

2023 Annual Report

A **LOTTA** LOVE 

2023 Year in Review

The value of providing comfort in homeless shelters was a driving force for us in 2023. Comfort is a difficult thing to ask for, especially when basic housing & food are your priorities, but it's essential to addressing the trauma of homelessness. A warm bed, soft towel, or child's toy relieves anxiety. A welcoming waiting room or a clean, comfortable lounge can be the difference maker in feeling safe enough to stay and get help.



in Durham alone...

57 room makeovers
serving **225 residents**



\$188k fundraising
\$60k in-kind donations



3500+
volunteer hours
in 5 cities

Besides completing a record number of room renovations last year, we made great strides in upgrading homeless shelter facilities throughout the region. The pages that follow showcase the renovation of a Henderson shelter, a completely transformed living area at Charlotte Family Housing, a welcoming new reception area for the Womens Center of Wake County in Raleigh, and much needed refreshed rooms at Wrenn House in Raleigh and HomeStart in Chapel Hill.

In other news...

Our research project is now available in print. Psychological Services Journal ([August, Volume 20, Issue 3](#)). This 2-year study shows the direct impact we have on shelter residents' lives -- a 12% increase in hopefulness, a 26% increase in feeling prepared and a 63% increase in feelings of safety. Additionally, 96% of participants felt more respected and dignified as a result of A Lotta Love's efforts.

Our founder Lotta Sjoelin was nationally recognized as one of the "[40 Women Over 40 to KNOW](#)" by KNOW media. She was also featured in a multi-page article in the Chapel Hill publication [Medowmont & the Oaks](#).

The 2022 project completed by interior designer and board member Leslie May to renovate the Durham Crisis Response Center was featured in [Home Design & Decor](#).



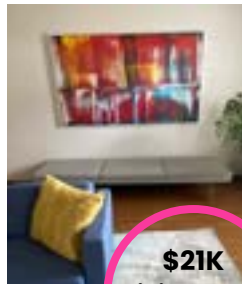
Shared Spaces



The Cooper House in Henderson, NC is a new safe haven for families experiencing homelessness and a testament to trauma-informed design. With support from the Conservation Fund for a \$55K grant from the Cannon Foundation, we renovated the entire house including 4 bedrooms (sleeping 18), 2 bathrooms, a playroom, office, kitchen, dining and living room.



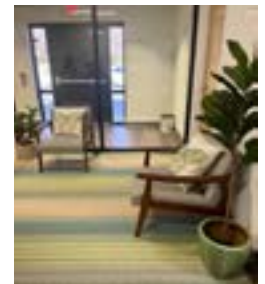
\$65K
New Shelter
Henderson



\$21K
Living Area
Charlotte

Our Charlotte Team reinvented the living area at Plaza Place for Charlotte Family Housing, a program that serves approximately 700 individuals and 200 families annually. New couches, multiple tables, artwork, lighting and fresh paint have turned this space into a relaxing family lounge for all to enjoy.

When the Womens Center of Wake County opened their new facility this year, we were there to help. We fully furnished the facility entrance with a new reception desk and seating to go with our beautiful new mural and large rug. We also added extra decor through the sleeping areas and offices.

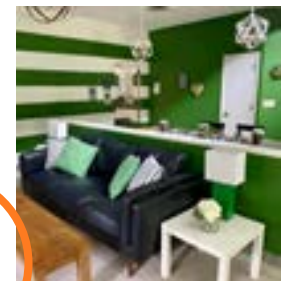


\$11K
Lobby
Durham



\$3500
Lounge
Raleigh

Our long-time partner the Wrenn House in Raleigh received a new meeting space. We turned an old office/storage room into the "Wrenn House Lounge" to better serve youth in crisis as did HomeStart in Chapel Hill where multiple families needed an updated living room for relaxing, working, and playing with their children.

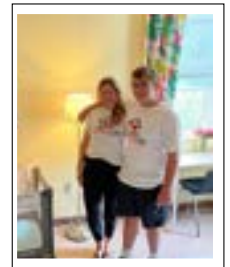
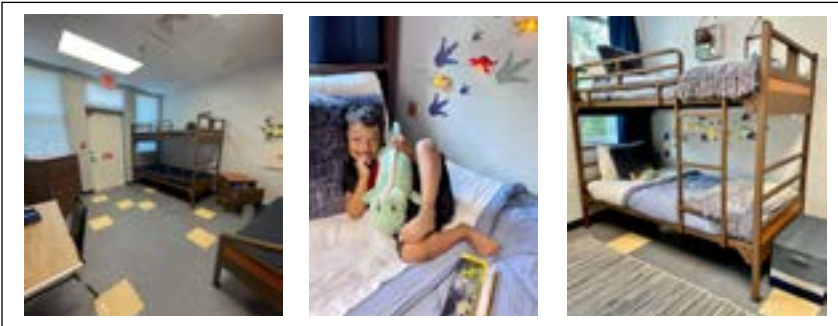


\$10K
Living Rm
Chapel Hill

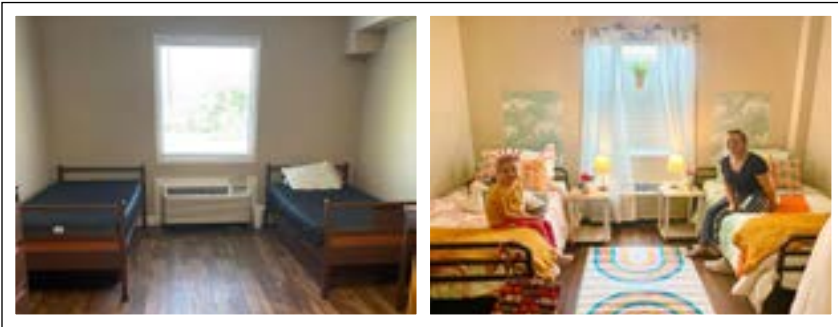
Love Transforms Lives



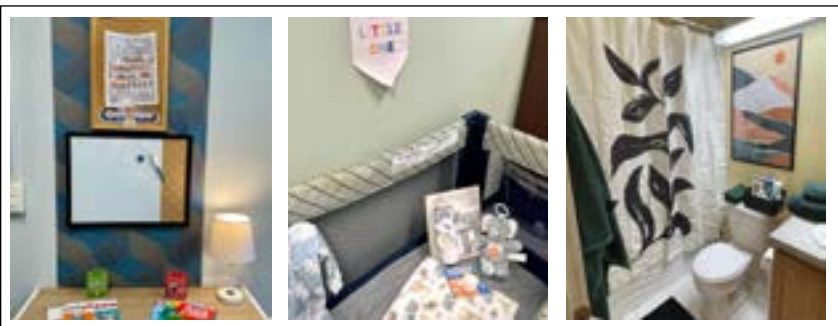
A Space for Smiles



A Welcome Respite



A Little Extra



A Sign of Caring



HERO AWARD WINNERS

"A hero is someone who has given her life to something bigger than herself..."



Jennifer Galloway

For being a dedicated shelter lead, board member and community influencer in constant and loving support of A Lotta Love.



Betty Eatman Nelson

For going the extra mile in outreach to the homeless community and for her enduring support in helping us spread love and kindness.

INDIVIDUAL AND FAMILY NON BOARD VOLUNTEERS

Jordan Abdour-Raouf

Elizabeth Chapman

Jennifer Groters

Loren Pease

Paula Ambrozic

Mike Derby

Vicky Huggins

Olivia Percoco

Jennifer Aubry

Will Dhelan

Julie Kavanagh

Piccini Family

Julie Billado

Beth Doerflein

Pat Lenzen

Rasna Prakash

Betsy Black

Dawn Fellner

Rina Lyubkin

Sjoelin Family

Teri Bruns

Ashley Freedman

May Family

Annie Sullivan

Buchholz Family

Charlotte Gage

Sara Milgrom

Mary Beth Townley

Ashley Bursch

William Galloway

Ashley Nelson

Xavier Wiley

Aquila Butler

Debra Gelber

Asha Patel

Sharon Crotts Carter

Betsy Greer

Kinnary Patel

VOLUNTEER TEAMS AND CLUBS

Acts of Kindness

Ascendient Healthcare

AXO of UNC

Brightview Technologies

Chapel Hill Service League

Delegate Advisors

Duke Backpack Project

Duke Fuqua Business School

Durham Academy ALL Club

Eatmans Carpet & Interiors

Lisa Ellis & Co

Handle with Care for Kids

Hillside High Design School Class

Host Staff

Jordan High ALL Club

Merck Team

Phi Epsilon Kappa of UNC

Real Estate by Design

Rotary Club South Durham

Society Real Estate Team

Soroptimist Club of Raleigh

Spoonflower

St. Thomas More School ALL Club

SPECIAL THANKS TO OUR DONORS



THE
CANNON
FOUNDATION

\$55,000

Spoonflower

\$30,000

Building Community Fund

\$20,000

BRENT MILGROM
FAMILY FOUNDATION

\$15,000



\$10,000

IN-KIND DONATIONS

Spoonflower Inc. Eatman's Carpets & Interiors
Alfred Williams & Company Production Painting & Interior

Susan Allison | AXO Triangle Alumni Group | Jennifer Aubry | Vicky Barone
Kristina Barrett | Heloisa Bickmore | Erika Buchholtz | Aquilla Butler
Stephanie Cain | Sharon Carter | Color Works Design
Patrick Cudahy of The Merch | Lisa Ellis | Ashley Freedman
Handle With Care for Kids | Margaret Hauth | Vicki D Huggins
JHS ALL Club | Julie Kavanagh | Chris Kralovec | Patricia Lenzen
Leslie May Designs | Kinnary Patel | Office Revolution III | Carlton Powell
TriLake Granite and Stone | Charlotta Sjoelin | Jessica Stringer
SweetPease Art | Sweet William Designs | Trinity Partners
Emily Weinstein | Whitsell Innovations

Our Giving Circles

THE INSULATION 5000 - 9999

Susan Allison
Alpha Chi Omega of UNC
Kelly Massengale
Olivia Nichols
Sjoelin Family
Mary Beth Townley
Drayton and Laura Virkler
Darliene Woolner

THE UTILITIES 1000 - 2499

Andrew and Ashley Freedman
Heather H Garrett Design, Inc
Alice and George Horton
Sarah Kazdan Isaacs
Cheryl Peterson
John and Lisa Steele
Dave & Bonne Stukey
Tortora Family Charitable Trust

THE WINDOWS 2500-4999

100 Men Who Give A Damn
Michael Kavanagh
The Prentice Foundation
Nexusen Pruet
Society Real Estate
Southwest Durham Rotary Club

THE FRAMEWORK 250-999

Kelly Armstrong
Gregory Flicek
Richard Hall
Carl Hanke
Brian and Moyra Kileff
Scott Roehrig
Nicholas Valaoras

THE FOUNDATION up to 250

Wendy Alfieri • Theresa Anhut • Jennifer McCoy Aubrey • Heloisa Bickmore • Martin Bendz
Petra Bendz • Rochelle Cheever • Camilla Cedergrund • Sue Young Chiaramonti
Bronwyn de Figueiredo • Bart Gaskey • Linda Janssen • Pia Krüger • Fredrik Ledin
Laraine Levine • Phyllis Marie • Annika Mårtensson • Marcus Möllersten • Hanna Monthán
Linda Thodal Ness • OneHope • Satyen Patel • Asha Patel • Ash Petal • Patricia and Sean
Phelan • Jeanne Repage • Marilyn Santacana • Blair Smith • Spicy Nine Chapel Hill
Henrik Svedstrom • Phil Szostak • Lawson Travers • Anita Palm Vecci • Helena Vestreli
Jeff Ward • Maguerite and Jeffrey West • Alexandria Wollman

2023 A LOTTA LOVE BOARD

EXECUTIVE BOARD

Lotta Sjoelin, Founder and Executive Director Kelly Hunter, Executive Director (*on leave*)
Darliene Woolner, President Olivia Nichols, Vice President
Tina Lepage, Secretary Stephanie Cain, Treasurer
Tasha Melvin, Shelter Liaison Dawn Milgrom, Charlotte Lead

ADVISORY BOARD

Jennifer Galloway, FMF Project Lead Heloisa Bickmore, Raleigh Lead
Leslie May, Project Lead Susan Allison, Strategic Planning
Margaret Conrad, Grants Tiffany Solomon, Community Advisor
Shawna Brakefield-Haas, Community Advisor

A NOTE FROM OUR FOUNDER

It's been nine years since I entered my first shelter in Chapel Hill and I am more dedicated than ever to helping people seeking shelter find a safe & comforting place to recover. Our ALL team has proven that our work makes a significant impact in the community -- it deserves to live beyond our founding team and become standard practice in shelters across the country. In 2023, we kicked off the planning needed to ensure our longevity and to integrate trauma-informed design in shelter care for a much wider audience.

With the leadership of strategic planning expert Susan Allison, our board members and other nonprofit professionals, A Lotta Love has begun a 5 year planning process with 3 main priorities:

1. To formalize operational standards -- ensuring our partners know what to expect and make our work scalable for others to follow.
2. To build our development strategy -- increasing visibility around homelessness and develop our volunteer/donor base.
3. To identify and hire a full-time Executive Director.

We have the potential to impact shelter design across the country. I couldn't be more excited to start laying down the path to get us there and hope you'll join us on that journey.

With Love,



A Lotta Love, Inc is a 501(c)3 nonprofit registered in North Carolina. www.alottalove.org EIN # 84-286664.