
GIVE
IMPACT

Advisory Services

2020-2023

Impact Report



GIVE IMPACT

Impact Report 2020-2023

Give Impact is an advisory services firm focused on affordable housing and upward mobility solutions through real estate. We facilitate the introduction of new participants, programs, projects, and partnerships through impact strategy sessions and advisory support.

This report showcases the growth and evolution of our business since its inception and subsequent impact on our community. It aims to provide transparency to our stakeholders and demonstrate what we can and will continue to achieve through our mission to listen, learn, and take action every day to create new paths for upward mobility with a lens of love and equity.

None of this would be possible without our clients and partners.

By The Numbers

Since our inception in 2020, here's what we've helped to accomplish through guidance, empowerment, and connection with our clients and partners.

4,099 People Impacted*	1,513 Units in Motion	\$11,075,500 Private Capital Deployed (Cash, Land & Buildings)
15 New Projects	11 New Participants	15 Partnerships Formed

*(*Estimated amount annually, based on the average occupants of units that have been created or approved.)*



Featured Projects

These are a sample of projects we are proud to have collaborated on. More information on these initiatives as well as others can be found on our website.



THE BUNGALOWS

Davidson Housing Coalition

The Bungalows is a 32-unit apartment complex in downtown Davidson on Jetton Street. Give Impact helped DHC gain control of the property in June 2023 to protect the current tenants and ensure long-term sustainability and affordability. This project impacted a total of 80 people, with 32 units preserved for residents making <50% AMI.

MERANCAS HOLDINGS EQUITABLE LAND BANK

The Merancas Foundation



Based in Charlotte, North Carolina, The Merancas Foundation is a private foundation guided by the belief that anyone who works hard should be able to make a decent living. Give Impact helped the foundation establish a framework for the land bank, assemble an advisory committee, and acquire over ninety acres since April 2022.

The next phase will be to select qualified development teams to deliver Equitable Housing Communities.



HISTORIC NATHANIEL CARR

SoHo Housing Partners

SoHo Housing Partners needed help figuring out how to get started and take the correct steps as a new developer in the market. Give Impact connected the team with the right designers and planners to ensure a high-quality property and develop a strong rapport with the community. This led to the first Community Benefits Agreement in Charlotte and a land lease to the West Side Land Trust. The community will have 120-units for seniors with incomes ranging < 30-80% AMI and is on schedule to be completed in the first half of 2024.



WHAT'S NEXT

Our Goals for 2024

What the Give Impact team aims to achieve in the upcoming year.

Chart New Pathways

Stay true to our mission of charting new pathways for upward mobility through new projects, participants, and programs.

Long-Term Participation

Expand our long term impact by participating as development partners in select housing projects under the Give Impact brand outside of an advisory role.

Expand Our Network

Continue to build new, authentic relationships and grow our network of connections to over 1,200 followers on LinkedIn by 2024.

Create a Brain Trust

Increase the value of our collaborations by aligning with experts in the housing field and creating new channels to transfer knowledge to improve our capacity to problem solve.

Media & Recognition



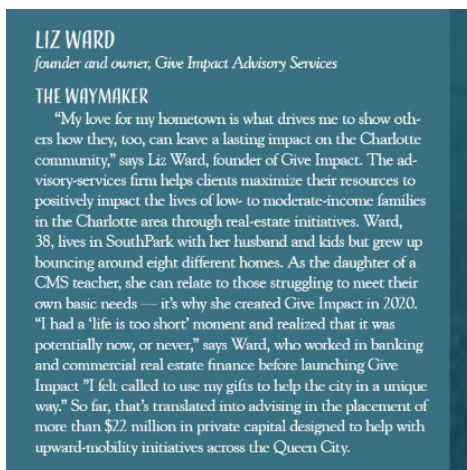
CHANGE MAKER HONOREE

She Built This City (2022)



LIZ WARD, INFLUENTIAL LEADERS HONOREE

AACSB (2023)



WOMEN TO WATCH IN CHARLOTTE

SouthPark Magazine (May 2023)



CREATING POSITIVE IMPACT THROUGH BUSINESS

Anything but Typical Podcast (September 2022)

Testimonials

The Give Impact team is a delight to work with — not least because it was clear from the get-go that they shared our commitment to the low- and moderate-income residents we serve. We found partners who are creative problem-solvers and energetic networkers, who understand the space in which we work. We're sticking with Liz as our organization continues its journey because we count on the unfailingly positive outlook and inherent goodness that seems to follow Give Impact wherever it goes. We're proud to be a part of the web of goodwill and neighborly care she is helping to craft for affordable housing and land preservation in the Charlotte metro region.

CONNIE WESSNER

Executive Director, Davidson Housing Coalition

We've worked with Give Impact for the past several years to help bring high quality affordable housing to Charlotte. Their expertise, knowledge, and ability to bring parties together for a common good was critical in our efforts. We consider them family and would highly recommend Give Impact.

KEVIN J. DiQUATTRO

Partner, Soho Housing Partners

Kudos to the team at Give Impact. For the past year and a half we have relied on both their insight and guidance to launch an affordable housing land bank. Thank you to Liz and Maya for moving us forward to helping those in need of affordable housing.

ANDY MERMANS

President & Chairman, The Merancas Foundation

Our Team



Liz Ward

Give Impact was founded in 2020 by Liz Ward. With more than fifteen years in banking and commercial real estate, coupled with more than five years focused specifically on affordable housing development, she was driven to use her expertise and network to make clear strides in equity, equality, and hope for a better future. Her goal is to provide independent expert advice to those seeking to deploy resources and develop new pathways for housing.

Maya Bullock

Maya Bullock, Manager of Operations & Client Impact, has combined her Master of Urban Design, Bachelor of Psychology and knowledge of community planning, to bring forth focused solutions for diverse inclusion, racial equality and producing affordable housing for upward mobility.



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