



Recycling furniture. Rebuilding lives.

**2017
ANNUAL
REPORT**



CONTENTS

- 3 – Message from Board President
- 4 – Mission/At A Glance
- 5 – Client Commitment
- 6 – Volunteer Team Spotlight
- 7 – Financial Overview
- 8 – Get Involved
- 9 – Leadership and Donors

A Message from the President

FY 2017 was another year of amazing growth for New Life. From November 1, 2016 to October 31, 2017, we served 463 households, which was an increase of 32% over the previous year. This was made possible by the generous contributions of time and talent from over 200 volunteers.

In June, we convened a team of very experienced and knowledgeable marketing experts. Their first recommendation was to change our name from New Life Home Refurnishing to New Life Furniture Bank of MA, which more accurately reflects our mission. Over the following months they developed a new rack card, a bumper sticker, totally revamped the website, added more publicity in local newspapers and online media, created a clever series of videos featuring talking tables (“Brenda and Eddie”) and conceived a major fund-raising campaign, Changing Lives, that was launched in mid-October. In addition, an initiative was started to significantly increase our presence on social media. The marketing and publicity efforts resulted in an upswing of furniture donations and volunteers, especially those with the skills to help with critical non-warehouse functions.

Another very positive result of the Changing Lives campaign was a plan by the Marketing Team for other components to be completed in the first quarter of FY2018: a professional design and fixed estimate for “wrapping” our box truck and significant increase in press coverage, including a Boston Globe interview.

Our Grants Team secured grants from the Amelia Peabody Charitable Foundation for \$16,000 (purchase of beds to supplement donated mattresses, box springs and frames) and from the Father John Foundation for \$10,000 (truck driver compensation for four months).

Our Furniture Build Team made significant progress this past year. They made approximately 50 kitchen table assemblies and 100 benches. A prototype bureau was designed and built with the expectation that we will begin to produce our own bureaus in 2018. It has been very difficult to maintain a sufficient inventory of donated bureaus to meet the increase in client numbers, even with a limit of two per family.

To handle increased growth, we added 1,500 square feet of warehouse space, purchased a larger number of bed sets and hired two-part time truck drivers/movers for 15 hours a week each. We began to make furniture pick-ups on two weekday mornings, which necessitated the additional warehouse help. New Life distributed 5,762 items of furniture and an estimated 7,600 items of household essentials in FY2017.

In FY2018 we expect the number of households served to grow by another 32%, which will create new challenges. We will need to raise additional funds and increase the number of volunteers around a theme of “Building Community.” We are encouraged by the number of new volunteers that join our community.

Unfortunately, the homeless situation in Eastern Massachusetts will continue to be a serious challenge due to the increasing cost of market-rate housing, a lack of affordable housing and stagnant wages for blue collar workers. Everyone at New Life is buoyed and energized by the number of stories of hope and renewal that we hear from our clients.

Sincerely,

Ron Yates
President

Mission

New Life Furniture Bank of MA collects high-quality gently-used furniture and household essentials that are then made available at no cost to individuals and families in need. We are a Medfield, MA not-for-profit organization with a warehouse in Walpole, MA, serving the MetroWest and Greater Boston area.

Numbers at a Glance



CLIENTS

New Life served 463 households (up 32% from 2016), which included 422 children and 41 veterans. We served an average of 9.3 households per week.



DONATIONS

5762 furniture items were donated by 942 donors. 99.9% of items were given away to clients.



VOLUNTEERS

A total of 629 volunteers have donated 5753 hours at the New Life Furniture Bank's 11,500 SF warehouse in Walpole, MA over 4 years.

Committed to Our Clients

Our relationship with our clients begins with referrals from more than 100 agencies, churches, and medical facilities including:



Clients like Anthony make an appointment to meet our client hosts at our warehouse in Walpole, where they receive one-on-one attention to help select all the items they will need for their new home.



One of the founding principles of New Life is that any family that comes to us needing a mattress will leave with one. In 2017, New Life spent \$26,000 on new mattresses, box springs, and metal frames for families like Aneudy and his nephew. Due to continuing demand, New Life is projecting to spend \$39,000 in 2018 on more than 300 beds.

At the end of their session, our clients leave with the items they need to furnish their homes, including sofas, tables, pots & pans, small appliances, utensils and more, all free of charge. Sometimes, extra special items find their way into a new home. In Mia's case, she spotted this hot pink heart pillow at the start of her family's session, and never let it go.



Volunteer Team Spotlight: Furniture Build

In 2017, New Life Furniture Bank of MA served an unprecedented 463 households, turning over nearly 100% of donated furniture. Due to this high turnover percentage, keeping sufficient furniture inventory is a challenge for volunteers, especially when it comes to their most in-demand item – the kitchen table.

Kitchen tables, so often the hub of activity in a home, have been in high demand since the organization's inception. Size constraints make table selection especially challenging for clients - tables must be small enough to fit in an apartment, but large enough to seat families of four or more. In addition, many older apartment buildings in the Boston area have narrow doorways that are too small for modern tables to fit through.

Enter John Slavik, Bill Southwick, Neal O'Connor, Randy Karg, Tom Holman, and Finnian dePont, a diverse group of volunteers with a shared passion for woodworking. In the fall of 2015, this Furniture Build team was determined to create a kitchen table design that would fit the needs of New Life clients. "We wanted a design that would be sturdy and attractive, but also cost-effective and easily mass-produced," said Slavik.

After several prototypes, the team devised a table kit comprised of a leg set and separate top which is easily assembled on-site at the New Life warehouse using one or two simple tools. After assembly, the tables are painted or stained for aesthetics as well as to withstand heavy usage. Table kits are also sold to volunteer groups from churches, corporations and scouting for assembly offsite, and then donated back to the warehouse for distribution. Slavik asserts that volunteers do not require woodworking experience to assemble the kits. "Table assembly is a great volunteer activity for groups like high school sports teams or other service organizations," he said. "It's easier than Ikea!"



The Furniture Build team hasn't stopped creating new designs. In fact, they've also designed sturdy benches to accompany the tables. To date, they have created approximately 70 tables and more than 120 fully-assembled benches. The team relies on donations of both money and materials to cover the cost of the items.

One thing is for certain, as long as the demand exists, this team will be hard at work. They have found a home at Bill Southwick's barn/workshop, where the space and use of tools has been generously donated. "We usually meet one night per week for about 3 or 3-1/2 hours," said Slavik. "We all come from very different backgrounds, but we have a great time together and have formed a tight bond." A second Furniture Build team, headed by volunteer Bill Tracey, has been added to tackle another challenge – providing clients with safe, sturdy bureau options.

Thanks to the dedication of these volunteers, New Life clients will have the opportunity to furnish their homes with functional yet beautiful furniture for years to come.

Financial Overview

SUPPORT AND REVENUE

Gifts and Contributions	\$150,587.05
Furniture & Essential Contributions	\$350,372.00
Other Revenue	<u>\$4,263.93</u>
Total Support and Revenue	\$505,222.98

EXPENSES

Furniture & Essential COGS	\$385,550.00
Program Expenses	\$99,765.06
General Operating	\$6,916.62
Fundraising	<u>\$2,593.66</u>
Total Expenses	\$498,880.34

New Life distributed 28% more furniture and household goods in 2017 than the previous year.



Together We Can Do So Much

MAKE A FURNITURE DONATION

The number of client referrals to New Life continues to rise. In fact, we expect to help more than 580 families in 2018. To that end, we are always in need of basic items needed to set up a small apartment. Our clients often have very little other than their clothes. Although we attempt to provide them with choices of these basic items, we can only accept furniture that will fit in a small apartment and can be moved up stairs.

Please remember that our clients are often coming out of hard times and that items should be in gently used condition that you would give to family or friends.

Where:

New Life Furniture Bank of MA Warehouse
102 Elm Street in Walpole, MA

Drop-off Hours:

Saturday mornings between 9:00 and 11:30 am

MAKE A MONETARY DONATION

While our primary mission is to collect, warehouse, and distribute household goods to individuals and families in need at no charge using a volunteer staff, we need your support to continue our mission. New Life Furniture Bank of MA is an independent 501(c)(3) not-for-profit organization. All donations to our organization are tax deductible. Our federal tax ID number is 46-3642814.

There are several ways you can donate to New Life:

- Make an online donation at www.newlifefb.org/donate. It's easy and secure.
- Send us a check made out to New Life Furniture Bank of MA and mail to New Life Furniture Bank of MA, PO Box 573, Medfield, MA 02052
- Your gift to New Life could be matched dollar for dollar by your employer, doubling the impact of your gift! To find out if your company has a matching gift program and your gift to New Life is eligible, please contact your company's Human Resources Department.

VOLUNTEER YOUR TIME

There are numerous volunteer opportunities with New Life Furniture Bank of MA. Some have specific hours and days of the week, while others are more flexible. Our organization depends on volunteers; your time and skills will make a difference in our efforts to help those in need. Go to www.newlifefb.org/get-involved for more information.

2017-2018 Board of Directors

Paige Brodie
Kevin Brown
Laura Cromarty
Doug Marshall, Co-Founder and Treasurer
Brian McKenzie, Secretary
Brendan O'Leary, Ph.D.
Ron Yates, Co-Founder and President

Major Donors*

Thank you for creating hope and possibility for our New Life clients and families. Donors like you are making a difference today and investing in a brighter future for our community.

*This donor list reflects contributors of \$1000 or more from November 1, 2016 – December 30, 2017.

Amelia Peabody Charitable Fund
Boston Beer Company
Father John Foundation
First Congregational Church in Norwood
MDRT Foundation
UCC Medfield
United Church in Walpole
Wellesley Hills Congregational Church
Paige Brodie and Rob Hall
Rich and Beth Compson
Laura and Jay Cromarty
Chris and Dave Dailey
Margi and John Goetz
Richard and Susan Holbrook
Rick and Paula Jewett
Benjamin and Jennifer Keating
Rich and Erica Keen

Douglas and Jenn Marshall
Peter and Ann McKay
Brian and Jeanne McKenzie
Anne Melvin
Barry and Kathy Mills
Robert and Laurie Mills
Lynn and Patricia Mormann
Yvette Morrill
Brendan and Trystan O'Leary
Marianne and Stephen Phillips
Mary Ellen and Dan Richter
Patricia Simmons
John and Amy Slavik
William Sobo and Wendy Ludwig
Charles and Susan Wagner
Kevin and Jen Whelan
Ronald and Barbara Yates



Recycling furniture. Rebuilding lives.

www.newlifefb.org

**ANNUAL
REPORT
2017**

774-316-NEWL (6395) | info@newlifefb.org