



community  
ASSOCIATIONS INSTITUTE

# ANNUAL REPORT 2020

## MEMBERSHIP | CHAPTERS

Reimagining the future of business

## EDUCATION | DESIGNATIONS

Opening doors for distance learning

## ADVOCACY | COVID-19 RESPONSE & RECOVERY

Knowing our future comes with  
broader responsibility

# WELCOME

# #WeAreCAI



## How do we improve the way people work and live in community associations?

We are working and living during unprecedented times that require us to remain agile and adapt quickly to anything that comes our way. Now more than ever, it's vital to stay ahead of the curve.

Since 1973, CAI has been the trusted advocate and education leader for community association homeowners, management professionals, and business partners. When the COVID-19 pandemic forced us to halt normal operations, cancel national and chapter events, and shift away from classroom learning, we knew it was important to reimagine the way we conduct business, serve our members, and continue to offer you a place to connect, grow, and learn.

We continued our mission of building better communities in 2020, and we believe that the purpose of community associations everywhere is to bring people together. CAI stood with millions around the globe in the fight for social justice and equality for all, and we will continue to do our part to ensure community associations realize their purpose in promoting neighborliness and belonging.

In producing this year's report, we discovered three common themes—trends that have changed the way we work together. We invite you to explore CAI's 2020 Annual Report and our forecast of trends in consumer behaviors, technological advances, and regulatory changes that are shaping community associations.

A handwritten signature in black ink that reads "Tom Skiba".

**Tom Skiba, CAE**  
**Chief Executive Officer**

## MEMBERSHIP | CHAPTERS

As a result of the COVID-19 pandemic, a sweeping change has occurred in the community associations housing model. CAI chapters are moving aggressively to adjust to the pandemic's impact—adopting new and innovative ways to support our members both virtually and in person, navigating the current crisis with resilience, while reimagining the next normal. Our chapters serve as the foundation of our organization by carrying our mission at the community level. When all members contribute and participate, the entire chapter benefits. Achieving chapter success is a responsibility we all share. Your leadership and commitment to your chapter is an important role in helping us show the world that building better communities starts locally with kindness, compassion, and an appreciation for our differences—true symbols of community association living.

### 41,759 Members



CAI members include association board members and homeowner leaders, community managers, association management firms, and other professionals who provide products and services to associations.

### 18,194 Homeowner Leaders



The importance of volunteerism can't be overstated. It builds social bonds, gives residents a sense of control, and makes community associations vibrant and thriving places to live. This is the foundation for building a sense of community.

### 15,355 Community Managers



Community association management has become increasingly specialized as association operations has become more demanding. Successful community managers possess the knowledge and skills in finance, strategic planning, maintenance, personnel, insurance, laws and regulations, communications, and covenants enforcement.

### 8,210 Business Partners | Students | Honorary Members



CAI business partners spark innovation—strengthening our mission of building better communities. By offering new solutions in technology, communications, and services, our business partners help create community associations that are preferred places to call home.

## EDUCATION | DESIGNATIONS | EVENTS

CAI is proud to be the trusted education provider for community association professionals and homeowner leaders. We work toward this goal by identifying and meeting the evolving needs of the professionals and volunteers who serve associations, by being a forum for the collaborative exchange of knowledge and information, and by helping our members learn, achieve, and excel.

When the COVID-19 pandemic forced us to cancel classroom learning, we knew it was important to discover new ways to deliver our world-class Professional Management Development Program (PMDP) curriculum. As we made the shift to virtual learning, CAI's education team began hosting live online training programs designed to empower our educators and students.

From the national office to a chapter near you, CAI has changed the way we communicate and deliver flexible instructional education, news, and resources to our members. We've discovered new and efficient ways to conduct business, host annual signature events, and network. And, while we're still making progress, our communities and our members continue to thrive.

**1,000+**

Students who attended virtual PMDP education

**16**

Virtual PMDP classes

**648**

Homeowner leaders educated through CAI's Board Leader Certificate course

**1,245**

PMDP webinar attendees

**2**

Virtual PCAM Case Studies

**104**

Online Business Partners Essentials course attendees

## ADVOCACY | COVID-19 RESPONSE & RECOVERY

CAI works to advance public policy designed to foster vibrant and responsive associations that promote community and responsible leadership. When legislatures pivoted to address the COVID-19 pandemic, so did CAI's advocacy staff and state legislative action committees. Together, we worked with policymakers to ensure boards of directors could govern the affairs of their community through virtual meetings, essential worker designations, short-term rentals, pool and amenity reopenings, financial stability, and more.

Each year, more than 1,500 pieces of legislation are introduced that directly impact community associations. While all legislation is important and requires attention, three priority issues played a significant role this year.

CAI remains committed to the Disaster Assistance Equity Act, legislation introduced in December 2019 that will allow community associations to receive federal response, recovery, and mitigation resources following a disaster.

This year, we introduced public policy in support of legislation that authorizes a simple process for a governing board of a community association to remove antiquated, illegal, and unenforceable covenant restrictions deemed to be discriminatory under the federal Fair Housing Act or state anti-discrimination laws.

We believe our advocacy efforts made profound impacts on federal guidance issued by the Department of Housing and Urban Development for regulating reasonable accommodation requests for assistance animals. While HUD's guidance is a first step, we remain dedicated to creating clear and concise policy and solutions to assist community associations challenged with issues related to emotional support animals.

Our effective advocacy is due to the support of our state legislative action committees and members like you. Your letters, calls, and efforts help to make community associations preferred places to call home.



## COVID-19 RESPONSE & RECOVERY



All people, businesses, and organizations have been impacted by the COVID-19 pandemic in some way, and community associations have not been an exception. In response to the pandemic, the CAI Board of Trustees developed two sets of principles for community associations to consider adopting:

■ **Moratorium on Foreclosure Actions:** A guide for communities to work with homeowners facing challenges paying their assessments.

■ **Leniency on RVs for Essential Workers:** A guide to request temporary relief during the pandemic from association covenants specifically related to recreational vehicles and trailers for homeowners who are essential workers.

Our response to the pandemic included creating a coronavirus resource page featuring a comprehensive and searchable collection of resources, how-to guides, free downloads, and a webinar series led by fellows of CAI's College of Community Association Lawyers. Today, both resources have become indispensable benefits to our members—delivering answers to frequently asked questions and industry best practices.

From the beginning, CAI has been responding rapidly to our members, housing stakeholders, and government leaders to learn more and adjust to the COVID-19 pandemic's challenges. We also know that the pandemic has magnified our need to work together and lead, manage, and support our communities during these difficult times. At CAI, our mission is your mission. Your community is our community. And together, we are confident we'll create a better, stronger tomorrow.

## FINANCIALS | FY 2020



The impact of COVID-19 resulted in the cancellation of all in-person education classes and annual conference, resulting in a significant reduction in income. Financial losses were offset by the elimination of expenses for in-person events and reductions in operating costs. After these adjustments, our organization remains financially strong. Our total operating revenue is \$13,643,056, expenses were \$13,757,524, and net asset reserves exceeded \$3.1 million.

» To view the full financial and audit report, visit [www.caionline.org/financials](http://www.caionline.org/financials).

## FORWARD TOGETHER

2020 will be remembered for its social unrest, political conflict, and a pandemic, all of which significantly impacted our lives. Weddings were rescheduled, schools went virtual, and our contact with one another was limited by 6 feet of social distance. It certainly was a challenging year, but I believe there were some positive aspects too.

Communities worked together to support their residents in unprecedented ways. We learned of volunteers who ran errands for older residents and others with compromised immune systems. We saw birthday and graduation parades replace the more traditional in-person party. Health care workers received additional support from communities as they worked tirelessly to help those in need. We saw kindness and compassion on many different fronts as we all faced the turmoil.

CAI also responded to the challenges by providing new services and opportunities to support communities. This included offering free COVID-19 webinars, moving Professional Management Development Program classes online, and launching a comprehensive, regularly updated collection of webpages with COVID-19 sample forms, documents, guidelines, restrictions, and orders.

While I had little opportunity to interact with CAI members and chapters in person, I couldn't be prouder to have served as president during such a difficult time. I'm impressed with the work performed by CAI staff to aid our communities, and I'm so proud of the millions of residents in community associations who volunteered their time and resources to help neighbors, friends, frontline workers, and all of those who were impacted by the challenges.

It is my sincere hope that we will continue to work together in this "new normal" and support one another as we go forward.

Ursula K. Burgess, ESQ.  
2020 President