

NON-PROFIT HOUSING ASSOCIATION OF NORTHERN CALIFORNIA LAUNCHES INNOVATIVE PROGRAM WITH FIRST POLITICAL DIRECTOR

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San Francisco, January 26, 2016 – [The Non-Profit Housing Association of Northern California](http://www.nonprophousing.org) (NPH) has hired Sharon Cornu as its first Political Director to launch and lead an innovative program to build public support and political will for affordable homes, executive director Amie Fishman announced.

This new position and program are a response to the unprecedented need for affordable housing in the nation’s most expensive housing market. The region NPH serves is home to the [top three most expensive counties](#) for housing across the entire United States, according to the National Low-Income Housing Coalition.

“We’re excited to expand our capacity through this initiative,” said Amie Fishman, NPH’s Executive Director. “Our leadership team recognized the need for new strategies and innovative solutions at a time when our region faces a housing crisis of historic proportions. This new program will help us engage political leaders and generate new funding sources, and I am confident that in Sharon we have just the right person to head it up!”

“We’ve seen the political power that exists when the strength of our member organizations is leveraged,” said Matthew O. Franklin, President of NPH’s Board of Directors and President of MidPen Housing, one of the region’s largest developers and owners of affordable housing and an NPH member. “We wanted to bring on a leader to help us build on that proven capacity. Sharon brings a tremendous amount of expertise in both public and private sectors and knows what it takes to build coalitions that persuade voters. We’re excited that she’s decided to join NPH in this important role.”

NPH has more than 750 members including affordable housing developers, community leaders, businesses and advocates – all working to provide affordable homes for seniors, working families, people with disabilities, veterans and the formerly homeless. The political program will build on the strength of NPH’s policy and legislative advocacy program, explore electoral strategies, tap the strengths and assets of member organizations, enhance NPH training and leadership development programs, and build upon NPH partnerships with state and regional groups including [Housing California](#), [Council of Community Housing Organizations](#), [East Bay Housing Organizations](#), [Housing Leadership Council of San Mateo County](#), [SV@Home](#) and non-profit organizations across the Bay Area.

Cornu served as Deputy Mayor in Oakland, managing director of a statewide political consulting firm and executive officer of the Alameda Labor Council, AFL-CIO. She founded a public affairs and strategic communications firm for clients in housing, transit and workforce development and served as senior consultant to the Insight Center for Community Economic Development on economic security and development. She is a Visiting Assistant Professor in the Mills College Masters in Public Policy Program. Cornu was honored by the East Bay Housing Organizations in 2009 for legislative advocacy.



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“I am excited to join the NPH team because we have the tools to solve the affordable housing crisis,” said Cornu. “NPH members and staff have been at the forefront of developing and maintaining affordable homes for people displaced by out-of-balance housing markets. I look forward to helping create new initiatives that lift up the voices of residents in affordable homes and demonstrate the value that NPH members deliver daily.”

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