



# 2024 IMPACT REPORT

# Letter From the CEO

Dear Friends, Partners, and Community Members,

As I reflect on my first year as CEO of Hearth, I am energized by the innovative approach we've embraced to tackle the growing challenge of homelessness among older adults. This year has been about meeting our mission head-on—with a clear sense of urgency and a renewed commitment to transformative change.

Recognizing that the problem of homelessness among older adults is both urgent and evolving, we knew we had to be bold. We stepped forward to engage with elected officials, community organizers, and trusted partners, elevating our messaging and rallying support where it matters most. Our actions—from impactful meetings to active participation in community events like the Winter Walk—reflect a proactive approach to addressing this critical issue, not out of desperation, but with purpose and determination.

This drive for change inspired us to refresh our look and our message. Our vibrant new logo and color palette—featured throughout this year's impact report and our redesigned website—are more than just a facelift—they are a visual representation of our renewed commitment to our mission. These enhancements have helped us extend our reach across social media and within the community, reinforcing our promise to advocate for and support our older neighbors in need.

The energy of this past year has been palpable. Highlights like the 2024 Annual Hearth Gala—Inspire Action, featuring the powerful insights of Gordon Wayne, have galvanized our community and underscored the importance of our work. Every event, every conversation, and every initiative has been a step toward a future where every older adult can live with dignity, security, and hope.

I am deeply grateful to our dedicated staff, supportive board, tireless volunteers, and passionate community partners. Your unwavering energy and commitment have been the cornerstone of our success. Together, we have taken decisive action that not only addresses today's challenges but also inspires tomorrow's possibilities. As we look forward to 2025, our determination to drive innovative solutions and forge impactful partnerships remains stronger than ever. Join us as we continue to inspire change and create a future where every older adult can thrive.



Chief Executive Officer & President



# Letter From Board Chair

Dear Friends,

**What a difference a year makes—both in progress and in challenges.** Under Rhonda Pieroni’s inspirational leadership, Hearth made significant strides in 2024, thanks to the dedication and tireless efforts of our team. Their commitment to our mission has made Hearth a stronger, more effective organization—one that is helping more older adults find and keep stable housing than ever before. However, as we look ahead, we must elevate our efforts to meet the growing challenges both locally and nationally.



Locally, the relentless rise in housing costs continues to push more older adults into housing insecurity and homelessness. Our prevention team works tirelessly to intervene before a client loses their home, helping them navigate rental assistance, legal protections, and emergency supports. But the demand is rising, and we need additional resources to ensure we can reach every older adult at risk before it’s too late.

Nationally, we are closely monitoring the shifting priorities of the federal government. With HUD rental assistance as our largest source of funding, we can no longer take its stability for granted. The uncertainty underscores the urgency of expanding our funding sources and deepening our advocacy efforts to protect the most vulnerable.

Through it all, Hearth’s team remains unwavering in their mission. Their passion, perseverance, and deep compassion for those we serve drive everything we do. And our model—pairing housing with supportive services—continues to be the most humane and cost-effective way to end homelessness for older adults.

With your continued support, we can sustain and expand our impact in 2025. We deeply appreciate your commitment and look forward to seeing you at one of our upcoming events.

Doug Poutasse

A handwritten signature in black ink that reads "Douglas Poutasse". The signature is written in a cursive, slightly slanted style.

Chair of the Board



## MISSION

Hearth is a non-profit organization dedicated to the elimination of homelessness among the elderly. This mission is accomplished through a unique blend of prevention, placement, and housing programs all designed to help elders find and succeed in homes of their own.

# Ending Elder Homelessness in 2024: By the Numbers

In 2024, every statistic represented more than just a number—it symbolized a life transformed. These data points highlight how Hearth's dedicated efforts have expanded essential services, fostered lasting housing stability, and ensured that every older adult receives the comprehensive care they deserve. As you explore these numbers, remember that each figure is a testament to our commitment to ending elder homelessness and the power of community support in driving meaningful change.



**100%**

of active outreach clients connected to a primary care provider and a case manager



**119**

older adults served with homelessness prevention services such as housing search, landlord mediation, legal services, and moving costs in 2024



**569**

total older adults served by Hearth, a 22% increase compared to 2023



**86.7%**

of Hearth residents living in Ruggles Assisted Living are satisfied with the care and support they receive



**3,063**

older adults housed by Hearth through 2024



**85.8%**

housing stability rate at 12 months meaning that Hearth is providing lasting and secure housing



**92%**

of our clients report at least one disabling condition, meaning our programs are tailored to meet the diverse and complex health challenges faced by the community



**190**

older adults were supported by Hearth's outreach homeless services in 2024

# Lisa's Journey

## A Testament to Hearth's Mission

My relationship with Hearth started in late 2023. I call it a relationship because my case manager Sophia made me feel very comfortable from our very first appointment. She and I started putting in housing applications together, and even when I couldn't make it to one of our appointments, she would come to me with an envelope full of new applications. We developed a great relationship; I could see that she really cared about my housing journey and my future.

During one of our frequent calls, she invited me to attend a luncheon at Franklin Park golf club. She then called me several more times just to make sure that I was going. Truthfully, nothing in me wanted to go, but through my struggle, I had been praying for a door to open. Something inside me said this might just be what I had been looking for, so I pulled myself together and went.

I walked in and was warmly greeted by Hearth's staff and volunteers. When I looked around and saw Hearth residents enjoying themselves, I instantly felt that this is where I was supposed to be. I sat down as Rhonda, Hearth's President & CEO, was beginning her speech, and I heard the passion, determination, and sincerity in her voice as she talked about her goal to make Hearth's programs be all they can be for the older adult population. After her speech, she walked right up to my table, sat down next to me, and introduced herself.

Over the next several hours, we discussed so much that I felt like I had known her forever.

I asked her if there was any way for me to volunteer for Hearth, as I had always enjoyed working with the older adult population and I missed feeling useful. She introduced me to Nimo, Hearth's Director of Supportive Housing, and within days she had me hosting weekly bingo games for the residents of the Four Corners building in Dorchester.

I really enjoyed seeing the residents and building friendships with them. And, after my third or fourth visit, Nimo stunned me with an offer of employment at Hearth's Ruth Cowin House that also included housing. I looked up at Nimo with tears in my eyes and thanked her for thinking of me for the opportunity and she told me, "Rhonda wouldn't stop until she could help you."

Rhonda and Hearth truly changed my life. I didn't realize how much space being homeless had taken up in my life until I saw my grandbaby playing on the floor of my new apartment, and I breathed a sigh of relief and said, "Now I'm home." When I was homeless, my shoulders were always full. Now that burden is off my shoulders, I have the room to open up and think about ways I can help others, about ways I can go further. Hearth has helped me realize that my story isn't finished yet.





## A Bold Commitment to Ending Elder Homelessness

Hearth remains a dedicated ally to older adults experiencing homelessness, providing not only housing but also critical support services that help residents maintain stability and independence. As homelessness among older adults continues to rise, Hearth is committed to expanding housing opportunities and services to meet this growing need.

## The Reality of Elder Homelessness in Boston

According to the 2024 Boston Homeless Census, the number of single adults experiencing homelessness increased by 12.9%, from 1,803 in 2023 to 2,036 in 2024. Many of these individuals are experiencing homelessness for the first time, driven by fixed incomes, rising rents, and the lack of age-appropriate affordable housing.

## Hearth Housing: A Lifeline for Older Adults

Hearth operates 228 units of permanent supportive housing and assisted living, offering older adults a place to call home with built-in support to help them remain housed. Since its inception, Hearth has housed more than 3,000 older adults, many of whom were previously homeless or at risk of losing their housing.

Despite Hearth's efforts, the demand for affordable housing continues to outpace available resources. The increasing number of older adults experiencing homelessness in Boston underscores the urgency of expanding Hearth's housing programs and advocacy efforts.

# Beyond Housing: Outreach & Prevention

Hearth's Outreach Program plays a critical role in assisting older adults who are homeless or at risk of becoming homeless. The team works directly with individuals to secure housing, provide stabilization services, and offer homelessness prevention assistance. In early 2025, The Boston Foundation awarded Hearth a two-year Safety Net Grant totaling \$50,000 to support and expand its outreach efforts, enabling more older adults in the Greater Boston area to navigate the housing system and secure stable homes. Hearth's Homelessness Prevention Program works to keep at-risk older adults housed by providing targeted financial support, such as assistance with rent or utilities to prevent eviction. However, the demand for prevention services continues to exceed available resources, making ongoing funding a priority.

## Comprehensive Support Services

Housing is just one part of the solution—true stability requires ongoing support. Hearth provides comprehensive care management services to help residents maintain housing, access healthcare, and navigate daily life.

To further support older adults as they age in place, Hearth is exploring new collaborations with medical professionals to enhance care coordination. A key initiative in development is a comprehensive care management program, designed to assess both new and long-term Hearth residents, ensuring they receive the full range of services needed to live safely, independently, and with dignity.

Our goal is to help residents maintain their independence for as long as possible, while ensuring they have the resources, healthcare, and community support needed to thrive in a safe and supportive environment.



# Horace's Journey: A Safe Home Through Outreach



After retiring from a 40-year career with the City of Boston, Horace found himself in unsafe housing, surrounded by violence. “Just surviving was rough,” he recalls. Determined to find stability, he turned to Hearth’s Outreach Services for help.

For a time, Horace stayed at Pine Street Inn, but he longed for a place of his own where he could feel safe. Hearth’s team worked tirelessly to secure him stable housing, and thanks to their efforts, he moved into Hearth’s Anna Bissonnette House, where he has lived for the past six years. Now, Horace enjoys a vibrant community, engaging in Hearth’s social activities—especially karaoke, his favorite.

Horace’s journey is a testament to the power of Hearth’s Outreach Services. By connecting vulnerable older adults to stable housing and supportive communities, we help them reclaim security, joy, and dignity. At Hearth, outreach changes lives—one home at a time.



# Looking Ahead

Hearth remains committed to:

- Expanding Affordable Housing – Advocating for more permanent supportive housing options for older adults.
- Strengthening Outreach Efforts – Increasing support for older adults who are homeless or at risk.
- Enhancing Resident Services – Continuing to develop programs that support aging in place.

As the Boston 2024 Homeless Census confirms, homelessness among older adults is on the rise. Hearth is determined to meet this crisis with action, ensuring that this vulnerable population has access to stable housing and critical support services.

## Grantor Spotlight — A Heartfelt Thank You!



**Liberty Mutual.**  
INSURANCE



Hearth is grateful for the diverse and growing network of corporate and foundation partners whose investments allow us to expand and strengthen our programming. Many provide flexible funds for direct client support—an invaluable resource for housing stabilization, especially since the onset of the COVID-19 pandemic. Hearth’s outreach case managers deploy these funds strategically to keep at-risk residents housed and help unsheltered older adults overcome barriers to stable housing, such as realtor fees and security deposits.

One of our longest-standing partners, Liberty Mutual Insurance, has supported Hearth’s mission for over two decades. Through the Liberty Mutual Foundation, established in 2003, the company empowers individuals and families facing adversity in Greater Boston, Greater Puget Sound, and select counties in Washington State.

Their dedication to ending elder homelessness is evident in their \$300,000 gift for homelessness prevention funding in 2020—a crucial investment that helped keep our residents and clients housed at the height of the pandemic.

We are deeply grateful for Liberty Mutual’s unwavering partnership and extend our heartfelt thanks to the Liberty Mutual Foundation for its commitment to expanding access to stable housing for our most vulnerable neighbors.

# Financial Information

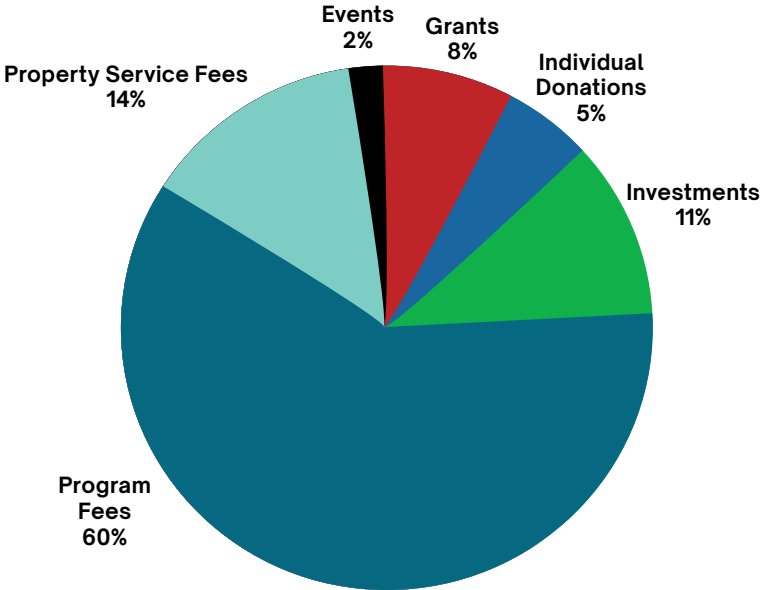
We are so grateful for our donors and grantors and would not be able to do what we do without your support and generosity. A special thank you to our repeat funders as it shows the confidence you have in the work we do every day.



To learn more about making a contribution, visit:  
[hearth-home.org/donatetoday](https://hearth-home.org/donatetoday)

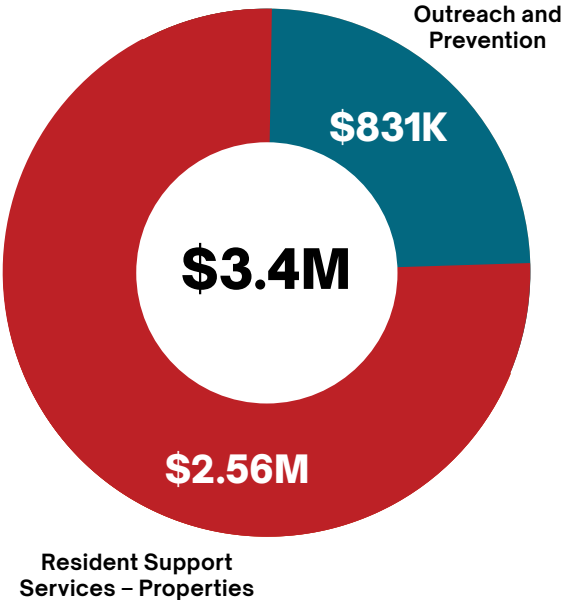
## Funding

This chart summarizes our revenue streams and are vital for meeting our mission of ending elder homelessness.



Grants	\$341,264	(8%)
Individual Donations	\$226,136	(5%)
Investments	\$456,349	(11%)
Program Fees	\$2,531,758	(60%)
Property Service Fees	\$591,074	(14%)
Events	\$88,213	(2%)
<b>Total</b>	<b>\$4,234,794</b>	

## Program Spend



## Program Fees

Senior Care Options and PACE	\$822,558.22
Prevention/Unsheltered Services	\$161,040.21
Adult Community Clinical Services	\$703,900.95
Community Support Programs	\$844,258.20
<b>Total</b>	<b>\$2,531,757.58</b>

# Donor Information

## \$75,000+

The Baupost Group, L.L.C.  
Liberty Mutual Foundation

## \$20,000 - \$30,000

Gregory Ansin  
The Barbara Mitchell Fund  
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## \$10,000 - \$19,999

The Bushrod H. Campbell & Adah F. Hall Charity Fund  
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Greg Manousos and Amy Rosenberg  
Gerard C. McElhinney, Jr. and Kathleen J. McElhinney  
Mary S. Parker and Cragin P. Parker, Jr.  
Karyn F. Scheier and Stanley Dolberg

## \$5,000 - \$9,999

The Adelard A. and Valeda Lea Roy Foundation  
Ramesh and Rita Advani  
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The Boston Evening Clinic Foundation  
John Cragin  
Ellen Feingold  
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The S.W.A.N. Society in Boston, Inc.  
The Teresa & H. John Heinz III Fund of the Heinz Family Foundation

## \$2,500 - \$4,999

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# Thank You!

Thank you to our dedicated partners and supporters—your generosity fuels our mission to end homelessness among older adults and changes lives.

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