



# home sweet home

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*furnishing hope*

# Annual Report

2020

## A MESSAGE FROM OUR LEADERSHIP

Despite a global pandemic shutting down our operations for ten weeks due to COVID-19, our dedicated team of staff, volunteers, board members, and donors were able to give dignity and hope to 529 families in 2020. The amount of gratitude we feel is immeasurable.

The coronavirus brought the world to its knees. While businesses were shuttered and our lives drastically changed almost overnight, nonprofits began to step up to the challenge of serving families in unprecedented ways. Home Sweet Home was no different. Like the rest of the region, we shut our doors and stayed home from mid-March until June 1st, but we didn't stop the work. Our board of directors used this time to begin an intense strategic planning process, and our staff dug deep into COVID-19 policies and procedures to create a reopening plan that would allow us to continue with our mission while keeping people safe. We held special training opportunities for our volunteers and staff via Zoom. We even orchestrated sessions with 40 other furniture banks around the country to brainstorm best practices in our new reality of delivering furniture during a pandemic. Thanks to the foresight and leadership of our board of directors, we were able to pay our staff to stay home during those 10 weeks. We applied for and received funding through the federal Payroll Protection Plan (PPP) Act to keep people employed.

After extensive planning, we reopened our doors on June 1st and began operating to fulfill our mission - to give families a sense of pride in their lives by providing furniture and household items. The new procedures look different. We still deliver furniture to the homes of our families, although we cannot invite them to the warehouse to "shop." To replace this in-person experience, we created online shopping opportunities. All incoming donations are cleaned, sanitized, and quarantined.

We received the funding to purchase not just one, but two additional trucks. Thanks to the St. Louis Jefferson County Solid Waste District and St. Louis County's CARES Funds, we were able to double our capacity almost overnight.

We are overwhelmed by the number of families we served in 2020. Our team pulled through one of the most difficult periods in our nation's history in a way that was strategic, hopeful, supportive, and most of all: served our mission. It was not easy. There were a lot of moving pieces to figure out, such as: How do you quarantine furniture? What are the proper procedures in our building? How do we transition to a virtual service? It was sometimes scary working together in a pandemic. It required us to trust one another, hold each other accountable, and do some really hard things. Staff members bravely stepped up and put new practices in place. Donors generously reached out to support. Families continued to donate items for families. Volunteers faithfully came to the warehouse or did tasks at home to ensure the success of our mission.

In 2021, we have plans to serve 1,200 families with four trucks, 18 employees, and over 400 volunteers! Our vision is much larger than that - we want to provide a bed to everyone who needs one in the St. Louis region. We have a strategic plan to achieve our vision, and with the support of our staff, volunteers, partner agencies, and donors, we will strive to realize our vision. Thank you!

**Betsy Reznicek**  
Executive Director

**Mike Fischer**  
Board President

# OUR MISSION

The mission of Home Sweet Home is to give underserved families a sense of pride and to improve the quality of their lives by providing basic household furnishings.

# OUR VISION

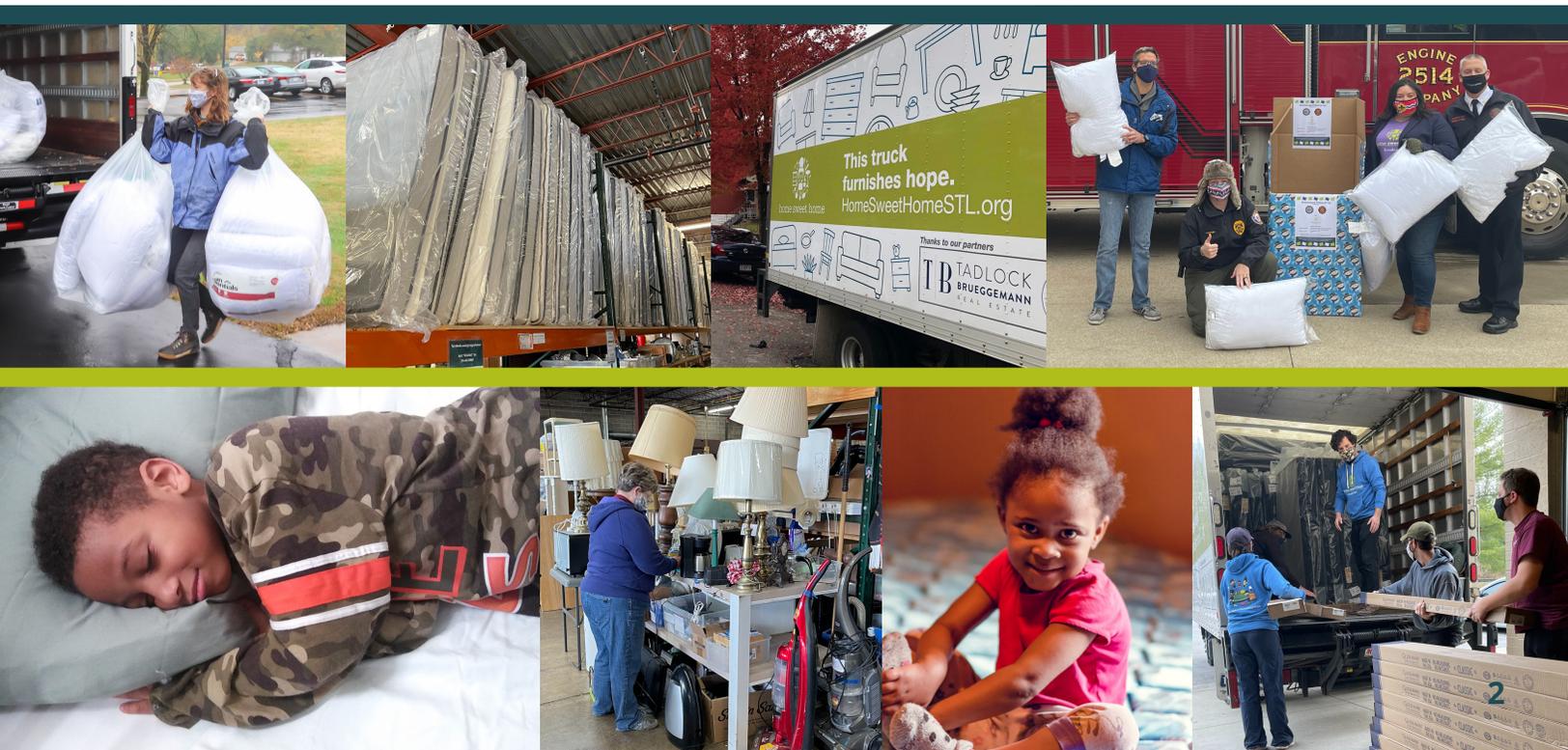
Home Sweet Home uplifts our community and inspires hope by providing every person a bed to sleep in, turning houses into homes.

# OUR STORY

The idea for Home Sweet Home was born out of a community need. After working at several different nonprofits in the area, founder and executive director Betsy Reznicek realized there was no single agency available to help struggling families with home furnishings as they transitioned into a new home. Organizations would struggle to find a couch for one client, a bed for another, a place to store these items, and a way to transport them. Betsy knew someone needed to open a furniture bank that could help service clients in the St. Louis area, so she set out to make that happen.

A small group of passionate and motivated community members formed to evaluate the need and explore the possibility of starting the only furniture bank in St. Louis. With a rented truck, borrowed warehouse space, two staff members, and \$3,000 donation, Home Sweet Home delivered to its first family in October 2015.

Through the outpouring of support from this community and the amazing partnerships formed with other nonprofit organizations in the area, Home Sweet Home now serves over 600 families a year. We run four trucks daily with 15 staff and over 100 volunteers. Donors often keep our 10,000 sqft warehouse filled with gently used or new furnishings. We've rehomed over 114,000 individual household items to families in need.



# THE 2020 NUMBERS

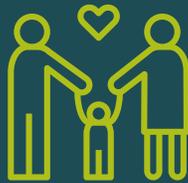
We provided dignity to **1,262** individuals in need of furniture and other household goods



**45,104** household items, weighing **575** tons, were rehomed and stayed out of the landfill



On average, each family had **2.4** individuals in the household



**155** volunteers provided **2,753** hours of support, love, and assistance to help our families



**63%** of the families served live in St. Louis City

**37%** of the families served live in St. Louis County



**56%** of our families are leaving homelessness

**21%** of our clients experience mental health issues



**27%** of our clients have served in the armed forces



**80%** of our clients are people of color

**90%** of our families have an annual household income of less than \$18,000



Our families were referred to us from one of our **40** partner agencies



# 2020 TOP SUPPORTERS

Home Sweet Home is primarily funded by individual, corporate, and organizational gifts. We appreciate every gift, no matter the size! The donors listed here made a contribution during 2020 of \$1,000 or more to support our mission!

The Atlantic Philanthropies	Lizzie and Douglas Meyer
Boeing STL Employees Community Fund	Cynthia Morrison
Jake Brooks	William and Shannon Oberkrom
Christie and David Brinkman	Mike Palermo
Cardinals Care	Peace United Church of Christ
Centene Charitable Foundation	Carol Reznicek
Vicki Chabot	Ron and June Ryckman
Clifford W Gaylord Foundation	Robert Scott
Chad Conner and Erika Simpson-Conner	Sue Scott
Rudolph Cool	Barb Shadburne
Madonna Cotlar	Sandy Sheldon
Wayne Davis	Ruth Siteman
Andrea Dent	Spirit of St. Louis Women's Fund
Dennis and Patricia Dunphy	Spoehrer Family Charitable Trust
East Missouri Foundation	Lucie Springmeyer
Jennifer Ehlen	St. Louis Association of Realtors
Fifty Roses Organization	St. Louis Community Foundation
Mike and Carol Fischer	St. Louis County
Sue and Brian Foster	St. Louis-Jefferson Solid Waste
Barbara and James Gehringer	St. Louis Philanthropic Foundation
Kathy and Alan Glass	St. Louis Employee Relocation Council
Good Shepherd Lutheran Church	Cynthia M. Sullivan
Grapevine Wine and Spirits	Tadlock Brueggemann Real Estate
Mary Lee Grone	Tapped
Lauren Hardcastle	Jennifer and Jeff Teckman
Michelle and Phillip Hamilton	Jane Tracy
Harlene and Marvin Wool Foundation	Tracy Family Foundation
Incarnate Word Foundation	Stephen Trampe and Janita Gupta
Berta James	David and Barbara Touchette
Karen Kalish	Union Avenue Christian Church
Jean and Robert Karr	Union Pacific Foundation
Carole Kirk	Cathy and John Vander Pluym
Connie and Greg Kroenung	Vassia Family Charitable Foundation
Sara and Grant Lamkey	Veterans United Foundation
Anonymous	Kristin Vogel
Kris and Chris Lewis	Janice M Volkenant
Liberty Mutual Foundation	Shawn Waldrop
Ian and Becky Lingle	Sue Walter
Lisa and Matt Long	Webster Groves Presbyterian Church
Frank and Nancy Lumbar	Linda and Pete Werner
Nick and Lynsee Marks	Amy Wilson

# 2020 FINANCIALS\*

Our volunteer board of directors meets monthly to review and approve financial statements in accordance with national and state laws governing nonprofit organizations. Additionally, Home Sweet Home will complete an independent audit conducted by a third-party, licensed accounting firm for our 2020 fiscal year.

## REVENUE

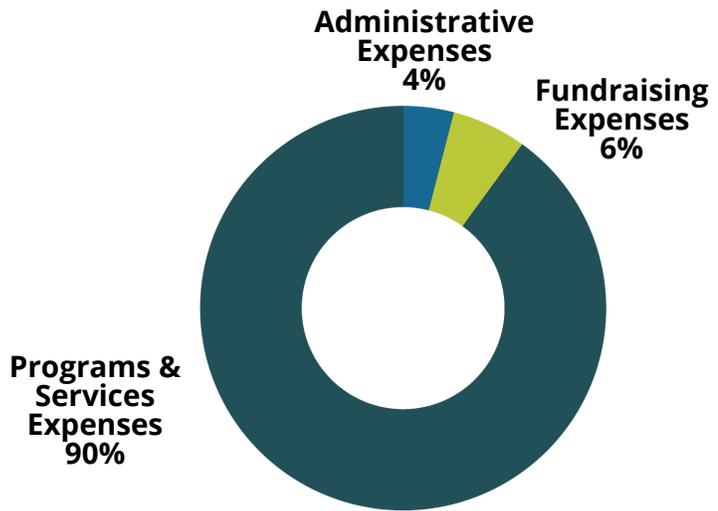
\$987,675.22\*\*

## EXPENSES

\$937,230.61\*\*

## NET

\$50,444.61



### 2020 Cash Revenue

Individual Giving	37%
Corporate Giving	15%
Grants	24%
Events	8%
Sales (furniture/apparel)	2%
Program Fees	5.5%
Pickup Fees	.5%
CARES Funding	7%
Other	1%

## 2021 REVENUE BUDGET

\$1,287,004\*\*\*

## 2021 EXPENSE BUDGET

\$1,267,152\*\*\*

\*These amounts and percentages are generated from internal records and have not been audited. Please visit [HomeSweetHomeSTL.org/about-us](http://HomeSweetHomeSTL.org/about-us) later this year to view our official 990 and Audited Financial Statements.

\*\*These amounts include \$356,933 for in-kind donations of furniture and other household items received in 2020.

\*\*\*These amounts include \$360,000 for in-kind donations of furniture and other household items.

# OUR 2020 BOARD

Christie Brinkman  
Jake Brooks  
Chad Conner  
Mike Fischer  
Sue Foster  
Michelle Hamilton  
Lauren Hardcastle  
Berta James  
Connie Kroenung

Sara Lamkey  
Jennifer Latham Ehlen  
Ian Lingle  
Cindy Morrison  
Andrew Nold  
Mike Palermo  
Mike Pulley  
Ron Ryckman  
Candace Weatherfield

# OUR TEAM

2020 was a year of growth for many aspects of our organization. Our staff grew to a team of 18 with nine full-time employees. We welcomed our first operations director, development & marketing director, and warehouse coordinator. With this complete team, we were more than ready to tackle the many challenges thrown our way!





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**Will you help Home Sweet Home provide  
dignity to 1,220 families in 2021?**

**Give online by visiting:  
[HomeSweetHomeSTL.org/contribute](https://HomeSweetHomeSTL.org/contribute)  
or**

**Mail a gift to:  
290 Hanley Industrial Court  
Brentwood, MO 63144**