



ANNUAL IMPACT REPORT 2025

BUILDING HOPE



A message from our CEO

Family homelessness is an invisible crisis in communities of all types and sizes across the country. And it's a growing problem — according to recent federal data, the U.S. saw a 40 percent increase in family homelessness from 2023 to 2024. After more than three decades, our experiences reinforce that to achieve lasting change, we must **meet immediate needs and shape systems** that work better for families from the start. Family Promise also has a responsibility to act on its unique dual position as a national organization making local impact.

As we reflect on the current landscape in the United States, **several pressing realities** stand out. In response to these issues, we are pursuing **clear and promising opportunities to innovate** and help more families find stability.



Families with young children are at unique risk.

Nearly 2 million children ages 0-17 are reported to be experiencing homelessness in the U.S. each year, with the true figure likely even higher. Data also shows that our country's youngest children, infants and toddlers ages 0-3, are at the greatest risk of eviction. Nearly 450,000 of these children experienced a period of homelessness between 2022 to 2023. **Support that helps families stay together**, like Family Promise's shelter program, is critical to ensuring that the trauma of homelessness isn't compounded by being split up.



Affordable housing is in short supply.

Lack of affordable housing is a leading driver of family homelessness in the U.S. For many families, an unexpected setback like a medical emergency or loss of a job can lead to losing a home and make finding a new one nearly impossible. With support from our partners, Family Promise is finding success in **new and non-traditional solutions** — from remodeling manufactured homes, to constructing neighborhoods of container homes, to repurposing existing community structures.



Lived experiences must be brought into national conversations.

Homelessness is a situation — not a definition or an identity — and every family's situation is different. That's why we must pursue dynamic and flexible solutions rather than a one-size-fits-all approach. Alongside evolving and expanding our core programs, we're increasing our advocacy efforts that **raise the voices of those we serve**. Because those who have experienced homelessness hold crucial insights into the systems and root causes that must be addressed.

This report shares examples of our work and impact over the past year, how we're continuing to position for the future, and ways partners and donors are supporting families in achieving sustainable independence.

We're proud of what we've accomplished together and even more hopeful about what's ahead. **Thank you for being part of this work.**



Cheryl Schuch
CEO

IMPACT AT A GLANCE

Through our core programs, we helped **31,500 families — including 48,700 children** — achieve meaningful outcomes in 2025.

92%
of families
avoided eviction

73%
of families
were diverted from a
shelter environment

83%
of families
exited shelter
to stable housing

84%
of families
maintained
housing stability



About Family Promise

Family Promise began in Summit, New Jersey, in 1988 with a simple but powerful idea: Communities can come together to ensure that all families have a place to call home. Today we work to address family homelessness through a nationwide network of nearly 175 sites.



More than Shelter

We meet families where they are and walk alongside them as they rebuild. Our approach is designed to keep families together as they build lasting independence and hope.

OUR PROGRAMS AND 2025 IMPACT

Prevention

- **Eviction prevention** provides families with support and resources to remain in their homes while overcoming housing security challenges.
- **Shelter diversion** helps families who have lost housing avoid a shelter experience.

Case management Rental assistance Utility support
Landlord mediation Transportation

21,500
families served
through
**homelessness
prevention
programming**

Shelter

- **Safe, secure shelter** that keeps families together, regardless of age or gender, ensures the best outcomes for long-term stability.

Repurposed community spaces Temporary apartments and motel stays
Transitional housing

5,900
families **found
shelter** when they
needed it most

Housing

- **Innovative and nontraditional solutions** to expand options for housing within communities.
- **Access to affordable housing** is increased through Family Promise partnerships.

Master leasing Rapid rehousing Landlord relationships
Educational initiatives

1,700
families
served through
**housing
programming**

Stabilization

- **Custom, community-based support** helps families access resources and expertise to sustain housing and economic stability regardless of future challenges.

Financial literacy Career pathways Technology support
Educational initiatives Health and wellness

5,800
families
supported
through
**stabilization
services**

ADDITIONAL SERVICES

Community Services

- **Wraparound supports** help the families we serve and community members better meet their basic needs.

Food pantries Furniture donations Drop-in community centers Clothing closets
Diaper banks Holiday gift drives

Support during the unpredictable

Mariah, a single mother of three, was working three jobs just to get by. A sudden rent increase pushed her beyond what she could afford and left the family with nowhere to go.



What they faced

Mariah tried to keep her family together while she worked toward a solution, first staying in a motel. But a previous eviction and a lack of affordable housing made it difficult to find a new apartment. As resources ran out, the family was forced to split up and stay with different relatives.

Building hope and moving forward

After Mariah connected with Family Promise, she was able to set goals, access resources, and take steps toward stability.



Employment services enabled Mariah to secure a higher-paying job.



Landlord relationships and rental assistance helped secure housing and covered the security deposit and first-month payment.



Financial coaching and parenting resources supported skill development that will last a lifetime.



Ongoing engagement helped Mariah sustain her housing and financial stability.

Within a few months, Mariah and her children were reunited in a home they could call their own. Today they are thriving, settled into a routine, and enjoying priceless peace of mind.

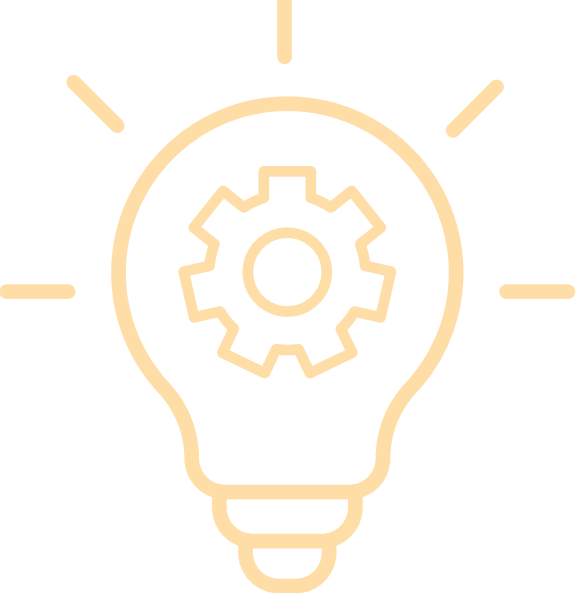


“Family Promise gave us the support and confidence to build a better future.”
—Family Promise mom



INNOVATION SPOTLIGHT

Container homes pilot program shows strong results



As a lack of affordable housing continues to challenge communities across the country, non-traditional housing is offering new opportunities. Family Promise of Greater Phoenix in Arizona saw this as a unique solution, creating six two-bedroom apartments out of repurposed shipping containers for families working to rebuild. Called Legacy Village, each unit comes fully furnished and all are designed for energy efficiency. The family-friendly community also includes a playground, sports court, and outdoor common areas.

Residents benefit from Family Promise services, including financial literacy education, that help them get ready for permanent housing and long-term independence. With a proven success rate, this model can easily be scaled and brought to other locations.



86% of Legacy Village residents **exit to stable housing**



Avoiding homelessness and transforming tomorrow

When one of Keisha and David’s three children fell ill, they did everything they could to keep up. But the cost of ongoing medical care quickly became unmanageable, leaving the family facing the possibility of eviction.

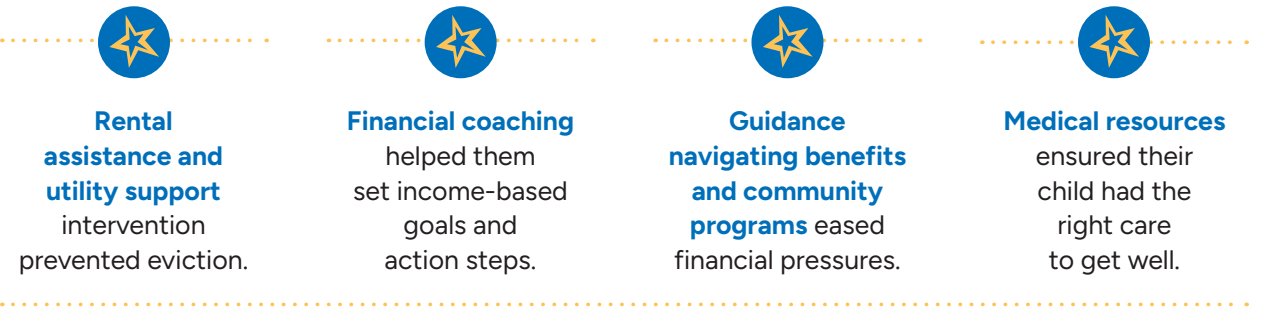


What they faced

Keisha and David had always worked hard. But with more and more of their resources going to medical costs, they weren’t able to cover all of their bills. Before long they fell behind on rent and feared losing their home.

Building hope and moving forward

Keisha and David worked closely with a Family Promise case manager who took time to understand the family’s full situation. Together they created a plan to catch up and regain control.



With the right support, an emergency became a turning point. Keisha and David kept their family’s home. Today they have a stronger support system and renewed confidence in their future.

“Family Promise didn’t just help us through a crisis. They stood beside us every step of the way.”
—Family Promise dad



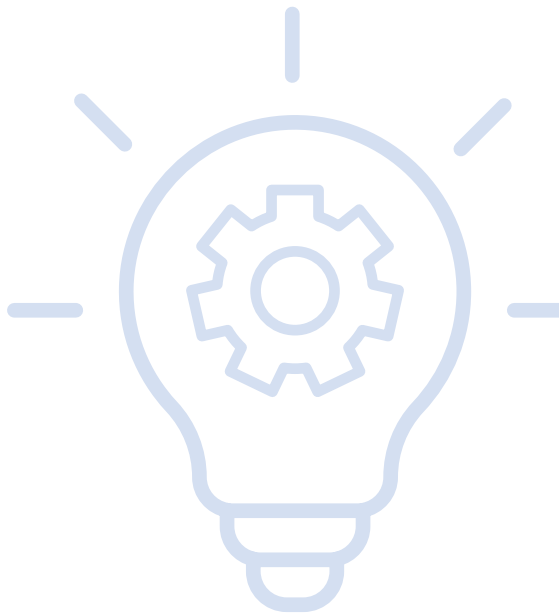
INNOVATION SPOTLIGHT

Backing the national movement to end family homelessness

Lasting solutions go beyond the local or program level — they require systems that work for families. That’s why this year Family Promise made increased advocacy a core part of our work. We finalized our first policy platform, strengthened relationships with lawmakers and national partners, and supported locations as they navigated changes to federal funding. All to better amplify the voices of those impacted by family homelessness everywhere decisions are made.

We also endorsed the reintroduced Family and Medical Insurance Leave (FAMILY) Act, which would provide up to 12 weeks of partial income to workers taking leave during critical life circumstances and expand working families’ access to paid leave. For families already in vulnerable positions, protections like these can make the difference between stability and crisis.

“No family should have to reach a breaking point to receive help.”
—Carolyn Gordon, Chief Program Officer, Family Promise



STORIES OF IMPACT

Recovery and a return to normal

A tragic fire destroyed the home of Carla and her daughter Maya, and everything unraveled. Soon they were moving from couch to couch — rotating between relatives and friends, never unpacking their bags.



What they faced

Overnight, the security Carla and Maya had known for years disappeared. Every plan felt temporary, and with each move, Maya’s attendance slipped and her grades fell. The little girl who once loved learning struggled to focus as concerns about where the family would live took over.

Building hope and moving forward

After learning about Family Promise from a friend, the immediate support they found helped the family take their first steps toward recovery.



Emergency shelter
in one consistent place met their daily needs.



Community services equipped Maya with school supplies.



Landlord partnerships helped them secure an affordable apartment near Maya’s school.



Job search assistance increased Carla’s income and strengthened the family’s future.

Carla signed her apartment lease knowing she and her daughter could finally put down new roots. Maya began to once again thrive in school, and Carla felt confident that their future was protected.



One hardship can change everything, even when you’re doing your best.”
—Family Promise mom

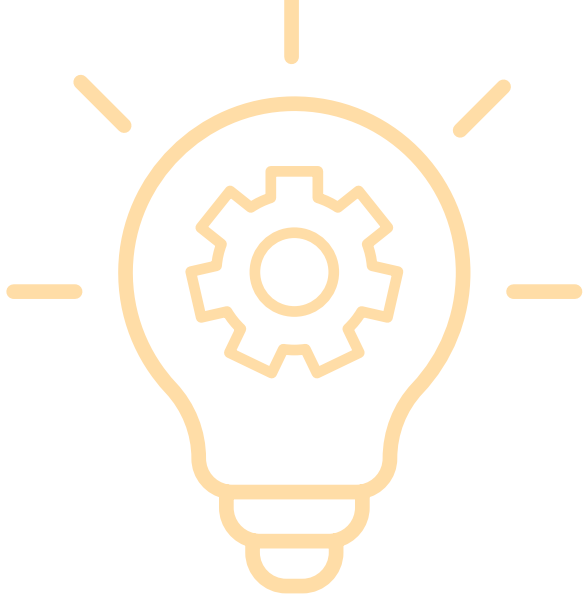


INNOVATION SPOTLIGHT

Moms with newborns are the priority for this Family Promise shelter

Every family navigates new things when bringing home a baby. But moms experiencing homelessness face even more challenges after giving birth. Especially because communal living shelters do not offer an ideal environment for sensitive infants. This need inspired Family Promise of Spokane in Washington state to open the Infant House transitional shelter.

Seven bedrooms are available where families can stay together before moving into stable housing. This environment offers parents peace of mind, allowing them to keep their attention on caring for their infant in a private space while meeting other families in similar situations. Family Promise also connects residents with housing and health services, preparing them to begin their next chapter supported and more secure.



25 newborns and their caregivers found a warm welcome at Infant House in 2025



Partnerships

Preventing and ending family homelessness requires a community response. Family Promise maximizes impact through extensive partnerships and collaborative contributions at the national level, as well as through local businesses and organizations within every community we serve.

Ashley HomeStore

Belk

Bessemer Trust

Bob's Discount Furniture

Bright Horizons/Steve & Kate's Camp

Cadence Bank

Cailíní Coastal

City Electric Supply

Clayton

Extended Stay America

The Gems Group

Gerstner Philanthropies

Google

Hobbs Foundation

HomeAid

IKEA

Kiddie Academy

Living Spaces

M.J. Murdock Charitable Trust

Motel 6

NABC Recycled Rides

National Center for Missing
and Exploited Children

Oak Foundation

Peerless Beverage Company

Progressive

Project Spark by Midas

Pulte Family Charitable Foundation

Red Roof Inn

SchoolHouse Connection

Siemer Institute

Stand Together Foundation

TJX

Target

PARTNERSHIP IN ACTION



Furnishing hope for all families on their way home

Bob's Discount Furniture believes everyone deserves a home they love, and that belief is reflected in its support for local communities. Family Promise's partnership with the national home furnishings retailer began in 2024. Initial support came through Bob's Café Collections for a Cause program, where funds donated through their in-store cafés are matched dollar-for-dollar by the company up to \$75,000 during each campaign. In 2025, Bob's also named Family Promise as the recipient of their Plushies for Charity program, which raises money through sales of "Little Bob" plushies. With these and other employee-led efforts, Bob's is not just addressing family homelessness but also bringing visibility to the issue with furniture shoppers nationwide.



Working with Family Promise is a perfect match for Bob's. Together, we share a commitment to helping our neighbors, and Bob's is proud to support Family Promise's mission to end homelessness for families."

—Lindsay Ruszczyk, Communications, PR, and Community Outreach Director, Bob's Discount Furniture



Multi-year, flexible funding powers new and greater innovations

Founded in 2011, the Siemer Institute funds a network of collaborative partners focused on helping families stay housed and keeping children enrolled in school. Recognizing that a one-size-fits-all approach isn't universally effective, partners have the flexibility to identify and implement the most suitable solutions for their specific communities.

The Siemer Institute awarded Family Promise a transformative, multi-year grant for family stabilization in five key communities across our network. To date, this support has enabled us to help more than 900 additional families stay safely housed, build financial independence, and reinforce long-term stability. Funds continue to enable each location to pilot and grow new programs that help achieve positive outcomes — for thriving families and stronger communities.

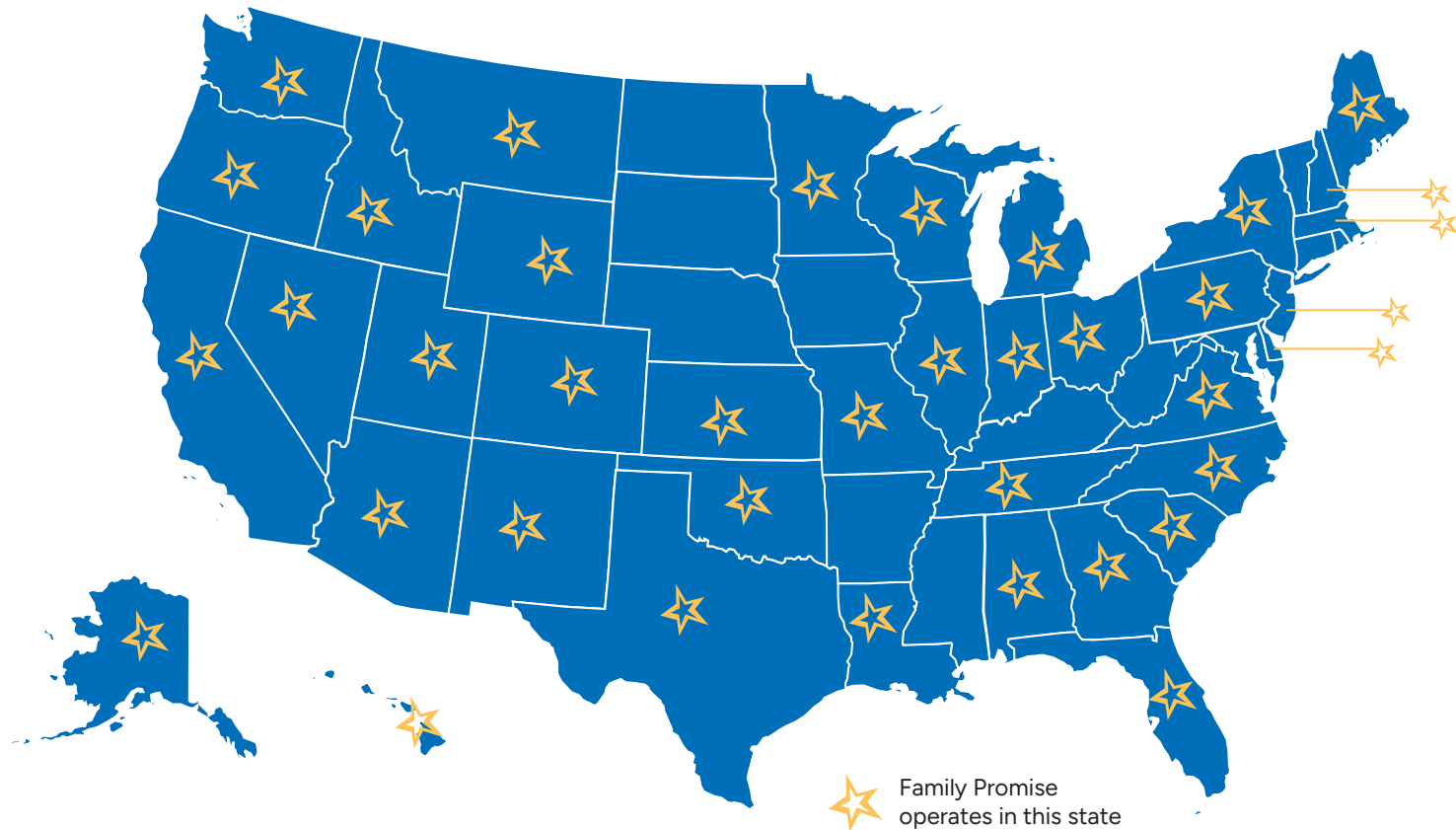


Family Promise's comprehensive approach to preventing unplanned moves and promoting family stability aligns seamlessly with our mission. Through this collaboration, we aim to enhance our collective impact, providing essential resources and support to help families achieve lasting stability."

—Kimberly Dorniden, President & National Executive Director, Siemer Institute

National Network

Family Promise is deeply rooted in communities across the country, with nearly 175 locations nationwide.



Across the network, **thousands of committed individuals advance our mission** every day.

83% of network staff
have lived experience with homelessness

49% of network staff
have **BIPOC leadership** (staff and board)



Volunteers

We are grateful for the tens of thousands of volunteers who are committed to addressing family homelessness in their own communities. Across the country, their service amplifies our ability to deliver innovative solutions and drives our collective impact.



Volunteering with Family Promise showed me how quickly life can unravel and how powerful community support is. When we show up for families in crisis, we're not just meeting immediate needs. We're restoring hope."

—Sarah, Family Promise volunteer



What stands out to me is how resilient these families are. They don't need charity, they need opportunity and support at the right moment. Family Promise is that bridge."

—Melissa, Family Promise volunteer



Before volunteering, I didn't realize family homelessness was an issue in my own community. Family Promise brings people together to respond with compassion and practical help. It reminds me that solving big problems starts with small acts of care."

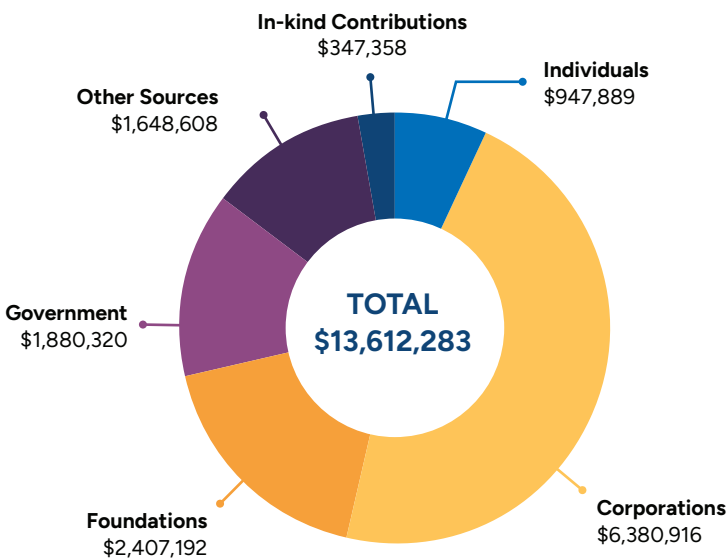
—Jason, Family Promise volunteer



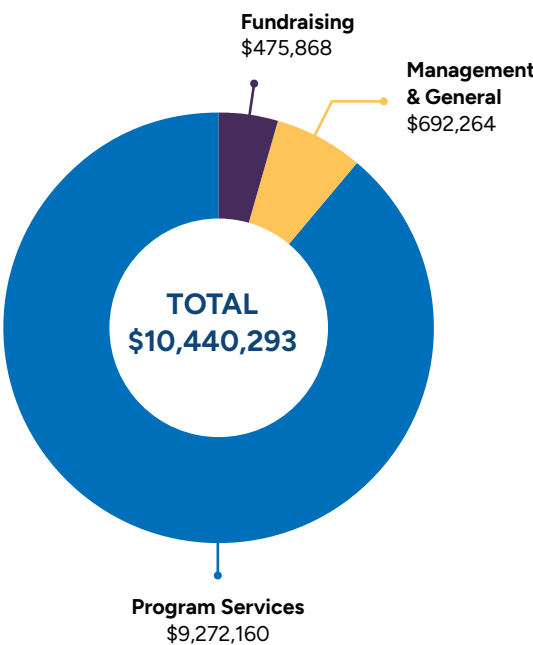
Financial Report

Our 2025 Team

REVENUE



EXPENSES



BOARD OF TRUSTEES

- Michael Moody, *Chair*
- Christopher King, *Vice Chair*
- Stacey Slater, *Secretary*
- Linda Henry, *Treasurer*
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- Joshua Barer
- Kevin Barrett
- Betsy Bernard
- Sarah Bird
- James Block
- Alex English
- John Ferrie
- David Fleck
- Tim Gamory
- Leah Griffith
- Robert J. Hugin
- Mary Muliatt
- Priscilla Sanches Salles
- Kevin Shabazz
- Stephen Wallace
- Rev. Vernon Williams
- Lori Winkler

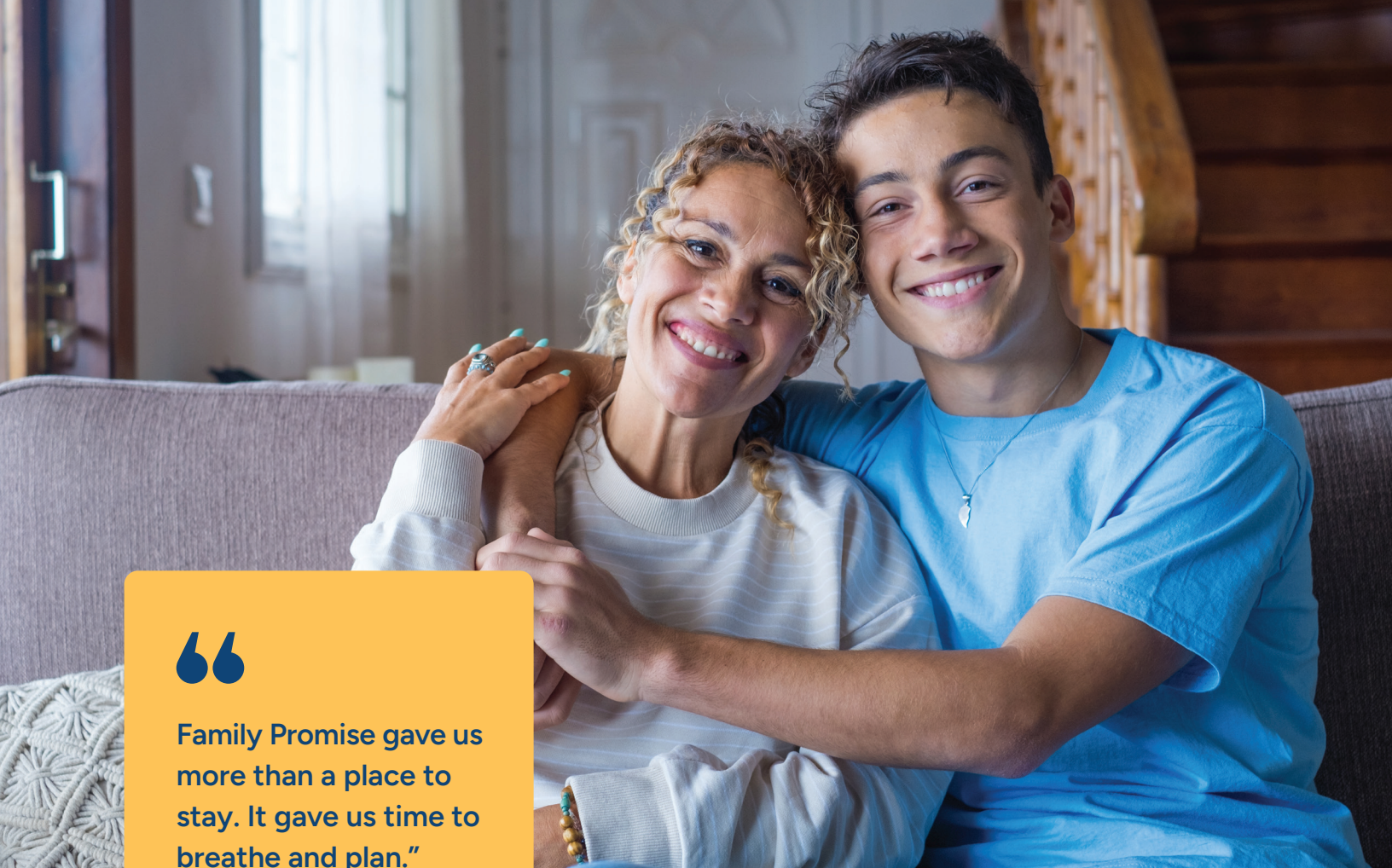
EMERITUS BOARD

- Karen Olson, *Founder*
- Jill Benedict
- Thomas Berry
- Richard J. Boyle
- Carmine Di Sibio
- Neely Dodge
- Cary R. Hardy
- Susan Watts
- Donald J. Weida
- Janet Whitman
- Janet Williams
- Martin Wise

NATIONAL OFFICE

- Cheryl Schuch, *Chief Executive Officer*
- Shari Competiello, *Chief Operating Officer*
- Carolyn Gordon, *Chief Program Officer*
- Britt Hegarty-Darrow, *Chief Financial Officer*
- Mike Kerkorian, *Chief Development Officer*
- Sandra Miniutti, *Chief Network Officer*





“

Family Promise gave us more than a place to stay. It gave us time to breathe and plan.”

—Family Promise parent



Platinum
Transparency
2025

Candid.

Charity
Navigator



+ FOUR-STAR +

Family Promise is the nation's foremost organization working to prevent and end family homelessness in the United States. With nearly 175 locations across the country, our community-based model builds on local assets, activates real solutions, and advocates for families facing homelessness. We work to achieve immediate and long-term outcomes — to create impact, reduce community costs, and keep families together. Since our founding in 1988, we have served more than 1 million family members.

Learn more and get involved at FamilyPromise.org