As committed changemakers and grassroots organizers, we know that the fight for housing justice requires significant power to reverse existing structures and create fair, abundant, and affordable housing. But how do we create that power, and wield it to make change?

In 2021, YIMBY and YIMBY Action developed a Strategy and Theory of Change which identifies how we deploy power and build power through our work. Like two legs in forward motion, building and deploying power are closely connected and rhythmically respond to and build off each other. The YIMBY/YIMBY Action 2021 Impact Report is organized according to these two powers. The first section, Building Power, celebrates our community and the people-power that is so essential to making change.

The second section, Deploying Power, celebrates our projects, growth, and success in 2021.

If you are part of our community, THANK YOU. This work is only possible with the support of our volunteers, donors, and coalitions, and we look forward to what we will accomplish together in 2022.
Strategy Diagram showing the feedback loop between deploying power and building power.

Deploy Power
- Legislation
- Relationships with Electeds
- Administrative Advocacy
- Elections
- Legal Enforcement

And Build Power
- Organize People
- Change Narratives
- Build Coalitions
- Develop Technical Expertise

YIMBY staff and activists supporting housing this year.
People Power

The YIMBY network of pro-housing volunteers is by far our movement’s greatest asset. The vision of fair, abundant, and affordable housing in our cities can only be achieved when people speak up, vote, and demand a change in the status quo. YIMBYs stay connected through in-person meet ups, an extensive Slack Workspace, email, and more.

32,400
ACTIVISTS

17,100
SIGNATURES

3,000
SUPPORTERS*
* Includes donors, members, and volunteers

3,000
SLACK MEMBERS

Photo by YIMBY member Cliff Bargar.
In 2021, I focused on housing element advocacy in Los Altos, Mountain View, and San Francisco, three cities which have a combined housing target of nearly 100,000 homes. To ensure these homes actually get built, I worked with YIMBY Action Lead Sid Kapur and UC Professors Chris Elmendorf and Paavo Monkkonen to dig into historical housing production data in the Bay Area and produce a research paper to share our findings. We found that the average city is failing to develop 90% of the sites that were claimed to be 'suitable for development' in the previous Housing Element cycle. These findings will help push our cities for meaningful site inventories and regulation reform.

As a lead for Mountain View YIMBY, I organize Housing Element advocacy and our efforts have helped win streamlining for seven thousand homes in North Bayshore.

In addition to housing element advocacy, I also advocated for rent relief during lockdow, state-level housing legislation like SB 9, and half a dozen Homekey projects. YIMBY Action gives me the network and support to maximize my volunteer organizing and fight for housing in the cities I care about.”
For Diana Alfaro, housing is personal. “I have had family members live in farmworker housing and other unreliable forms of housing and I want to advocate for more affordable and fair housing practices.”

As a thirteen year resident of Santa Cruz, Diana has put her passion into practice with a career in affordable housing development.

Santa Cruz YIMBY has given Diana an additional outlet for making systematic change in her community by advocating for local projects, helping pass California Senate Bill 35, and recruiting new members to join her activism!
Naqiy McMullen, Orlando YIMBY

I grew up in poverty and faced constant housing insecurity throughout my life so I understand how important having secure shelter is...

Co-founder Naqiy McMullen attributes his motivation to personal experience with housing issues. “I grew up in poverty and faced constant housing insecurity throughout my life so I understand how important having secure shelter is for a child’s development and success in life. It’s the most fundamental need.”

Orlando YIMBY was founded in 2020 and affiliated with YIMBY Action in 2021. Their chapter has grown to 35 active volunteers and has made a name for themselves in the Central Florida region by establishing relationships with elected officials, writing op-eds, hosting events, and circulating petitions. Members have been quoted in local media on housing matters and received invitations to sit on local housing-related boards.

Tom Coale, YIMBY Maryland

Tom Coale was drawn to the YIMBY movement because “instead of being on the defense of housing, YIMBY Action provides room for a more affirming and positive message when it comes to housing.”

As a practicing land use attorney with a passion for creating more equitable and affordable communities, Tom is familiar with the challenges that new projects face, both at the planning counter and in NIMBY neighborhoods.

He started YIMBY Maryland in November 2021 and has already published an op-ed in the Baltimore Sun and is meeting with council representatives to end single-family zoning in the City of Baltimore. His podcast Elevate Maryland educates listeners about the power and methods of local organizing.
We added 9 new chapters and expanded to 6 new states.

First YIMBY Action chapter in state formed in 2021

Has YIMBY Action chapter

Has YIMBY Action members
### YIMBY Action Chapters: 2021

**California**
- East Bay YIMBY
- Evolve Tri-Valley
- Greater Riverside
- Grow the Richmond
- Haight Ashbury
- Neighbors for Density
- Mountain View YIMBY
- Napa for New Neighbors
- Northern Neighbors
- Peninsula for Everyone

**ACROSS UNITED STATES**
- Bend YIMBY
- Madison is for People
- Neighbors for More
- Neighbors Metro Atlanta
- Orlando YIMBY
- Tuscon for Everyone
- YIMBY Denver
- YIMBY Maryland
- YIMBY Tampa

**Interest/Identity**
- Urban Environmentalists
- Streets for People (Bay Area)
- YIMBY Jewish

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A mixer hosted by Orlando YIMBY. Photo by Orlando YIMBY Volunteer.
2021 gave me a unique personal perspective into the incredible power of the YIMBY Action and YIMBY model. This past year, I moved from Oakland, CA back to my hometown of Atlanta, GA, where I threw myself into organizing for housing alongside Atlanta’s amazing existing community of progressive advocates. Every time a new person gives their first public comment or gets to engage an elected official, I get a boost of energy. And it’s working: we’ve already elected a pro-housing Mayor and City Council; making bold commitments on housing.

As YIMBY Action Board Chair, I’ve had the great pleasure of seeing these successes repeat themselves across the country. In many ways 2021 was a banner year for the YIMBY movement. I’m proud of the wins we’ve achieved in the California legislature, the strengthening of housing law made possible by YIMBY Law, and the new power we’ve built as YIMBY Action chapters spring up nationwide.
We added three Regional Advisory Boards.

These boards are powerful circles of local ambassadors that help build power in critical YIMBY regions.

**SAN FRANCISCO**
Amelie-Phaine Crowe
Stephen Dodson
Charlie Jurczynski
Iman Novin
Marjan Philhour
Brandon Powell
Sarah Rogers
Kion Sawney
Hilary Schiraldi

**SF PENINSULA**
Tim Clark
Mac Hart
Adina Levin
Seema Patel
Jyothy Reddy

**ORANGE COUNTY**
Ryan Aeh
Daniel Gehman
Rona Henry
Families on a playground outside a newer multifamily building in San Mateo. Photo by YIMBY Volunteer.
Seema Patel, Peninsula for Everyone

“I’ve never felt like there was one place that was home to me. Both of my kids were born in San Mateo and I love that they have a place that they’re rooted to. I want them to be able to live here when they grow up.”

My dad was in the military so we moved around a lot, and so I’ve lived in a variety of places. I’ve never felt like there was one place that was home to me. Both of my kids were born in San Mateo and I love that they have a place that they’re rooted to. I want them to be able to live here when they grow up. And the way things are now, I don’t think that’s going to be possible, unless they live on my couch (which I don’t want them to do!). That has been a huge motivator for me. Now that they have a hometown—something that I didn’t have—I want them to be able to stay here.

The past year has been such a huge educational opportunity for me. Joining the Board. Meeting more people who are involved in housing advocacy. I’ve especially learned so much from the Housing Element Watchdogs. There is example after example of Watchdogs writing letters to cities, cc’ing HCD and actually having impact, where HCD is not certifying Housing Elements. I’m proud to be part of something that is having such a huge impact in making sure cities produce the housing that we need.
2021 Financials

Grassroots activists across the country fuel our movement

### Number of Donations by Amount

<table>
<thead>
<tr>
<th>Amount</th>
<th>YIMBY ACTION</th>
<th>YES IN MY BACK YARD</th>
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<tbody>
<tr>
<td>$250 and below</td>
<td>1715 / 81.2%</td>
<td>204 / 60.9%</td>
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<tr>
<td>$250–999</td>
<td>294 / 13.9%</td>
<td>61 / 18.2%</td>
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<tr>
<td>$1,000–4,999</td>
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<td>23 / 1.1%</td>
<td>19 / 5.7%</td>
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<tr>
<td>$25,000 and above</td>
<td>4 / 0.2%</td>
<td>13 / 3.9%</td>
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### Revenue by Source

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<tr>
<th>Source</th>
<th>YIMBY ACTION</th>
<th>YES IN MY BACK YARD</th>
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</thead>
<tbody>
<tr>
<td>Individual Contributions</td>
<td>53%</td>
<td>63%</td>
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<tr>
<td>Foundations</td>
<td>21%</td>
<td>27%</td>
</tr>
<tr>
<td>Events</td>
<td>19%</td>
<td>-</td>
</tr>
<tr>
<td>Corporate Donations</td>
<td>7%</td>
<td>10% (including employer matching)</td>
</tr>
</tbody>
</table>

### Total Revenue

- YIMBY ACTION: $888,000
- YES IN MY BACK YARD: $1,320,000
I’ve been involved with YIMBY, almost five years. I started with housing because in the city that I lived in, gentrification was taking place and the city didn’t have the tools necessary to combat it. I realized that the tool necessary to really make a meaningful change was the ability to create more housing.

Money, time, resources, your support, your dedication—that’s how you show that something is worth investing into. And time after time, YIMBY has shown me that it’s a good investment. Whether it be my time going to committee meetings and advocating, or whether it be donating to support an infrastructure that really intelligently leverages the funds. I’ve been proud and amazed every single time I’ve donated money to the organization.

“I started with housing because in the city that I lived in, gentrification was taking place and the city didn’t have the tools necessary to combat it...”
Legislative Wins

YIMBYs helped pass landmark bills that legalize sustainable development.

CALLS FOR SB 9 & SB 10

LETTERS FOR SB 9 & SB 10

MEETINGS WITH LEGISLATORS

CALIFORNIA

YIMBYs got landmark California housing bills over the finish line in 2021. These new laws allow the Housing and Community Development agency to enforce pro-housing rules on the local level, streamline regulations that present barriers to housing development, and reverse long-standing land use practices that have segregated our communities for a hundred years.

FEDERAL

While we tend to focus on the local and state levels, we were also thrilled to see pro-housing policies emphasized on a federal level, giving YIMBY Action an opportunity to organize around the Build More Housing Near Transit Act of 2021 (HR 2483), a proposed amendment of the Infrastructure Investment and Jobs Bill (HR 3684).
CALIFORNIA BILLS PASSED

SENATE BILL 8
Builds on and clarifies past housing legislation, including changes to ensure low-income tenants benefit from new housing

SENATE BILL 9
Makes it easier for homeowners to subdivide their lot or build a duplex

SENATE BILL 10
Simplified process for cities to allow up to 10 homes on a lot

SENATE BILL 478
Ensures multifamily zoning on paper isn’t blocked in practice with complicated requirements for floor area ratios and lot sizes

ASSEMBLY BILL 215
Gives the California Department of Housing and Community Development more power to require cities not to limit or delay housing in their General Plans

ASSEMBLY BILL 345
Legalizes the sale of Accessory Dwelling Units (aka Backyard Cottages)

ASSEMBLY BILL 787
Allows cities to count acquired market-rate housing toward their Regional Housing Needs Allocation housing goals if they convert it to deed-restricted Affordable housing
Electoral Wins

YIMBYs mobilized for local and special elections.

Even though 2021 was an off year for the typical election cycle, YIMBY Action was still on the job by engaging in local election endorsements and preparing for the 2022 election season.

CA ASSEMBLY DISTRICT 18: MIA BONTA

East Bay YIMBY organized to endorse Mia Bonta, who won her seat in a special election contest for California’s Assembly District 18.

ATLANTA CITY COUNCIL

One of our newest chapters, Neighbors for More Neighbors Metro Atlanta, endorsed candidates for the first time.

Two of their endorsed candidates for City Council won seats: Liliana Bakhtieari and Jason Dozier.

NO ON THE RECALL

We activated around the statewide “No on the Recall” campaign to keep Gavin Newsom in office in California.
CHAPTER SPOTLIGHT

Atlanta

One of our newest chapters, Neighbors for More Neighbors Metro Atlanta, held their first endorsement process with resounding success.

They spearheaded a collaborative “What’s Your Plan?” candidate forum series as well as a Facebook Live event with current Councilmember Amir Farokhi to discuss Atlanta’s major housing bill, debunk housing myths, and address questions and concerns.

The chapter endorsed six inspiring City Council candidates and organized a happy hour to raise funds and celebrate those candidates. Two endorsed candidates won City Council seats.

WHAT’S YOUR PLAN: DISTRICT 5
ATLANTA CANDIDATES GO DEEP ON HOUSING & TRANSIT
Saturday, August 28
2:00 - 3:30pm EST • Zoom

LOOKING TO 2022

In preparation for endorsements by our growing list of chapters, YIMBY Action strengthened and streamlined the endorsement process and developed resources for local chapters to effectively endorse in races across the country.
Project Advocacy

YIMBY Law and YIMBY Action took action to support thousands of homes.

Project advocacy is one of our core activities at YIMBY Action and YIMBY Law. Housing projects are where the rubber meets the road, where all the legislation and policy become actual homes for our neighbors.

In 2021, we created a streamlined internal process for intake & vetting of housing projects, and we are excited to deploy this tool across the country.

These improved processes are increasing the number of supported housing projects that will then lead to more affordable and abundant housing for all.

5,567 homes supported
3,581 homes with letters submitted
1,564 homes we helped get approved
130 CENTER STREET

Our advocates supported this mixed-use project, which replaced a commercial building and proposed 233 Single Room Occupancy units above ground-floor commercial space in Santa Cruz, California.
Legal Actions

YIMBY Law successfully enforced housing law, protected low-income tenants, and got projects approved.

CASE WON

Establishing that Senior Housing is Housing in Simi Valley

The Simi Valley lawsuit established that senior housing is indeed housing for purposes of the California Housing Accountability Act. Cities cannot deny a senior housing project by claiming it’s a business. To read more about the case, visit yimbylaw.org/simi-valley
SUCCESSFUL WARNING

Ensuring Low-Income Tenants Have the Right to Return in Alhambra

YIMBY Law and local advocates insisted on the application of the new provisions of California SB 330, which requires lower income households to have the right of return to affordable units in projects approved after January 2020.

The Planning Commission and ultimately, on appeal, the City Council found that this state legislation did apply to the project, the first instance of the new demolition controls being used to protect tenants. To read more, visit yimby.cc/sb330-alhambra

SUCCESSFUL WARNING

Enforcing Streamlined Approval for Affordable Housing in Santa Cruz

831 Water St was the first SB 35 project in Santa Cruz, but the City Council appointed themselves as decision-makers for the project, rather than having ministerial approval as required by law.

When the project was denied by Council, YIMBY Law wrote to urge the city to reconsider or face a lawsuit. City Council realized their decision would not hold up in court. Facing exposure to YIMBY Law's credible threat of litigation, the Council reversed course and allowed planning staff to approve the project. To read more visit yimby.cc/831-water-santa-cruz
Housing Elements

YIMBY Mobilized Hundreds of Volunteers to Influence California Cities’ Long-Term Planning

90
HOUSING ELEMENT AUDITS

475
VOLUNTEER WATCHDOGS

200+
PUBLIC MEETINGS ATTENDED

400
CITIES CLOSELY MONITORED

20+
COALITION PARTNERS

4,000+
AGENDAS REVIEWED
Housing policy is rooted in local land use and zoning laws, and there has been no bigger opportunity to influence local regulations in California than the statewide requirement to update all housing chapters of cities’ General Plans, also called Housing Elements. To meet the moment, YIMBY and YIMBY Law launched the Campaign for Fair Housing Elements, a project with coalition partners from all over the state.

The Campaign actively monitored hundreds of cities as they undertook the process of updating the housing chapter of their General Plans, also known as the Housing Element. The Campaign tracked cities’ progress, activated “Watchdogs” to attend local meetings, educated volunteers about California Housing Element policy, and audited Housing Element drafts.

As a consequence, YIMBY Law and YIMBY Action became a go-to resource hub for all pro-housing activists and decision-makers to find support, educational materials, and current information.

YIMBY Law and YIMBY Action became a go-to resource hub for all pro-housing activists and decision makers.

2021 was the year when the YIMBY movement truly went national. Across the country, pro-housing people stood up and decided to fight. Almost every single week in 2021, YIMBY Action received an email from someone in America who wanted to start advocating for housing in their community—and wanted our help.

Fortunately, because of the incredible support of our donors and members, YIMBY Action was able to meet the demand, putting tools in the hands of new activists and training them to become powerful local leaders. 2021 was the year we built the machine, formalizing our chapter onboarding process, hiring a full-time Chapter Organizer, and putting our organizer training into overdrive.

With our “teach a person to fish” model, YIMBY Action chapters grew fast. We empowered activists to start YIMBY Action chapters in places as far flung as Madison, Wisconsin and Orlando, Florida. We helped Neighbors for More Neighbors Metro Atlanta in Georgia run their very first endorsement cycle and successfully elect two proudly pro-housing candidates to Atlanta City Council.

Our national housing shortage is everywhere, grinding down on countless communities. But across the country there are people raising their voices, joining YIMBY Action and YIMBY to advocate for housing. They are experiencing the power of being a YIMBY. There is nothing more addictive than joining a community of advocates and feeling that rush when you know you are capable of making change in your backyard.

We have so much more work to do. More and more regions across the country are experiencing the terrifying squeeze when population grows and we don’t make room for newcomers. That’s why we need you so much in 2022 and beyond. Please continue showing up, donating, volunteering, giving public comment. Together, we can build places that are welcoming and inclusive, that are sustainable and diverse, that create opportunities and build stronger communities.

Laura Foote,
Founder and Executive Director of YIMBY Action

“Almost every single week in 2021, we received an email from someone in America who wanted to start advocating for housing in their community—and wanted our help.”
From Sonja

In 2021, our second year of living with Covid, we’ve seen how COVID has made addressing the housing shortage more urgent than ever. Crowding is not just an unpleasant living situation, it is an actively deadly one. In 2021, continued remote work meant that high-cost economic centers exported their housing crises even more intensely than before. Small towns suddenly found themselves flooded with big city expats. This has triggered NIMBYism; the urge to halt growth even when doing so causes displacement, homelessness, and suffering.

To combat NIMBYism, YIMBYs need to push on all levers. That’s why I’m so proud that in 2021, Yes In My Back Yard, YIMBY Law, and YIMBY Action began coordinating more closely than ever. My 2021 was filled not just with the wonderful and fascinating work of designing our programs and databases, managing our data, and working closely with Laura Foote to build an inclusive workplace and two stable and enduring affiliated organizations.

The power of our collective efforts was exemplified with California’s SB 9. YIMBY Action Chapters organized the on-the-ground grassroots efforts to get this major upzoning legislation passed. And then, as always happens when a new state law is passed—especially one as sweeping and potentially transformative as SB 9 — cities rushed to frustrate it. YIMBY Law stepped in to fight city shenanigans like anti-SB 9 urgency ordinances, and mount legal actions that are setting housing-friendly interpretations of the law as precedent. Throughout, we benefited from YIMBY Action’s robust network of activists sending us information about what is happening on the ground so that we could quickly respond.

We need to keep working together. Each of you, our YIMBY donors and volunteers, plays a role in stopping the spread of NIMBYism and creating affordable and accessible communities. This is not always easy; it’s much easier to like the idea of housing somewhere else than to support housing in your own backyard. Thank you for continuing to make the hard choice to stand up for housing, and for supporting the YIMBY movement. Here’s to more activism, more legal enforcement, and more housing in 2022!

Sonja Trauss,
Founder and Executive Director of Yes In My Back Yard & YIMBY Law

“...it’s much easier to like the idea of housing somewhere else than to support housing in your own backyard. Thank you for continuing to make the hard choice to stand up for housing...”
# Our 2022 Team

## New Staff Are Multiplying Our Impact

<table>
<thead>
<tr>
<th>EXECUTIVE DIRECTORS</th>
<th>STAFF</th>
<th>Joined the team since January 2021</th>
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<tbody>
<tr>
<td><strong>Laura Foote</strong></td>
<td><strong>Destiny Collins</strong></td>
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<tr>
<td>Executive Director</td>
<td>Chapter Organizer</td>
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<td>YIMBY Action</td>
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<td></td>
<td><strong>Jessamyn Garner</strong></td>
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<tr>
<td><strong>Sonja Trauss</strong></td>
<td>Chapter Organizer</td>
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<tr>
<td>Executive Director</td>
<td>Marketing and</td>
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<tr>
<td>Yes In My Back Yard / YIMBY Law</td>
<td>Communications Manager</td>
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<td><strong>Joanna Gubman</strong></td>
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<td><strong>Elizabeth Hansburg</strong></td>
<td>Environmental Director</td>
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<td>Executive Director</td>
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<td>People for Housing Orange County</td>
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<td></td>
<td><strong>Alex Melendrez</strong></td>
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<tr>
<td><strong>Jes McBride</strong></td>
<td>Development Manager</td>
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<tr>
<td><strong>Gillian Pressman</strong></td>
<td>Managing Director</td>
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<tr>
<td><strong>Rafa Sonnenfeld</strong></td>
<td>Director of Legal Advocacy</td>
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<tr>
<td><strong>Julia Teitelbaum</strong></td>
<td>Digital Director</td>
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<tr>
<td><strong>Leora Tanjatco Ross</strong></td>
<td>National Organizing Director</td>
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<tr>
<td><strong>Jon Wizard</strong></td>
<td>Director of Policy, Campaign for</td>
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<td></td>
<td>Fair Housing Elements</td>
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We thank our outgoing staff, without whom we couldn’t have achieved what we did in 2021: Kelsey Banes, our former Peninsula Regional Director, and Rudy Espinoza-Murray, our former Marketing and Communications Director.
Want even more impact?

Support Us in 2022!

yimby.cc/give-c3
yimby.cc/give-ya
Families on a playground outside a new Affordable Housing development in San Francisco. Photo by YIMBY Volunteer.