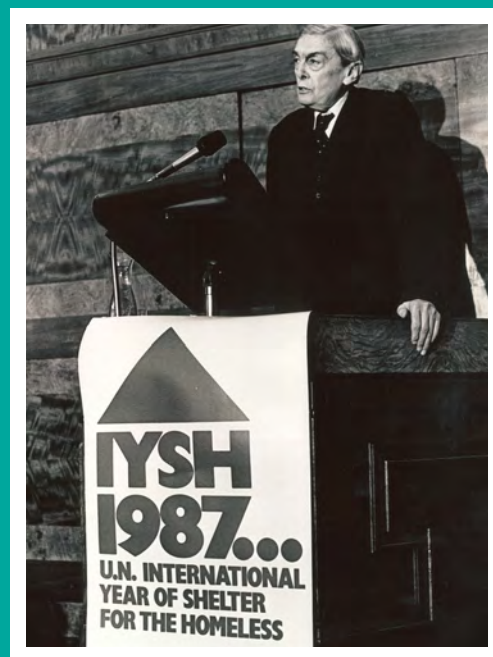




REALL'S EVOLUTION 1987-2022



OUR EVOLUTION 1987-2022



COMMUNITY IMPACT

Reall has evolved significantly from its creation in a Coventry (UK) bedroom in 1989 as **Homeless International**, to building a global movement in the 2020s. Today Reall are innovators and investors in climate-smart affordable homes in urban Africa and Asia. Affordable green homes are a doorway to 16 of the 17 **Sustainable Development Goals** – driving inclusive growth, job creation, gender equality, urban resilience, climate mitigation and pathways to net zero carbon emissions. **Transforming the lives of people living on low incomes**, these solutions respond to the challenges of today and tomorrow.

Reall is an established thought leader and market innovator with an essential contribution to solving the escalating international housing and climate crisis. The journey towards this point began back in 1987, when a growing recognition of global housing deficits prompted the **UN** to designate an **'International Year of Shelter for the Homeless'**. This initiative led to the establishing of Homeless International, with **Ruth McLeod** as CEO, spearheading an organisation with a diverse mix of representatives from the UK housing sector, academia, charities, trusts, and professional bodies, to support civil society groups in designing and delivering their own shelter solutions.

Homeless International's land, housing and infrastructure projects had transformative impacts on the lives and opportunities of low income urban communities, through small-scale revolving loan funds to finance community and household upgrading initiatives, providing evidence that low income groups could effectively manage fund recycling for greater, longer-term impact. Homeless International's successful pilot projects influenced pro-poor changes in government policy and practice. However, to finance homes and shelter solutions at scale, it became clear that a new approach was needed.

"Housing is a process that mobilises people and creates capacity to generate transformational change, not just in the way you live, but in the way that you interact in the city... you're opening up space for transformational change, in order that people can realise a better existence."

Ruth McLeod, Homeless International CEO 1986-2006





CLIFF EVOLUTION

We developed the **Guarantee Fund** in 1994, backed by the UK housing sector, to underwrite loans lent to organisations for the urban poor, reducing perceived risks. Our partners could access formal housing finance for the first time, to fund the construction of improved housing and services – every £1 of guarantee funding unlocked nearly £4 of bank financing, creating **£1.8 million** available for loans.

Homeless International was able to build on this successful engagement with private sector finance through establishing the **Community-Led Infrastructure Finance Facility (CLIFF)** programme, which launched in India in 2002, funded by **DFID** (now the Foreign and Commonwealth Development Office, FCDO), and later by the **Sida** (Swedish International Development Agency) via the World Bank's Cities Alliance initiative.

CLIFF enabled people living on low incomes to access significant levels of finance to fund housing and infrastructure for the first time, alongside complementary initiatives, such as water and sanitation programmes, the prevention of forced evictions, community savings and credit groups, and informal settlement mapping and enumeration. Homeless International's £5 million investment into India catalysed over £25 million of additional funds, showcasing the scalable potential of investment into affordable homes and **demonstrating commercial viability for the bottom 40 percent of earners**.

This success enabled the CLIFF programme to expand into Africa from 2005, with support from key partners Comic Relief, Shack Dwellers International (SDI), and the Asian Coalition for Housing Rights (ACHR), and by 2008 the programme had expanded yet further into the Philippines, working with the Philippine Action for Community Shelter Initiatives (PACSII).



REALL ESTABLISHED

When **Larry English** joined the organisation in 2007, succeeding Ruth as CEO, he brought with him specialist experience in Africa's commercial construction sector – a blend of commercial and development experience which has become one of our key characteristics. In this period, Homeless International began harnessing private sector potential to complement community and government initiatives, emphasising the vital role of professional developers in the affordable housing ecosystem.



By 2012, Homeless International had expanded CLIFF to 11 countries (Angola, Kenya, Malawi, Burkina Faso, Ghana, Togo, Central African Republic, Zimbabwe, India, Nepal, and the Philippines) and was working with eight implementing partners.

"Reall's added value is really in developing a model that works, then working with governments to put in the subsidy flows to keep it going, working with the private sector at national levels to get large-scale capital into large-scale building developments, and doing it in a way that is climate friendly... you'll reduce people's energy expenditure and make it more likely they can repay their financing."

Diana Mitlin, International Institute for Environment and Development, and Reall Board Member





REALL INNOVATION

In recognition of its ground-breaking progress in unlocking affordable housing at scale, the **CLIFF** programme was awarded the prestigious **UN-Habitat Scroll of Honour** award in 2014, whilst DFID and Sida renewed their funding of CLIFF for a second phase. We began to set up limited company subsidiaries for prospective partners (known as housing development enterprises), to form a catalytic network for housing finance across Asia and Africa, for people living on low incomes at the bottom 10-40 percent of the income pyramid.

This was the moment when Homeless International became known as **Reall** for the first time: providing **real equity for all**, embracing real estate principles with an inclusive ethos. The partnerships built by Reall in Africa and Asia were unique. Historically, NGOs had provided for low income people and the poor; businesses carried out construction financed through loans and private finance. Before Reall, nobody had ever attempted to do both.

PUTTING A ROOF OVER HUMANITY



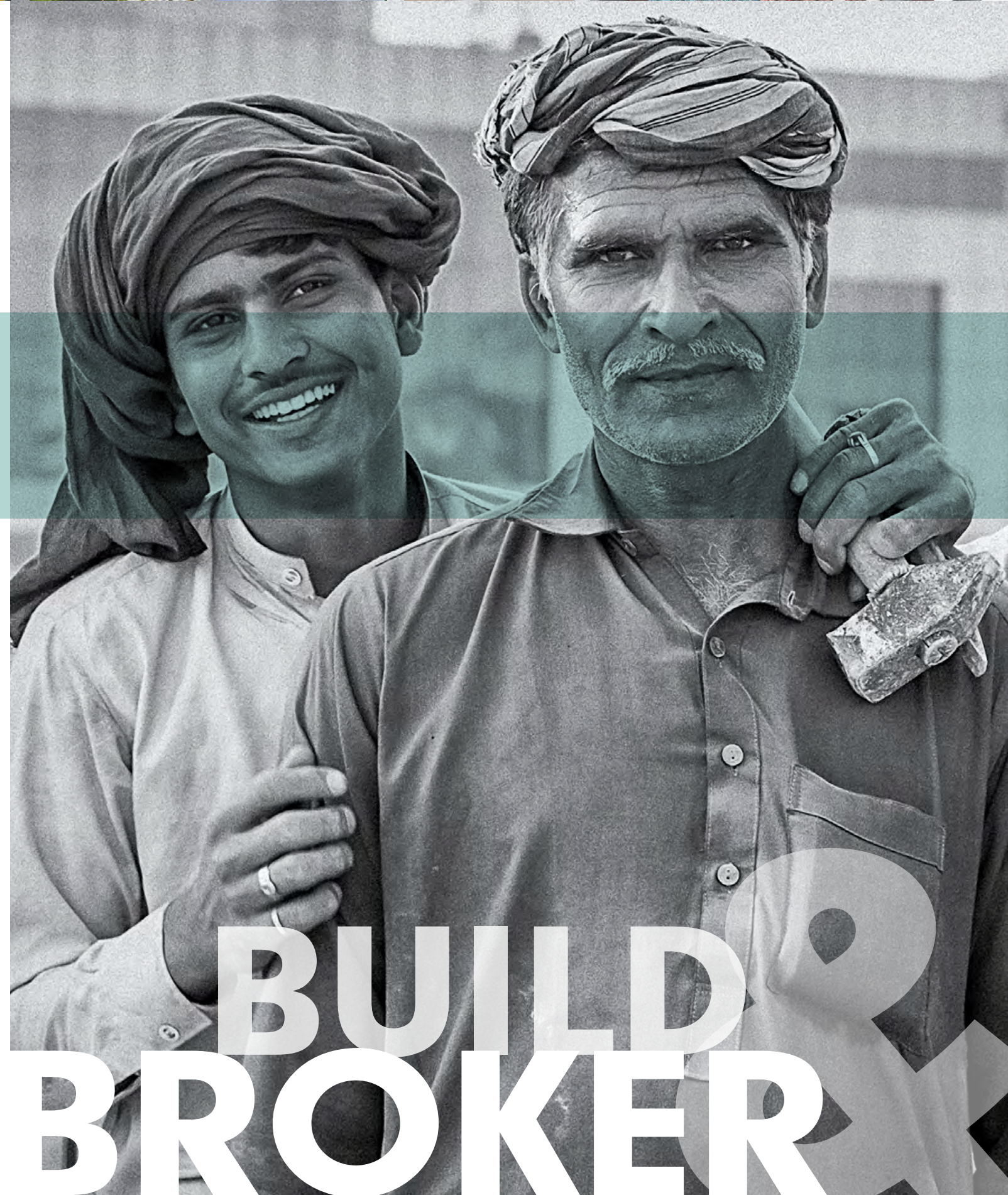
GREEN & AFFORDABLE

Ian Shapiro joined Reall as CEO in 2018, ushering in an era of strategic innovation, in which we identified ways to scale up our impact. Having built through communities, then building businesses, we now began to build markets. Reall developed a new corporate strategy for 2020-2025, of leveraging smart, targeted investments into impactful developers, to influence the wider housing ecosystem and address systemic market bottlenecks: the **Build and Broker** approach.

- **Build:** Reall invests in impactful climate-smart developers in Africa and Asia and their projects, demonstrating the commercial and environmental viability of affordable housing, and connecting with the private sector, governments, and developers to take it to scale, including pioneering the **\$10K house**
- **Broker:** Working to achieve market transformation, Reall brokers strategic political, regulatory, and financial interventions that tackle system barriers and kick-start housing markets for the urban bottom 40 percent, enabling **10 million** people to have an affordable home

In the 30+ years that Reall has been responding to the challenges of unchecked urbanisation and endemic housing poverty, the climate crisis has conclusively emerged as the greatest threat to global safety, health, peace, and prosperity. 70 percent of the buildings that will exist in Africa and Asia by 2050 are yet to be built, and a functional housing sector is essential **with the built environment currently contributing nearly 40 percent of greenhouse gas emissions.**

These inextricably linked challenges must be tackled in tandem, and we have been prioritising climate considerations in affordable housing investments, building homes for human potential that don't cost the earth. Now, all the homes Reall invests in are climate-smart, evidenced through the adoption of **IFC's EDGE** green building certification across our partnership. By 2030, Reall's ambitious goal is to build a green affordable homes movement that improves the life chances of **100 million** people in urban Africa and Asia.



BUILD BROKER

BUILDING RELATIONSHIPS WITH KEY EMERGING MARKETS FOR OVER 30 YEARS

Reall has been building relationships with key emerging markets for over **30 years** and delivered life-changing opportunities for over 3 million people, created **200,000 jobs** and provided **465,000 people** with access to clean water, and over **1 million people** with access to sanitation services.

Reall's work is driven through two delivery areas: '**Build**' – direct investments demonstrating the commercial viability of delivering to the bottom 40 percent income segment, and '**Broker**' – driving market transformation and addressing systemic barriers to housing sector growth. Coventry-based Reall has a history of delivering value for money with UK and Swedish taxpayer funds.

Reall's cornerstone investors have been the Swedish International Development Cooperation Agency (Sida) and the UK Government's Foreign, Commonwealth and Development Office (FCDO) who have supported **Reall** since 2004 and 2002 respectively.



Reall is a signatory to the UNFCCC's Race to Zero, pledging to become a net zero organisation. Addressing the climate crisis is at the heart of Reall's mission, and its commitment goes above and beyond the minimum pledge, **targeting net zero by 2030**.



Reall is a signatory to the UN Global Compact and has committed to implement universal sustainability principles on human rights, labour, environment and anti-corruption and take actions that advance societal goals.



Reall is certifying its affordable housing through EDGE ("Excellence in Design for Greater Efficiencies") supporting the collective ambition to mainstream green buildings and help fight climate change.



For more information please contact the team at Reall,
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