

2024 Annual Report

A LOTTA LOVE 

A Message from Lotta

Wow, what an amazing year! As I reflect on everything we accomplished in 2024, I'm filled with gratitude and hope. It's been a year of transformation, not only for the families we serve but for everyone who's been part of this journey from the very beginning. Within this year's report, you'll not only see our continued efforts to support families entering shelters, but also new projects in housing for trafficked women and unhoused teens. We've revived old partner spaces and trained new shelter leads. We even got outdoors for a new herb garden and a patio space. The support we've received — from our amazing donors and volunteers to our wonderful partners — has been overwhelming. We've built something really special, and I couldn't be more proud of the impact we've made in our community.

2024/25 marks a special milestone —our 10th year of service. In the past decade, we've had the privilege of **serving over 1,000 families in 25 shelters across North Carolina**, each of whom has touched our hearts in ways words can't fully capture. We've watched children grow, parents rebuild, and communities come together. It's been an honor to be part of their journeys.

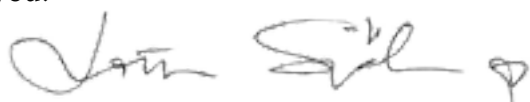
In the year ahead, our community outreach continues to expand, especially in our work with children. One of the most exciting projects on the horizon is a large-scale project at Thompson's Children's Home, a high-security shelter in Charlotte serving the most vulnerable of children, where trauma-informed design is essential. This project is going to be a game-changer and I can't wait to share more details as it unfolds. There's something incredibly powerful about knowing that we're helping to nurture the next generation. I'm so proud and grateful for this opportunity.

Rest assured, our room makeovers remain a priority as well expanding our volunteer base and making sure every space we transform is a place where people can feel safe, loved, and supported. We're also connecting with other like-minded organizations and individuals across the country, sharing our experiences and working to build awareness for considered, consciencious spaces in shelters and crisis centers. With all that momentum, our pursuit of bringing hope and healing to even more families spreads exponentially.

Of course, all of this relies on continued support from people like you. None of this would be possible without you! Whether you donated, volunteered, or simply spread the word about our work, you've been part of something bigger than any one of us. From the bottom of my heart, thank you for helping us make 2024 a year of hope, transformation, and community.

Here's to 2025 — our 10th year of spreading **Love and Kindness** and changing lives through trauma-informed design. Let's keep pushing forward, together.

Thank you!



2024 Projects

More than just a room. You know, what we do isn't just about making a room look pretty —it's about creating a sense of safety and belonging for people who need it the most. We've always said that a home is so much more than four walls and when we give families a fresh, welcoming space, it's not just a makeover. It's an opportunity for them to thrive, to heal, and to feel safe and nurtured. Little changes add up.



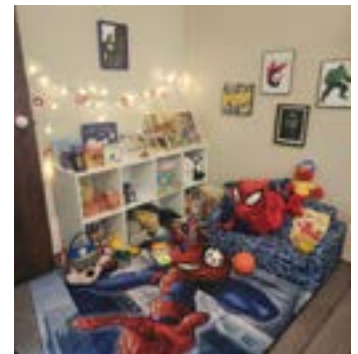
Families Moving Forward



Durham Rescue Mission



Urban Ministries



One Hope Refuge

Room Makeovers in Durham Shelters Families Moving Forward + Durham Rescue Mission + Urban Ministries

We know that for shelters addressing homelessness in Durham, NC, paint and decor can seem like the least of their worries. But each new arrival at a shelter has their own story and we do everything we can to help that family feel more at home. Feeling welcomed is such a small thing, but it's everything.

35 families at Families Moving Forward and 25 at Durham Rescue Mission got a fresh start with room makeovers welcoming them as they start on a new path. Team Leads Jennifer Galloway (FMF), Asha Patel and Ashley Freedman (DRM) led some beautiful makeovers with their incredible volunteers. We also rekindled our work with Urban Ministries and transformed 5 rooms there this year. We have to say, new shelter leads Laura Marks and Jenny Marion have been doing incredible work. Their leadership has really helped elevate the space and the experience for everyone involved. We're glad to be back in partnership with UMD!

A new partner addition, One Hope Refuge, is a shelter for women and their children who have been harmed by human trafficking. They often leave with very few belongings. Our shelter lead, Pat Lenzen, made over 6 rooms there this year including children's rooms and mother/baby rooms. She's always going above and beyond to provide everything they need and more.

2024 Projects

The Wrenn House

Oh, this one was a big one! We completely revamped 3 bedrooms, two with new furniture, bedding, and fresh coats of paint. We also gave 2 bathrooms a full update and even redid a small office space.

KL Gates donated funds for this project plus provided a day of service, which was so heart-warming. Zico Painting also stepped in and donated painting services, and we can't thank them enough for their generosity.



Family Promise

This one's close to Lotta's heart. We took on a whole 3-bedroom apartment this year, outfitting it with new furniture, giving the kitchen a complete overhaul, and updating all three bathrooms. It was a big job, but knowing that a family will be starting their new life in a space like this makes it all worth it.



2024 Projects

Catherine's House of Charlotte

Our Charlotte Team has taken on a game-changing renovation project here, completing 3 of 4 phases in 2024. We started by painting the whole house, then replaced the dining room furniture, and updated three of the bedrooms. We're not quite done yet -- phase 4, which will complete the final bedroom updates, is on track for 2025. But even with the work still to come, the house feels like a completely new place.



Before



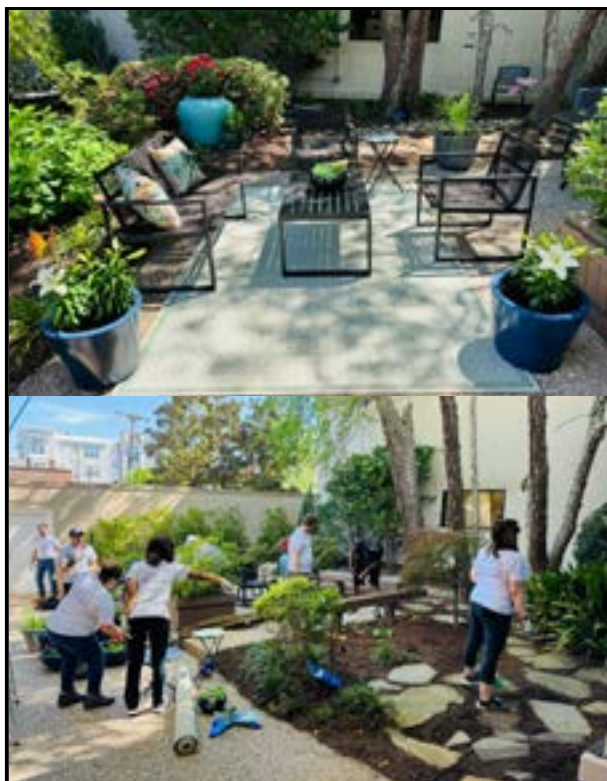
After



Before



After



InterAct

So fun to get outdoors! Over the years we've updates hallways, rooms for gathering and rooms for solitude at InterAct in Raleigh. This year we gave this garden space a total makeover, adding new furnishings, decor, and an herb garden.

The team from Greenview did an amazing job, and it was so nice to see the space come alive with vibrant colors and new life.

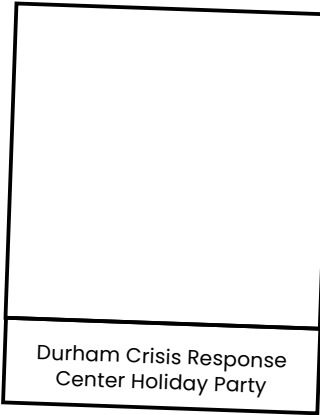
2024 Photo Gallery



Filling snack bags for
Charlotte Family Housing



Durham Crisis Response
Center Holiday Party



Durham Crisis Response
Center Holiday Party



Celebrating 10 Years
of A Lotta Love!



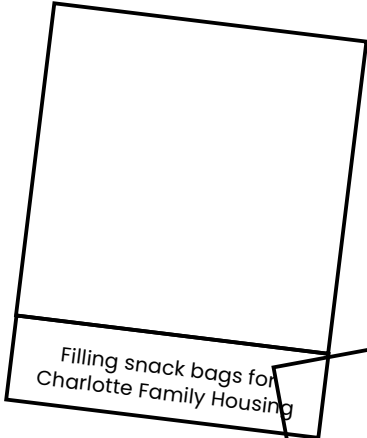
57 room makeovers
serving **225 residents**



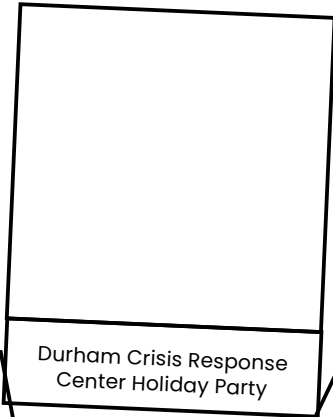
\$151k fundraising
\$60k in-kind donations



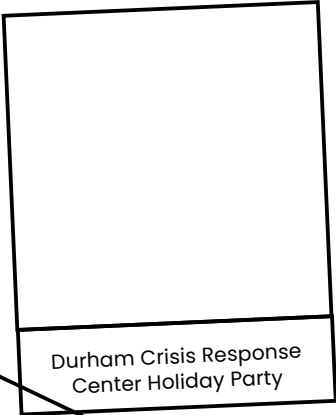
330 volunteers
serving over
3600 hours



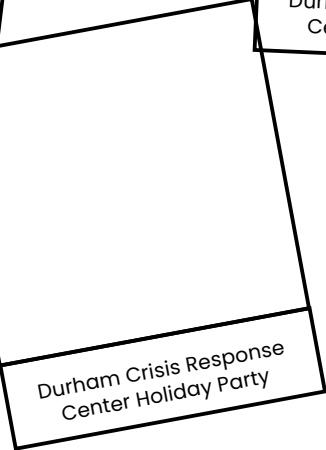
Filling snack bags for
Charlotte Family Housing



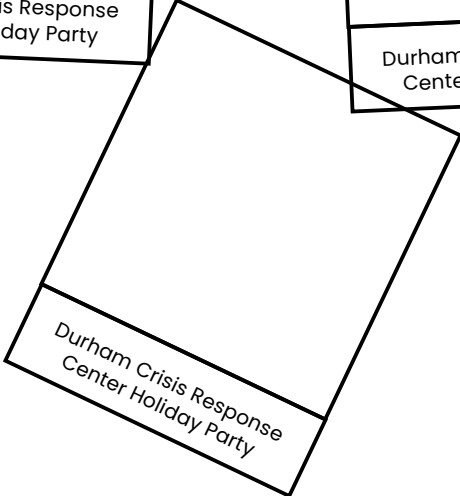
Durham Crisis Response
Center Holiday Party



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Durham Crisis Response
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HERO AWARD WINNERS

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

Every year, we honor remarkable people who've gone above and beyond to share their generous spirit with our community.

This year, we gave out 4 Hero Awards -- one for a founding member, one for a team leader and her amazing volunteer crew, and two more for some of our most active and generous corporate partners.

One of our beloved founding members, **Darlene Woolner** has shared her sharp business acumen, generosity and constant support throughout the last 10 years. We truly wouldn't be who we are today without her!

Thanks to **Dawn Milgrom and the Charlotte Team**, hundreds of individuals in their hometown have found a safe and dignified way through trauma and homelessness. We are so proud of their remarkable success and love!

Society Real Estate is an invaluable partner and reliable volunteer crew for projects large and small. We are incredibly grateful for their eagerness to help and longtime friendship!

Spoonflower's joyous and beautiful textiles have helped us create some of the most welcoming and comforting spaces for our shelter families. Your continued support and encouragement mean the world to us!

2024 Volunteers

INDIVIDUAL/FAMILY VOLUNTEERS

Sara Abrons
Jordan Abdour-Raoof
Susan Allison
Jennifer Aubry
Vicky Barone
Kate Barron
Heloisa Bickmore
Julie Billado
Ethan Bingham
Michael Bingham
Betsy Black
Jeff Blass
Laurie Braun
Mira Brancu
Susan Branion
Natalie Brewton
Emma Cain
Stephanie Cain
Julie Cortese
Melissa Cross
Sharon Crotts Carter
Patrick Cudhy
Kimberly Eastman Zirkle
Clara Elkins

Dawn Felner
Ashley Freedman
Logan Freedman
Jennifer Galloway
William Galloway
Charlotte Gage
Emily Gingrich
Maggie Girodano
Graceson Glements
Janice Grant
Betsy Greer
Gabrielle Gregory
Niccole Hensley
John Hoffman
Briana Howard
Vicky Huggins
Kelly Hunter
Tonya Hutchins
Monica Isaksoon
Jenssen Family
Amy Jeroloman
Elsa Johnson
Mary Johnson
Julie Kavanagh

Irene Kesselman
Lydia Kiefer
Kay Kirby
Veronica Ledin
Pat Lenzen
Tina Lepage
Renee Leverty
Abbie Lorensen
Nikki Lowe
Jenny Marion
Laura Marks
May Family
Elizabeth McEntee
Amelia McKinney
Joyce McKinney
Dawn Milgrom
Asha Patel
Maya Patel
Loren Pease
Katie Peters
Tricia Phelan
Wes Platt
Myia Pretty
Joanie Preyer

Carmen Ramos
Callie Ramsay
Amy Reeves
Nan Robertson
Mia Sjoberg
Adam Sjoelin
Lotta Sjoelin
Eleanore Soderberg
Lisa Steele
Natasha Smith
Tiffany Solomon
Katie Taylor
Mary Beth Townley
Chris Trogdon
Paige Tsigoritis
Karen Turner
Felix Tunon Grajales
Kay Valaoras
Suzi Waters
Nilu Wieties
Darliene Woolner
Lauren Zedek
Helen Zhang

VOLUNTEER TEAMS AND CLUBS

Acts of Kindness
AXO of UNC
Bank of America
Chapel Hill Rotary
Durham Academy ALL Club
Handle with Care for Kids
Jordan High ALL Club

KL Gates
Society Real Estate
The Merch
The Perky Pansies Garden Club
Zico Cantu Painting

2024 Donors



\$20,000

**BRENT MILGROM
FAMILY FOUNDATION**

\$15,000

**ALLISON FAMILY
FUND**

\$10,000



\$10,000



\$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

2024 Donors

STEWARDSHIP DONORS

\$5000-10,000

AXO of UNC • Catherine & John Estey

\$1000-5000

Erika Buchholtz • Andrew and Ashley Freedman Fund

Heather H Garrett Design, Inc • K&L Gates LLP • Hunter Family

Michael Kavanagh • Bradley Kirsch • Olivia Nichols • Grace Jones Richardson

Charlotta Sjoelin • Society Real Estate • Southwest Durham Rotary Club

Steele Family Charitable Fund • Strowd Roses • Dave & Bonne Stukey

Mary Beth Townley • Drayton & Laura Virkler • Darliene Woolner

SUSTAINERS

under \$1000

Wendy Alfieri • Anonymous • Lindsey Beaman • Heloisa Bickmore • Richard Boylan

Katherine Boysen • Blake Brooks • Stephanie Cain • Alma Caso • Hanna Cedergrund

Margaret & Reid Conrad • Alice Coram • Bronwyn de Figueiredo • Suzanne Dorsey

Carla Dubin • Melissa Fulton • Jennifer Galloway • Emily Gingrich • David Gladey

Julia S. Grumbles • Richard Hall • Carl Hanke • Sarah Kazdan Isaacs • Ashley Jurjevich

Kappa Chapter of Pi Kappa Phi • Elisabeth von Kantzow • Brian & Moyra Kileff

Mark L. Korell • Tina Lepage • Jacqueline Lauchial • Rosalie McCuddy

Kenneth Melcher • Tasha Melvin • Angela Miller • Lindsey Morgan • Debra Sternig-Morrison

Caitlin Munoz • Susan Newton • Molly Painter • John Perkins • Cheryl A. Peterson

& Robert Graham • Valerie Reese • Jeanne Repage • Mika Roberts • Ashley Roehrig

Julia Ross • Jason Rutherford • Tiffany Solomon • Yvonne Stam • Claudia Sulloway

Phyllis A Thayer • Lawson & Steve Travers • Nicholas Valaoras • Valentines Home Care, Inc

Anita Vecchi Vecchi • Debra Vetter • William Walker • Jeff Ward • Rebecca Yount

2024 A LOTTA LOVE BOARD

EXECUTIVE BOARD

Lotta Sjoelin, Founder and Executive Director
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 Kelly Hunter, Communications

2024-2025 CELEBRATING 10 YEARS OF SERVICE

How do we want to talk about this/is there an ask we want to make?