentucky Farm Bureau  
Kentucky Nonprofit Network  
Kroger  
LG&E and KU Services Corp.  
LJH Infinity Realtors Inc  
Louisville Metro Government  
Metro United Way of Floyd County  
NeighborWorks America  
Old National Bank  
Paducah Bank  
Park Community Credit Union  
PNC  
Rabbit Hole Spirits  
Saint Agnes Church  
St. Mark's United Church of Christ  
St. William Catholic Church  
The Community Foundation of Louisville  
The Gheens Foundation, Inc.  
The Mildred V. Horn Foundation  
The Rotary Club of Louisville  
U.S. Bank  
Walsh Construction

**Thank you for supporting our mission:**

**New Directions creates and preserves homes,  
fosters community stability and supports  
families on their path to economic success.**

2026

# Board of Directors

We are deeply grateful to our Board of Directors for their vision, guidance, and unwavering commitment. Through their dedication, insight, and passion, our Board helps turn our mission into meaningful, lasting impact.

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Stachelle Bussey

Heather M. Dearing

Tonya Fulkerson

Darrell Fuller

Zan Glover

Adam Hall

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Kurt D. Mason

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**Treasurer**

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Rita J. Ward

**Secretary**

Zach Wedding

**Immediate past chair**

Faith Weekly

Markus Winkler

Leslie Woods



# Join us in making a Difference

Your donation helps us continue this vital work.  
Join us in making a lasting impact.



## Preserving Homes

"When you live somewhere where you feel great, you perform great. So, this is a great start. I have peace of mind" – Mr. Logan, New Directions Resident

## Uplifting Families

"I want to become a first-time homeowner, raise my credit, and continue being a good mom." – Rahesha, ND resident & I Rise participant

## Strengthening Communities

"It's an honor to serve our aging community. I cherish their stories and take pride in helping them maintain secure housing."  
– Dor'Ricka Collier, Service Coordinator



Scan the QR code to go to our donation portal.



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