



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.

1973

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

2005

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

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.

1972

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

1990s-2000s

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

2021

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

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

305

Homeowners
Assisted

\$12,373

Average Home
Improvement Investment

1,225

Volunteers

65

Roof Replacement/
Repairs

244

Health & Safety
Repairs

86

HVAC Repairs

97%

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

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)

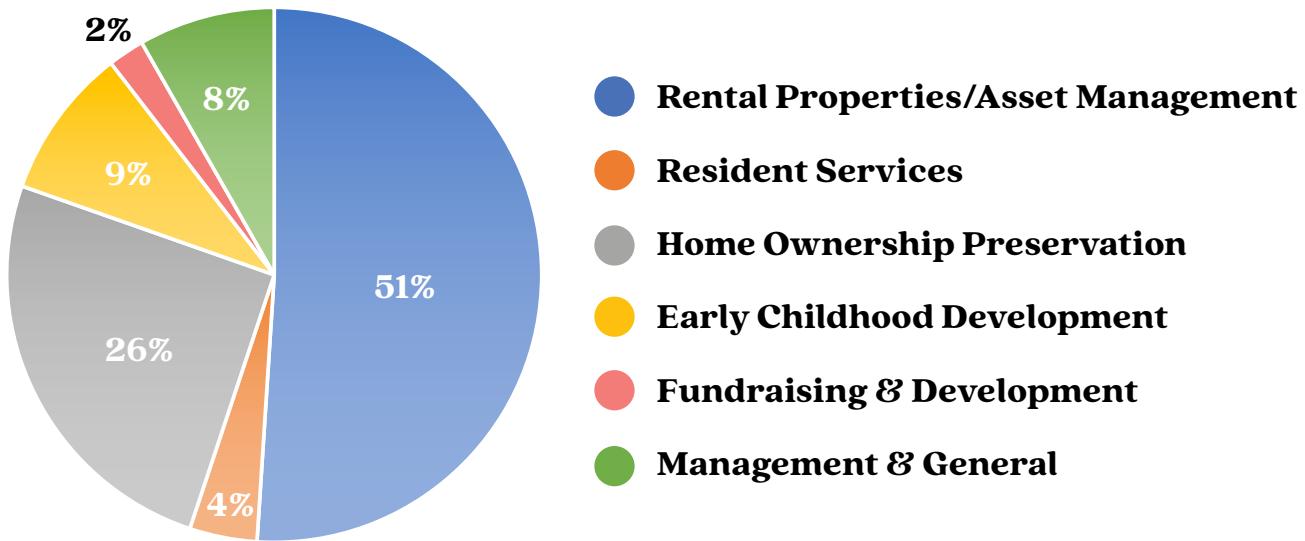
Pre-Development Stage

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
Total Revenues and Other Support.....	\$15,293,457.00

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
Total Expenses	\$16,656,419.00

Thank You

For Your Support!

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Humana

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Kentucky Nonprofit Network
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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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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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