

# greenNest

## 2024 Annual Impact Report



630





Dear Friends,

As we look back on another year of meaningful progress, we are filled with immense gratitude for your support of greeNest and our mission to provide families transitioning from crisis into sustainable housing with the home furnishings they need to rebuild and thrive.

At greeNest, we believe that a comfortable home is more than just four walls and a roof—it's a foundation for growth, stability, and well-being. When families have the essential items to transform a house into a home, they find not just shelter, but hope, dignity, and the chance to build a brighter future. Your contributions help children complete their homework at proper desks and families share meals together at dining tables—simple yet vital comforts that foster resilience and success.

Last year, we saw a significant increase in the demand for our services. Referrals rose by 38%, a clear reflection of the growing need within our community. As a result, our participants experienced longer wait times, but we remain committed to meeting these challenges head-on, with you by our side. Your generosity has already helped us serve more families than ever before, but the need continues to grow.

In 2024, we proudly celebrated greeNest's 9th anniversary, and we continue to be inspired by the lives transformed through our work. To date we have furnished 2,750 children with new beds through our Up Off The Floor program and 2,067 families with furnishings through our Finally Home program—offering each family a step towards stability and a fresh start. This is possible with the support of over 100 partnering agencies, more than 180 dedicated volunteers, and generous donors like you.

Thank you for your belief in our mission and your commitment to those we serve. We truly could not do this without you.

With gratitude,

*Julia Toone*

Executive Director



## Family Story

Cytaly, a dedicated mother of three, was referred to greeNest by The Parenting Path. After using her limited resources to secure a deposit and rent for a new apartment, she faced the challenge of furnishing her home. Through Up Off the Floor, Cytaly was able to provide her children with beds, and with the help of Finally Home, she was able to purchase everything else – from dishes to a dining table and chairs, as well as a bed of her own.

For the first time in a long while, Cytaly was able to offer her family not just a roof over their heads, but a place to sit down together to share meals and make memories. Overwhelmed with gratitude for the support she received, Cytaly is now giving back as a greeNest volunteer, helping others in need, just as she once was.



358 Homes  
Furnished



731 Children's  
beds  
distributed



61 U.S.  
Veterans  
served





### **Donor Story**

Christine stopped by greeNest with a donation and a story. She shopped at greeNest 3 years ago through the Finally Home Program. She is now a self employed and a greeNest donor.

### **Environmental Impact**

In 2024, greeNest recycled over 70 tons of useful household items through the Finally Home program. These donated items were made ready by volunteers and provided to families transitioning to stable housing.



1,650  
Furniture  
Donors



141,686  
pounds  
saved from  
landfill



209  
Sofas



218  
Dining  
Tables





## Volunteer Story

At greeNest, we are so fortunate to have a dedicated team of volunteers whose support is essential to our mission. Volunteers like Sue and Rich, who have been with us for many years, truly embody the heart of our work. When asked about their motivation to volunteer, they shared that, in their retirement, they wanted to make a meaningful impact in the community. Their commitment has deepened over time because they see the direct difference their efforts make in the lives of others.

One moment that resonated with Sue was when she helped a teacher escaping domestic abuse. The teacher was overwhelmed with emotion upon learning that her children's beds would be provided for free, allowing her to use her limited funds for other furnishings. Volunteering has opened Sue and Rich's eyes to the widespread need in Winston-Salem and the overwhelming generosity within the community.

Through their work, greeNest volunteers continue to support families in need, helping create a stronger, more compassionate community.



7,134  
Volunteer  
hours



184  
Volunteers

## Business Partner Story

At greeNest, we rely on the support of groups and individuals to meet our community's needs, with local businesses playing a key role. During our 2024 business partner appreciation event, we honored several businesses, including New Atlantic Contracting, which received the Homekeeper of the Year Award for their outstanding support. Their partnership began in 2022 with a generous financial gift, and since then, they've gone above and beyond, sponsoring events and donating funds, including golf tournament winnings. Employee Devon Lilly has also contributed valuable financial advice as a member of our Finance Committee and board of directors.



**37 Business Partners**



**\$60,000 Donated**

We're grateful to New Atlantic Contracting and all our business partners for their continued support through sponsorships, volunteering, advocacy, and guidance. Together, we're building a stronger community.

### greeNest 2024 Business Partners





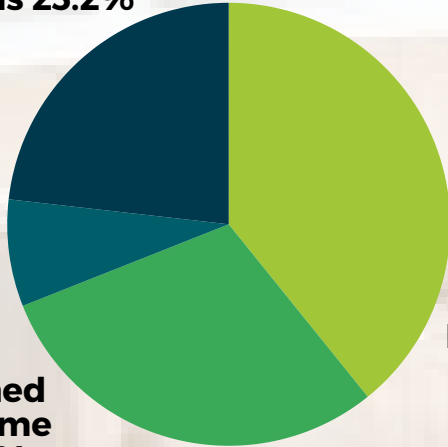
# Our 2024 Financials

(unaudited)

**Non-Profit,  
Corporate &  
Foundation  
Donations 23.2%**

**Grants  
7.8%**

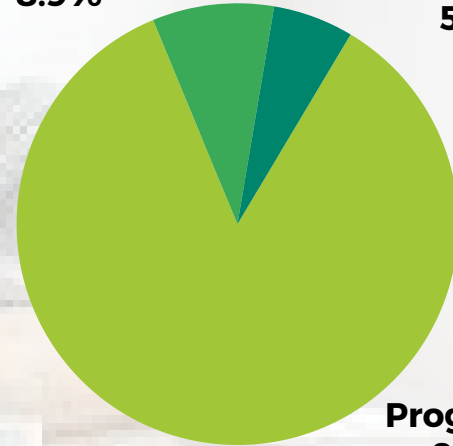
**Earned  
Income  
29.8%**



**Individual  
Donations  
39.2%**

**Administration  
8.9%**

**Fundraising  
5.9%**



**Program  
85.2%**

**Total Revenue**

**\$634,396**

**Total Expenditures**

**\$472,432**

Based on 2024 unaudited numbers.

greenNest

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Transforming our community, one nest at a time

To see our latest  
video or to donate  
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