



Annual Report

N N N N N

303-284-4292 info@thefaxdenver.com www.thefaxdenver.com



A LETTER FROM THE EXECUTIVE DIRECTOR

2022 was one for the history books for The Fax Partnership! At long last we achieved our goal to acquire real estate on the East Colfax corridor for the purpose of affordable housing development. In September 2022, The Fax purchased the Westerner and Sand & Sage motels two contiguous motels located at the 8500 block of East Colfax. This accomplishment was the culmination of many years of work and after many previous attempts.

The \$4.5M motel acquisition was realized with the support of three nonprofit lenders. The lenders provided the capital to close on the acquisition with the knowledge that public funders were committed to the project. Following the transaction close, both the City and County of Denver and State of Colorado awarded the project funding, as did Gates Community Foundation. Another component of the deal is a unique partnership between The Fax and Volunteers of America of Colorado, which will be leasing the motels from The Fax in September 2023 for their homeless family housing program. The many partners made the acquisition possible and underscores the complexity of affordable housing development and preservation. Without the collective vision of these partners, The Fax would have been unsuccessful in our acquisition and the East Colfax community would have lost its opportunity to achieve greater housing affordability. We are deeply grateful to all the partners that made this possible.

Yet, the motel acquisition was not the only accomplishment of The Fax, just the most expensive! The organization also hosted four health and resource fairs in 2022 that served over 700 people. Shoes, vaccines, food and resources were provided at the four events. The Fax also hosted tax clinics in the early part of 2022 that helped local residents receive \$53,347 in tax savings.

In 2022, The Fax business team continued supporting East Colfax businesses. This included trainings and a specific partnership with the Denver Police Department to help make our business community safer. The Fax also launched, in partnership with the East Colfax community, the East Colfax Cultural District. This designation is an act of claiming the East Colfax corridor for those who currently work and live in the community and of lifting up and celebrating the many cultures that make up East Colfax. 2022 was just the start of this important community project, with many exciting initiatives to come, to recognize and preserve East Colfax as the diverse, special place that it is and, we hope, forever will be.

Here's to many more years like 2022 for The Fax Partnership,

~ Monica Martinez

Executive Director of The Fax Partnership

OUR MISSION

The Fax Partnership ("The Fax") is a 501(c)3 founded in 2004 that strengthens and supports those who live and work along the East Colfax corridor while advancing a vision of equitable development to sustain a thriving, diverse and affordable community.





FAX STAFF GREW IN 2022

The Fax team grew in 2022 with the addition of four new employees.



DENISE BURD

In January 2022, Denise joined as The Fax's new Spanish-speaking Community Services Navigator. Denise helps residents in the East Colfax community apply for rental and utility assistance,

obtain food support and improve their overall financial well-being. Her previous work experience was with Children's Hospital as a navigator for five years, primarily within the East Colfax community. With her previous experience and Spanish-speaking skills, Denise has been able to apply her deep expertise and navigating skills to help East Colfax residents stay and thrive in the community they love.



HONEY ZIN

Honey started as a marketing and communication college intern with The Fax in 2020. She finally joined the team as a fulltime employee in July 2022 as the new Communication and Outreach Assistant. Honey

moved to the United States in 2014 from Burma and graduated May 2022 with a bachelor's degree in Business Administration with an emphasis on Marketing and Entrepreneurship. Over the course of her internship at The Fax, Honey developed her communication skills: "I've grown a lot as an intern under The Fax which gives me the confidence to take over the role as a communications person for the organization," said Honey. As the Communication and Outreach Assistant, Honey manages The Fax's communications, also assisting with business outreach and supporting Burmese residents.



TUNDE SHODIPO

Tunde is originally from Nigeria and moved to the US in 2006 where he earned his bachelor's degree in finance from Saint Cloud State University. After spending the majority of his career in finance and real estate, he

sought something more fulfilling than a paycheck. He decided to quit his job to focus on finding opportunities to contribute to society through his work and we're happy he found The Fax in January 2022! Tunde is The Fax's Development Manager and was critical in helping The Fax acquire two motels. "I have enjoyed my time at The Fax so far, I believe in the work we do and the direction the organization is heading in. Excited for the future and all we can accomplish together."



ASEEL SHEHADEH

Aseel joined The Fax in January 2022 first as a contractor working as the Operations and Grants Manager. She was converted to an employee in March

2022. Aseel is originally from Jordan, speaks Arabic, and is herself a small business owner on East Colfax. After the business she and her husband owns, Famous Buffalo Wings and Things, suffered from the COVID-19 pandemic, she was able to get connected to The Fax Partnership to receive assistance through our Wells Fargo grant. From there, Aseel was inspired by The Fax which led her to join our team.

BUSINESS SUPPORT OFFICE

The Business Support Office (BSO) at The Fax Partnership is dedicated to helping East Colfax corridor small businesses thrive.

In 2022, The Fax Partnership assisted **89 businesses** in a variety of ways. From conducting Crime Prevention Through Environmental Design (CPTED) walks to helping businesses apply for grants and loans, we were able to make a tangible difference in the success and security of East Colfax businesses.



HELPED 89 BUSINESSES

17 BUSINESSES APPLIED FOR GRANTS



15 BUSINESS CPTED WALKS

A primary focus was conducting business CPTED walks. CPTED is a multidisciplinary approach to reducing crime through environmental design, which involves evaluating a physical space and identifying ways to make it less vulnerable to criminal activity. We conducted 15 business CPTED walks, which resulted in eight businesses receiving improvements to their physical security, such as installing security cameras and conducting their maintenance on property. These improvements not only prevent criminal activity but also provide peace of mind for business owners and employees.

The BSO helped **17 businesses** apply for grants and loans to support their growth and expansion. Small businesses are the backbone of our economy, and we understand the challenges they face in securing funding. By providing guidance and support through the application process, we were able to help these businesses access the resources they needed to thrive.





THE FAX PARTNERSHIP

East Colfax Corner Store Survey Report

The Fax's Business Support Office received funding to support corner stores located along the East Colfax corridor. To start the project, The Fax conducted a pre-support survey to determine the priorities and needs of the stores. 9 of the 10 participating corner stores are immigrant-owned from Ethiopia, Burma and Mexico. The surveys were conducted through one-on-one interviews and the following learnings were identified.



SNAP & DUFB PROGRAM

8 of the 10 corner stores participate in the SNAP program. Only 1 store currently participates in the DUFB program.



COMPUTER USAGE

Only 30% use computers and nearly all, 90%, do not use any kind of inventory or accounting software.

FRESH FOOD

70% are interested in providing fresh food options for their customers while the remaining 30% want to learn more about the possibilities of fresh food options.

AREAS OF PRIORITY

- Increasing inventory
- Obtaining commercial coolers/refrigerators
- Maintenance of store structure and aesthetics.

THE FAX PARTNERSHIP ANNUAL REPORT 2022

CORNER STORE INITIATIVE

The Fax launched the Corner Store Initiative, with targeted funding, to support small grocers in the East Colfax community. To start the work, The Fax conducted a pre-support survey and learned that most of the stores do not have bookkeeping nor utilize technology and have critical physical needs. Throughout 2022, Fax supported this business community by providing training on operational improvements, bookkeeping and funding for interior and exterior designs. One unlikely outcome of this work was the creation of a new corner store, started by the accountant The Fax hired to train corner store owners on bookkeeping, Daniel Solomon.

The Fax continued its partnership with CEDS Finance in 2022. Working in concert, our organizations created tailored training materials, responsive to the needs of the East Colfax business community. This included a business webinar and the creation of ten unique training manuals, called Pocket-Guides, covering topics such as business 101, marketing, and business financials. The guides were translated in-house into Spanish, Burmese and Amharic and are a demonstration of The Fax's customized business support programming.

RESIDENTIAL SUPPORT OFFICE

The Residential Support Office (RSO) was launched in 2020 to strengthen and stabilize the low-income renters and homeowners of East Colfax. The RSO connects local residents to services and programs that will help reduce their housing costs, improve their financial wellbeing and ultimately prevent residents from involuntary displacement from the East Colfax community they call home.

In 2022, The Fax RSO continued to assist residents with existing programs such as Emergency Rental and Mortgage Assistance and Low-Income Home Energy Assistance Program. Additionally, funding was secured to reopen the food pantry and diaper bank, to continue to support families in need with these critical services.

With the hire in January 2022 of The Fax's new Community Services Navigator, Denise Burd, the RSO also expanded the range of residential assistance programs offered, including the Supplemental Nutrition Assistance Program and Medicaid enrollment for the East Colfax community. This expansion of services means that residents have a full-service, local resource support office at The Fax Partnership to provide culturally-sensitive services, in multiple languages, to help residents remain in the community they love.



The Fax held four health fairs in 2022. View the infographic below to learn about our impact on the East Colfax community:



livewell

TAX CLINICS



The Fax Partnership collaborated with Mile High United Way to hold four tax clinics for the East Colfax community to help residents file their 2021 taxes. In total, 38 residents filed their taxes through this service, generating a savings of \$53,347 in tax refunds. Mile High United Way and The Fax plan to partner next year, continuing this valuable service to help East Colfax residents save money on their taxes.



Tax clinic crew members in action helping East Colfax residents.

COAT DRIVE

As a Thanksgiving gift to the East Colfax neighborhood, The Fax held a coat giveaway event on Thursday, November 16 and Friday, November 17. Along with the winter coats donated by Dependable Cleaners and other individual donors, The Fax was also able to give away food boxes with the donation help from Montview Presbyterian. See our impact below:



COAT & FOOD DRIVE

Measuring Our Impact



INCLUDED 18 FOOD ITEMS:

Noodle pasta Rice Bread Black beans Green Lentils Peanut Butter Pinto Beans Oil Boullion Canned tuna Tomato Sauce Hot Chocolate Instant coffee Tomato Paste Bag of Carrots **Bag of Potatoes** Bag of Onions Angel Hair Pasta



\$2,000 Donation

from Montview Boulevard Presbyterian Church was utilized to purchase the 18 food items.

7



DONATE TO THE FAX!



EQUITABLE DEVELOPMENT

The Fax Partnership's Equitable Development Office works to promote the development of new projects that are community-serving, increase equity and do not result in involuntary displacement of our existing residents and businesses.

In September 2022, The Fax purchased two East Colfax motels. The Westerner Motel and The Sand & Sage Motel, located at 8405 and 8415 E. Colfax, were



acquired with the vision of developing affordable housing and preventing involuntary displacement in the community. With this acquisition, The Fax's organizational dream to become a community development corporation for the East Colfax corridor has become a reality.

The Fax acquired the properties with the support of a wide range of lenders committed to encouraging the construction of affordable homes. Enterprise Community Loan Fund served as the senior lender and contributed more than \$2,200,000 through its Denver Regional Transit Oriented Development fund, Colorado Housing and Finance Authority lent \$2,000,000 from its newly created Housing Loan Fund, and Latino Community Foundation of Colorado contributed a \$250,000 loan from its recently established Colorado Communities of Color Loan Fund. Following the acquisition, The Fax received a

\$150,000 grant from Gates Family Foundation. The City and County of Denver's Department of Housing Stability (HOST) awarded the project a grant of \$983,000. The State Department of Housing awarded a low-interest loan of \$1,100,000 as well. Both the State and City money will be used to pay down the senior lender in addition to funding project rehabilitation.



A unique partnership was created with Volunteers of America of Colorado (VOAC) to make this acquisition possible. In September 2023, VOAC will lease the properties from The Fax and operate their family housing program while their Theodora Family Motel is rehabilitated. This partnership was facilitated by HOST and demonstrates The Fax's commitment to innovation and partnerships to make substantive change.

Due to an existing billboard at the site, redevelopment cannot occur until September 2028. As a result, these properties will continue as shelter until redevelopment. And yet, this timeline is advantageous because it will provide The Fax and the East Colfax community sufficient time to pursue a catalytic redevelopment, such as a redevelopment with a ground floor recreation center or library, while providing critically needed housing.

IMPACT EAST COLFAX INITIATIVE



In 2022, The Fax continued to partner with Urban Land Conservancy (ULC) on the Impact East Colfax initiative. This initiative is working to develop community-serving projects along East Colfax that are guided by a local steering committee of community members. Throughout 2022, Impact Colfax East members met to develop an action plan that will inform the redevelopment of the Citywide Bank building, located at 10660 E. Colfax Avenue in Aurora, that ULC acquired in 2021. This property was a significant acquisition as it provides space for future multi-family redevelopment in addition to having an existing three-story office building. There was just one problem: it needed a new name.

In the spirit of reduce, reuse and recycle, The Fax proposed repurposing a name that had been selected on a previous Fax project: 1400 Yosemite. The 1400 Yosemite property had been slated to be a multi-tenant nonprofit center by developer Flywheel Capital until Covid struck and derailed the project. Prior to the pandemic, an extensive community engagement process had selected a name that proved equally suitable to 1400 and 10660 E. Colfax: The Colfax Lab for Social Good.

EAST COLFAX CULTURAL DISTRICT

What is the East Colfax Cultural District (ECCD)? idea that came out of community An recommendations in the process of developing the City and County of Denver's East Area Plan, a Cultural District will celebrate and support East Colfax's diversity of people, businesses, food and events. The long-term vision of the ECCD is to claim the community for the diverse populations that currently call East Colfax home, so that changes are absorbed into and can benefit the existing community, rather than causing displacement. The Fax believes a Cultural District will generate community pride, strengthen local business and help to preserve East Colfax despite future investment and change.

The Fax held community engagement events throughout 2022 to develop the district name, mission statement and logo that best represents the East Colfax neighborhood.

Phases of Creating the East Colfax Cultural District:

Phase 1: Name & Mission Statement Selection

The original concept of the district, as represented in the East Area Plan, was as an "International District". After The Fax conducted focus groups with residents and businesses in the first part of 2022, the name was changed to Cultural District to be more inclusive of all long-standing businesses along the corridor, not just those from the international community. Following the name selection, The Fax partnered with both businesses and residents to create a mission statement for the district. Fax staff conducted outreach and sought input at many community meetings, conducted an extensive survey and met one-on-one with community members to craft a statement that was a reflection of the values of the East Colfax community:

"To celebrate, preserve and provide opportunities for the multicultural community of East Colfax by amplifying the voices of our diverse community members, supporting new and existing locally-owned businesses so they can thrive, strengthening community amenities and creating a welcoming international experience of commerce, culture and community."

How we do this:

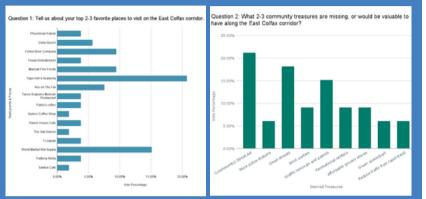
- Provide current and future business owners with relevant training and education for increasing community ownership opportunities and improving
- Provide idea-incubating forums for small businesses such as cottage industries, food trucks, food production and artisan manufacturing business operations so businesses can stay and thrive
- Host community events, develop shared Cultural District marketing materials and install placemaking features on the corridor to reflect the brand



THE FAX PARTNERSHIP ANNUAL REPORT 2022

Phase 2: Asset Mapping

During the second phase of the ECCD development, The Fax engaged with the local businesses and residents to create a treasure map of East Colfax. The purpose of creating the treasure map was to identify the community's favorite destinations as well as desired amenities for East Colfax in the future. Survey participant's results are shown below:



After collecting extensive responses from the community, The Fax was able to create a treasure map to present the East Colfax Cultural District. See below:



Visit thefaxdenver.com/our-work/c-district/ to view the ECCD treasure mapping.

Phase 3: Designing a Logo

In fall of 2022, The Fax was awarded a Neighborhood Activation grant from the City and County of Denver to continue the ECCD work. The grant was utilized to develop the next phase - designing a logo and creating a branding guide. The Fax contracted with the very talented and experienced Mexican-American graphic designer and illustrator, Samantha Hutchinson-Ouranos, who was born and raised in Monterrey, Mexico. She has over 20 years of experience in graphic design, brand identification, illustration, advertising, and marketing.

The Fax collaborated with Sam to develop a branding guideline and a logo that truly represents the East Colfax neighborhood.

Sam Hutchinson-Ouranos and The Fax team spent time gathering feedback from residents, business owners, and stakeholders through meetings, online and in-person surveys, interactive activities at community events and discussions with community leaders to collect input on the color scheme and the design of the logo that the community envisions.

Phase 4: Logo Selection

After analyzing the community input, Sam developed a variety of logo options. All of the logos were true works of art! To narrow down the options, The Fax hosted a community webinar in December 2022 to identify the top two options to be voted on by the larger community. This inclusive approach helped to reduce the logo options from four to two and created greater community ownership of the Cultural District concept - and was also a lot of fun.

As a final step, starting in late December 2022, we asked the community once again to help us select the final logo that identifies the East Colfax Cultural District. The final logo survey was promoted online, in email communications and JUST THE FAX newspaper to enable the community to select the final winning logo.





Sam's first sketch of the ECCD logo

THE FAX PARTNERSHIP ANNUAL REPORT 2022

FAX LAUNCHES NEWSPAPER

In December 2022, The Fax published a firstever newspaper under the name of "Just The Fax." The newspaper highlighted various topics and accomplishments and was mailed to over 6,000 households. Topics covered included:

- Motel Acquisitions
- East Colfax Cultural District logo selection survey
- Vision of Cultural District
- Fax Health Fair Metrics
- Look ahead: Cultural District in 2023

The newspaper was available in both printed and digital formats and also translated into Spanish and Burmese. In addition to mailing to East Colfax homes, The Fax team distributed the newspaper to local businesses.

The "Just The Fax" newspaper was warmly received and will be a feature of the organization for years to come to spotlight businesses on the East Colfax corridor and promote important events in the community while also promoting the services The Fax provides.

DECEMBER 2022



The Fax Partnership Acquires Two East Colfax Motels to Provide Affordable Housing

The Fax Partnership is excited to announce that we purchased two East Colfax motels in September 2022! Located at 8405 and 8415 E. Colfax, The Westerner and Sand & Sage motels were acquired to provide temporary shelter space for families experiencing homelessness and a site for future affordable redevelopment in the East Colfax community.

Our mission is to strengthen and support East Colfax while advocating for equitable development. With this acquisition, we're fulfilling our goal to both support those who are in the community now and ensure future redevelopment is affordable so our residents stay here.

In fall 2023, Volunteers of America of Colorado (VOAC) will lease the properties from us for family homeless housing while their property on West Colfax is rehabilitated. The properties will have approximately 38 units following moderate rehabilitation, all with microwaves, refrigerators and spacious rooms. Following VOAC's use of the properties, we will continue to operate the properties as shelters until summer 2028, when redevelopment can begin. We will redevelop the 32,00-square-foot parcels into new construction affordable housing with community-serving ground floor uses. We look forward to working with the community over the next few years to determine the best use of the ground floor space and the housing type that meets the needs of the existing community.

> The Westerner and Sand & Sage motels were acquired by The fax for temporary shelter space for families experiencing homelessness and affordable housing in the future.

This acquisition could not have been possible without substantial public funding and diverse lenders who prioritize affordable housing. The City and County of Denver awarded us \$935,000 in grant funding to support the acquisition and a portion of the rehabilitation. The State's Division of Housing awarded \$1.15 million in a performance loan, also for the acquisition cost and rehabilitation. Additionally, a grant of \$150,000 was provided by Gates Family Foundation. The lenders included the Denver Regional TOD Loan Fund, administered by Enterprise Community Partners, Colorado Housing and Finance Authority and the Latino Community Foundation of Colorado. Special thanks to local law firm, Otten Johnson, Robinson, Neff & Ragonetti, P.C., who provided us with pro-bono legal services for the acquisition.



A Mission Statement to Guide the Process

It took several rounds of revisions to perfect the East Colfax Cultural District mission statement. We were able to collect input from the community through meetings, presentations and a survey. All community input was heard and incorporated to develop the final mission statement: • Provide current owners with ref education for in ownership oppi

To celebrate, preserve and provide opportunities for the multicultural community of East Colfax by amplifying the voices of our diverse community members, supporting new and existing locally-owned businesses so they can thrive, strengthening community amenities and creating a welcoming international experience of commerce, culture and community.

A Unique Identity Through Logo Design

EAST COLFAX CULTTURAL DISTRICT



LOGO B

While a logo isn't the only thing that makes up a brand, it is an important first step in developing an identity. As we work toward launching the East Colfax Cultural District, we brought in a graphic designer to help develop our own unique identity through a logo. Over the past month, the graphic





A LOOK AHEAD: The East Colfax

Cultural District in 2023

We're really proud and invigorated by the progress we've collectively made in moving forward the East Colfax Cultural District in 2022 and are looking forward to what's next in 2023. We're anticipating more grant funding to continue the process. We hope to:

- Continue to receive engagement from businesses and residents, which is critical to creating a District that represents the neighborhood
- Develop shared marketing and public relations for the businesses in the Cultural District to increase foot traffic
- Map out placemaking, safety improvement and public art opportunities
- Fundraise to implement large scale neighborhood improvements

We are so thankful for those who have been involved in the process this year and can't wait to see what we accomplish together in 2023!



For full translation of the newspaper articles, please visit https://tinyurl.com/2022 NewspaperTranslations or scan the code de los articulos periodisticos, visite https://tinyurl.com/2022Newspaper Translations or secance el códig, သတင်းစာဆောင်ၿဖံမှာ အပြည့်အန်ကို ဘာသာပြန်ရန်အတွက် https://inyurl.com/2022 NewspaperTranslations သို့ ဝင်ရောက်(ဤညံ့ရပ် သို့မဟုတ် ကိုကို ကေငန်မတ်ပဲ။

The Fax team spent time gathering input from residents, business owners and stakeholders through meetings, online and in-person surveys and interviews with community leaders.

designer, Sam Hutchinson-Ouranos, and

Provide current and future business

owners with relevant training and

Provide idea incubating forums for

small businesses such as cottage

education for increasing community

ownership opportunities and improving

industries, food trucks, food production

operations so businesses can stay and

and artisan manufacturing business

Host community events, develop

shared Cultural District marketing

materials and install place-making

features on the corridor to reflect the

thrive

brand

The community told us they wanted a colorful, fun, approachable and modern logo. They also said they wanted it to be clear that East Colfax is a safe neighborhood where people come to experience culture, diversity and delicious food. Several logos were created based on this input then voted on through a webinar and online survey to narrow it down to two logos.

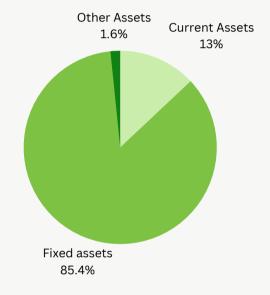
The final step is getting your input to make a final selection. Please help choose one of the following logos for the East Colfax Cultural District!

To vote, visit thefaxdenver.com/our-work/c-district/ or check facebook.com/thefaxpartnership for locations where you can vote in person. Voting will be open until Jan. 20, 2023. Keep an eye out for an invite to the logo unveiling event occuring in early 2023!

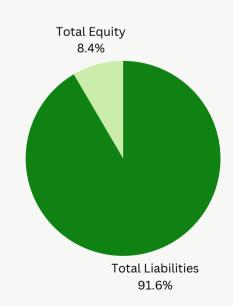
FINANCIAL REPORTING

2022 Balance Sheet

Assets		
Current Assets	\$647,955	
Fixed assets	\$4,258,044	
Other Assets	\$80,894	
Total Assets	\$4,986,933	

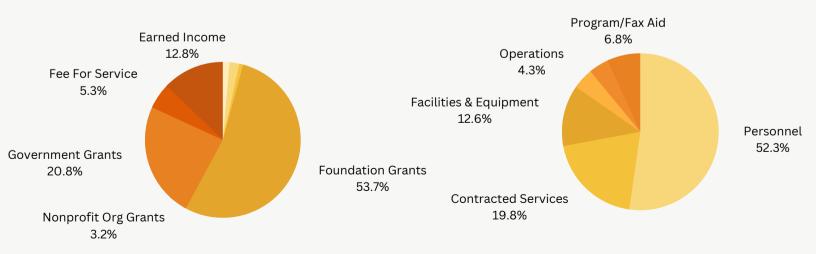


Liabilities		
Total Liabilities	\$4,565,564	
Total Equity	\$421,369	
Total Liabilities & Equity	\$4,986,933	



2022 Statement of Activities

Revenue		Expenses	
Individual Contributions	\$17,290	Personnel	\$540,822
Corporate Grants	\$25,000	Contracted Services	\$204,989
Corporate Contributions	\$10,000		
Foundation Grants	\$665,495	Facilities & Equipment	\$130,266
Nonprofit Org Grants	\$39,319	Operations	\$44,953
Government Grants	\$257,671	Other Expenses	\$43,025
Fee For Service	\$66,002	Program/Fax Aid	\$70,717
Earned Income	\$159,128	Total Expenses	\$1,034,772
Total Income	\$1,239,905		



EXECUTIVE COMMITTEE & BOARD MEMBERS



Darion Mayhorn Chair East Colfax, Bureau of Reclamation



Irene Aquilar Vice Chair At Large, Retired



Stacie Loucks Treasurer At Large, Pachner & Associates



Javonni Butler Secretary At Large, Evergreen Development

Leah Busam Colfax Business Owner, Pilates Bodies Yemane Habtezgi

Colfax Business Owner, Laundry on the Fax

Tor Erickson

Colfax Business Owner, East Fax Tap

Amy Ford

At Large, Consultant

Jim Johnson Park Hill, Retired

Doug Wiley

Park Hill, Quannah Partners

CONTACT US



info@thefaxdenver.com



303-284-4292

www.thefaxdenver.com

- 6740 East Colfax Ave.
- Monday-Friday 8am-5pm