



Fiscal Year 2024

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# ANNUAL IMPACT REPORT





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# WHO WE ARE

**Our Mission:** Make It Home helps Bay Area families and individuals transitioning out of crisis. We recycle, repurpose, and curate gently-used, donated furnishings to transform empty spaces into homes.

**Our Vision:** To end furniture poverty while protecting the environment.

By providing furnishings to those formerly in crisis, Make It Home not only creates a true home for its clients, but also greatly increases their confidence and sense of security. These efforts dramatically reduce their chance of returning to the streets and puts them on a positive path.

With the homes we create, we keep tons of furnishings out of landfills. Caring about our community and the environment is woven into everything we do.

## OUR VALUES

### Build It Together

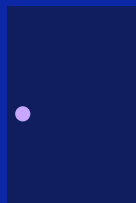
Our cornerstone is partnership. The foundation is community, supported by camaraderie, collaboration and cooperation. We thrive when others feel successful.

### Redistribute Abundance

Everyone deserves the comfort and security of a furnished home. There IS enough for everyone. We are against waste. We care deeply about the place you call home and our shared planet.

### Make It Work

We are curious and resourceful. We embrace imperfection. No job is too big or small; we get the job done.



### Pull Up A Chair

We value diversity. Take your place at the table; there is room for everyone. In our space or yours, we commit to cultivating a culture of inclusivity and equity that informs our thoughts, decisions and actions.



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# OUR 2024 IMPACT

## COUNTY HOMES FURNISHED

Marin	185
Contra Costa	160
Alameda	136
San Francisco	99
Sonoma	56
Solano	20
Other	116

772

Households

2,234

Individual  
Recipients

1,027

Children  
Served








73

Referring  
Agencies

849

Tons  
Delivered  
From  
Landfill

## # OF HOUSEHOLDS

 Homeless	404	 Child Welfare	83
 Refugees	182	 Domestic Violence Survivors	55
 Household Member w/ Disability	103	 Veterans	39
 Current or Former Foster Youth	83		



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# HOW WE HELP THE COMMUNITY AND THE ENVIRONMENT

*"For those transitioning out of homelessness or aging out of the foster care system, even basic household goods are unaffordable. Even when people gain access to subsidized housing, there's typically zero furniture and no money to get any after groceries and bills. More than just a table to study at or a bed to sleep in, we offer people pride of place."*

*~Carolyn Flannery*



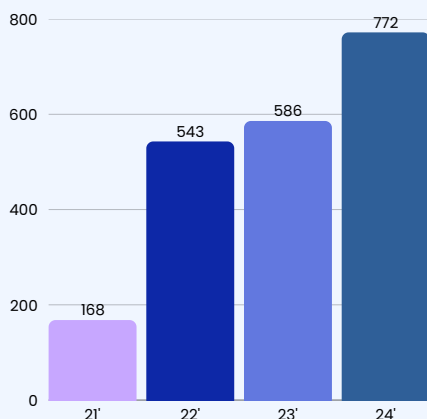


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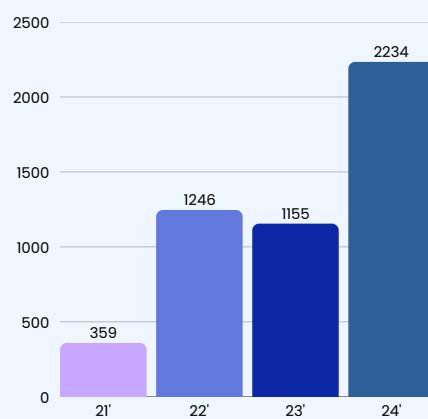
# GROWTH IN 2024

Since our founding in late 2020, Make It Home has grown every single year – responding to a growing urgent need with compassion, efficiency, and innovation. As the only furniture bank serving San Francisco, the North Bay, and the East Bay, we are filling a critical gap in the regions housing response.

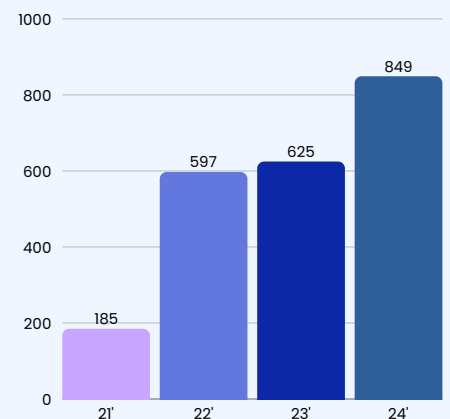
In 2024, we scaled our operations to serve more households than ever before. This year's growth reflects not only the rising demand for our services, but also the deep commitment of our team, partners, and supporters. As we continue to expand, so does our impact – reaching more families, preventing more waste, and helping more people make a true home.



**HOUSEHOLDS  
FURNISHED**



**PEOPLE SERVED**



**TONS DIVERTED  
FROM LANDFILL**



Thanks to generous grants, we were able to purchase a brand-new van –allowing us to pick up and deliver more furniture than ever before! To make an even bigger impact, we wrapped the van with our name and information, turning every trip into an opportunity to spread awareness about our mission. This investment is more than just a vehicle—it's a symbol of growth, efficiency, and the community support that keeps us moving forward.

Make It Home

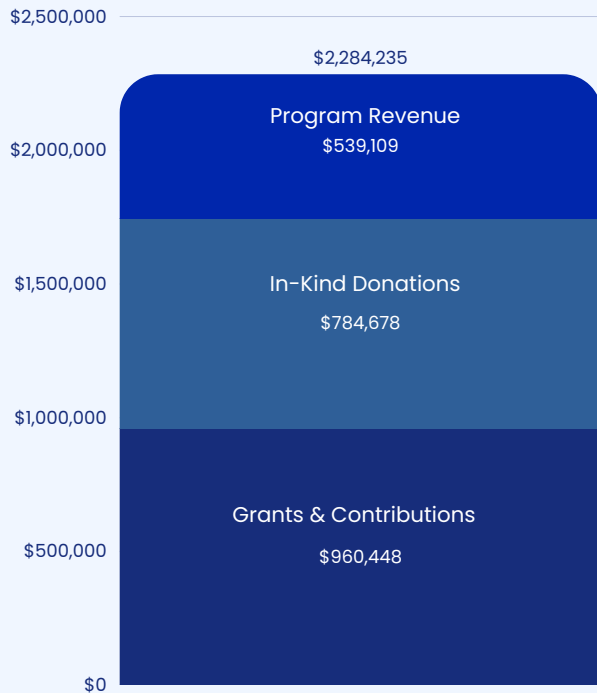
415.578.2305

[info@makeithomebayarea.org](mailto:info@makeithomebayarea.org)



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# FINANCIALS



## REVENUE



## EXPENSES

In FY2024, Make It Home raised almost \$1.5 million in cash revenue through grants, individual contributions, service and delivery fees, and warehouse sales. This vital funding allowed us to grow our reach and serve more households across the Bay Area. We remain deeply committed to using our resources wisely. 88% of our cash expenses supported direct program services—including furniture deliveries, operations, and staffing.

In addition to cash donations, Make It Home also received generous in-kind donations of furniture and home goods from both individuals and businesses. These donors shared a common goal; to ensure their gently-used items went to help someone in need rather than ending up in a landfill. In FY2024, we received nearly \$785,000 worth of donated furnishings—each piece helping transform empty spaces into welcoming, functional homes for those starting over.



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# THE POWER OF COMMUNITY

We hosted three impactful events—our Salvage and Style, Design with Impact and Furnish Hope—bringing together local designers, community members, and supporters who share our vision. Through these events, we raised over \$250,000.



## COMMUNITY VOLUNTEERS

Our volunteers are essential to every step of our work. They sort and measure donated furniture, clean and organize household goods, curate and style home setups, assist with inventory management, prep for warehouse sales, and help us load and unload items for delivery. Many also bring professional skills—like upholstery repair, graphic design, or event planning—to support our mission in creative and meaningful ways. Their time, energy, and



heart make it possible for us to serve so many households every week.

Our community members, most of them retirees, donated more than 14,000 hours this year to help us deliver comfort and dignity to families across the Bay Area. We are incredibly grateful for their support.

Make It Home

415.578.2305

[info@makeithomebayarea.org](mailto:info@makeithomebayarea.org)



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# OUR PARTNERS IN IMPACT

In 2024 Make It Home partnered with over 70 social service agencies to connect us with families and individuals with the greatest need. These organizations provide wrap-around social services to families and individuals. Once a household has secured housing, a case manager refers them to Make It Home to receive all the essential furniture and home goods they need for their home – at no charge to the clients. As a one-stop-shop, we save our partners' limited time and resources.

3rd St Youth Center and Clinic • Abode Services • Adopt A Family of Marin • Alternative Family Services • Aspiranet • Bay Area Community Services • Beyond Emancipation • Buckelew Programs • BWIT Luxurious Fostering • Caminar • Canal Alliance • CarePortal • Catholic Charities, • CHAMPS 4 Life • Church World Service • Community Action Marin • Community Support Network • Compass Family Service • County of Alameda Social Service • County of Contra Costa Employment and Human Services • County of Marin Health and Human Services • County of Merced Human Services Agency • County of San Mateo Mental Health Association • County of Solano Health & Social Services • County of Sonoma Human Service Department • Downtown Streets Team • Eden Housing • Edgewood Center • Episcopal Community Services of San Francisco • Fred Finch • Guardian Scholars Program • Homeward Bound of Marin County • Hope Solutions • Hospitality House • Housing Consortium of the East Bay • Insight Housing • Interfaith Shelter Network • International Rescue Committee • La Raza Community Resource Center • Larkin Street Youth Services • Life Learning Academy • LifeSTEPS USA • Lutheran Social Services of Northern California • Marin Child Care Council • Marin County Cooperation Team • Marin Housing Authority • Mendocino County Social Services • Mission Church • MISSEY Inc. • Nightingale Refugee Relief • Oakland Housing Authority • Positive Resource Center • Restorative Justice for Oakland Youth • Ritter Center • Saint Vincent de Paul- Our Lady of Mt. Carmel • San Francisco City Vitals • San Francisco Family Treatment Court • San Francisco General Hospital • San Francisco Human Services (HSA/CalWORKs) • Seen52 • SF Boys Home (Shelter) • Side By Side • Spread Your Wings • St Vincent de Paul Bay Area Conferences • Swords to Plowshares • TGI Justice Project • Tsumani Enterprise • Turntable Housing • Veterans Administration • Way 2 Love Inc • West Marin Health and Human Services.

**WE'D LIKE  
TO THANK  
ALL OF OUR  
PARTNERS  
FOR THEIR  
CONTINUED  
SUPPORT**





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When I founded Make It Home in late 2020, I could not have imaged the extraordinary momentum we would gain in just a few short years. What began as a simple idea—to give quality furniture a second life and help youth aging out of foster care—has become a growing force for good across the Bay Area. Today, we also serve families escaping domestic violence, individuals exiting homelessness, refugees, seniors, justice-involved individuals, and so many others. While the circumstances of those we serve have broadened, the need remains the same—a safe, dignified, and welcoming place to call home.

# LETTER FROM OUR FOUNDER & CEO

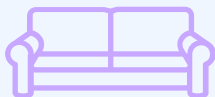


Founder/CEO Carolyn Flannery and  
COO Susie Doyle

While the need for our services has grown, so has our ability to respond. This year, our organization grew stronger with the hiring of our first ever Chief Operating Officer, Susie Doyle. With her leadership and deep experience, we're building the systems and structure that will carry Make It Home into its next chapter—scaling responsibility and sustainability with heart.

We are deeply grateful to the volunteers, donors, partners, and staff who make this work possible. Together, we're creating lasting change—one home, and one piece of furniture, at a time. To everyone who believes in this mission: thank you. Your support fueled our progress and fills our clients' lives with comfort, dignity, and hope. I'm honored to be a part of this journey—and excited for all we will accomplish together.

## WAYS TO HELP



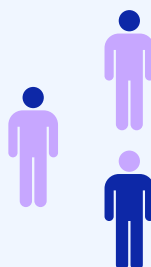
### Give Furniture

Every couch, table, chair and plate that we send to a client was donated by a neighbor like you.



### Donate Funds

Your donation directly funds the spaces, tools, and staffing necessary to connect essential home furnishing to community members who need it most. Your gift helps deliver our mission.



### Volunteer

Our volunteers play a vital role in every part of our operation and are essential to making sure everything runs smoothly. Whether you love to breathe new life into vintage pieces, curate home setups with style, or get hands-on behind the scenes, there's a place for you at Make It Home.



### Shop Our Sales

Our sales offer gently-used furniture items that are inappropriate for our clients' homes. Every dollar you spend goes directly to support our services and keeps more items out of local landfills.



MAKE  
IT  
HOME

