



ANNUAL REPORT 2024



LETTER FROM THE EXECUTIVE DIRECTOR



ALETHEA LARSON

As we reflect on 2024, one word rises above all others: resilience. In a year marked by uncertainty—before a pivotal election, amidst deepening community needs—The Living Room stood strong and expanded its reach, impact, and heart.

Our community showed up with a remarkable presence: volunteers, staff, and participants engaged with gusto, not just within our walls but out in the broader public. Together, we expanded services, grew partnerships, and leaned into bold opportunities.

Our kitchen operation scaled significantly, producing more meals than ever before, and our pantry program reached more families—ensuring no woman or child went without nourishment. A generous grant from Tamalpais Pacific allowed us to launch our emergency shelter initiative, offering a critical safety net for those with nowhere else to turn.

When SAY (Social Advocates for Youth) closed its doors, we stepped up. We welcomed two of their staff, integrated their best practices into our model, and committed 20% of our housing program to young adults facing some of the most complex challenges. With a dedicated case manager and even a donated Jeep to help clients access services, we remained steadfast in our promise to meet people where they are. Throughout the year, we saw a rising need for domestic violence support, with over 85% of the women we serve impacted by domestic violence. We are proud to be Sonoma County's only brick-and-mortar Day Center offering a safe, trauma-informed space for women navigating crisis during daytime hours—often the only time they are free to seek help. With thoughtful risk assessments in partnership with local agencies, we've been able to welcome women when no other options were available.

We also remain one of the only programs in the region that houses families with pets, honoring the deep bond between people and their animal companions—because we know safety and healing include every family member.

In all of this, growth has been our answer to adversity. We've grown our staff, deepened our impact and partnerships, expanded capacity, and continued to walk alongside women and children with compassion and unwavering support.

In the face of challenges, we grew. In the face of need, we showed up. That's what resilience looks like at The Living Room—and we will carry it forward, together.

Warmest regards,

A handwritten signature of Alethea Larson in blue ink.

Alethea Larson



ROOTED IN PURPOSE

VISION

Sonoma County women and children have a secure and sustainable source of food, safe shelter, and access to wrap-around services.

MISSION

Ease adversity, promote stability, and support self-reliance for Sonoma County women and children experiencing food and shelter insecurity.

WHAT WE DO

The Living Room is a collaborative community providing care and support to women and their children during times of urgent need or housing insecurity. We provide wraparound services that empower underserved women to achieve stable housing, lasting self-reliance, and community connection—whether building resilience for themselves, their children, or their families.

2024 FINANCIAL HIGHLIGHTS

INCOME



Individual Donors

\$607K



Legacy Giving

\$583K



Government Grants

\$189K



Foundation Grants

\$430K



Income Generation

\$156K



Events & Appeals

\$483K

Our ability to serve women and children in need continues to grow, thanks to the strength of community partnerships and a shared commitment to collaborative solutions. In 2024, we strengthened our financial independence through a mix of grants, subcontracting partnerships, and cost-saving strategies—including increased volunteer support, in-kind donations, and resource-sharing with partners. These efforts helped reduce overhead while preserving the quality and reach of our services. We also expanded our presence across Sonoma County, built new relationships, and deepened community engagement—laying the foundation for a more sustainable and impactful future.



EXPENSES



Program Services

72%



Grant Administration

19%



Fundraising

9%

2024 Metrics



The Living Room



Housing Program

98%

Housing stability rate with residents securely housed and prepared for long-term success

40%

Of housing program residents are mothers

58%

Of participants across programs are Black, Indigenous, or People of Color

\$144 K

Savings in Solar Energy

98%

Water saved through Garden Grow Towers



Food Program

60,000

Hot Meals Served

1,600

Pounds of produce harvested from garden

5,204

To-go Food Bags Given



Service Program

1,700

Participants visited the Life Center

825

Number of women and children in case management

233

Pets serviced at Life Center with Ruthless Kindness



Volunteer Program

7840

Volunteer hours logged

\$270K

Saved in staffing cost

192

Volunteers



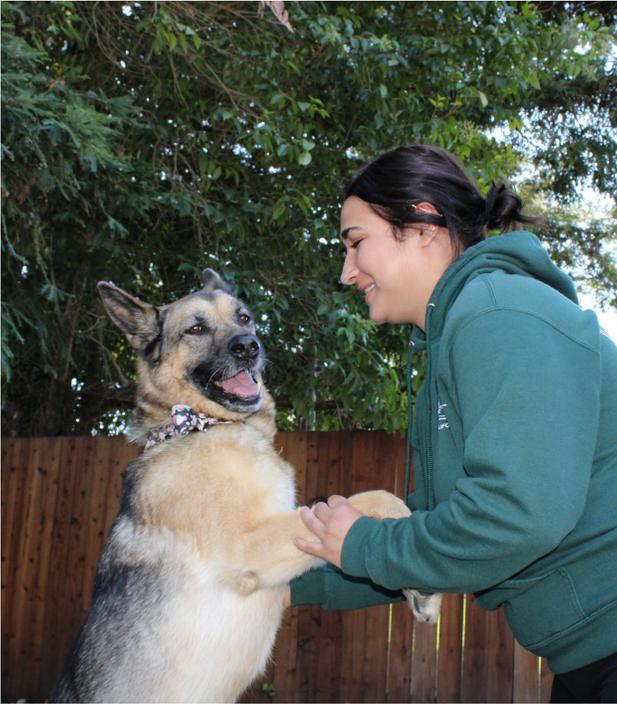
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PARTICIPANT SUCCESS STORIES



ELLIE & MYRA

When Ellie arrived at The Living Room, she had been living in her car with her best friend and three-legged companion, Myra. She wasn't sure where to turn or what would come next but an acquaintance told her about The Living Room.

Her first question wasn't about housing or meals – it was about Myra. “Do you accept animals?”

Our answer was yes.

“And that meant it was a yes to me too,” she said. “Because Myra was non-negotiable. She's so healing for me.”

For Ellie, The Living Room became more than a place to rest— it was a place to rebuild. With Myra by her side and a collaborative community behind her, she is now applying to a dental hygiene program in the Fall and actively working toward permanent housing.

“The community at The Living Room has given me the tools and the resources to move forward,” she said. “There is hope and if you need help, you should reach out. You don't have to do this alone.”

After her parents moved back east, Melinda lost both her home and her beloved dog, while her two children went to live with their fathers. Suddenly navigating an uncertain future, she spent nights in friends' garages, shelters, and eventually her car.

Her pastor reminded her of The Living Room, so Melinda came to the Center and entered into our transitional housing program. She said the experience didn't just give her a roof over her head, but stability and the help to get back on her feet with “a community that embraced her for exactly who she is.”

That stability became the foundation for growth. Melinda now works in permanent supportive housing for another local nonprofit, drawing on her own lived experience. She also stepped into a leadership role in her church, helping lead sanctuary initiatives to protect vulnerable community members.

When asked what she's most proud of, Melinda doesn't hesitate: “Healing. Learning. Good boundaries. Healthy communication. And the ability to give back.”

Today, Melinda continues to work toward permanent housing while helping others find their own path forward. “The Living Room gave me the tools and the stability I needed to build a new life.”



MELINDA



Martha Saly

President

The Living Room had a busy and productive year! We are thriving under the leadership of our Executive Director, Alethea Larson, who was promoted to the position in January. With the recent purchase of two additional homes in 2024, we will be able to expand our housing capacity from 34 to 50 individuals, including seniors, moms with children, and youth transitioning from foster care. We are grateful for the support of our generous donors, community partners, board, and dedicated staff, without whom our accomplishments would be far fewer!

Meet the Board



Kim Hinde

President Emeritus



Marion Weinreb

Board Member



Liz Uribe

Secretary



Veronica Rincon

Board Member



Jamey Ransford

Board Member



Rob Cantu

Vice President



Laniakea Evans

Board Member



Wes Daniels

Treasurer



Candace Matson

Secretary



DONOR SPOTLIGHTS



JULIA GRANT

Julia Grant has dedicated her life to giving back to her community, and she is fortunate to be able to make a meaningful difference. A steadfast supporter of The Living Room, Julia believes deeply in its mission and the vital work it does to support women and children experiencing housing insecurity.

She advocates for TLR's comprehensive approach, from the daily services provided at the Life Center and nutritious meals prepared in the commercial kitchen, to the stability offered through the organization's eight homes, two ADUs, and emergency trailer housing. Julia is confident in the organization's direction under the strong leadership of Alethea Larson and her skilled, compassionate staff.

In this time of diminishing federal support, Julia recognizes that local philanthropy is not just important – it is essential.

Thanks to their vision and generosity, Tamalpais Pacific has helped us house hundreds of women and children each year and provide critical support to over 5,000 individuals through our Life Center and programs. This work is about more than housing – it's about restoring dignity, rebuilding lives, and strengthening our community.

"Tamalpais Pacific is proud to support The Living Room's efforts to house and support women and children seeking stability and care, particularly with the creation of ADUs on existing properties," says Sheri Joseph, Executive Director. "The Living Room's leadership and staff have shown to be creative, flexible, and effective with Tamalpais Pacific grants, and we appreciate the cost-efficient use of labor and volunteers. The ADUs are a fantastic addition to new housing stock, and the wraparound services allow the women to move onward into other permanent housing. We congratulate The Living Room and look forward to future projects."

TAMALPAIS PACIFIC



COMMUNITY PARTNERS

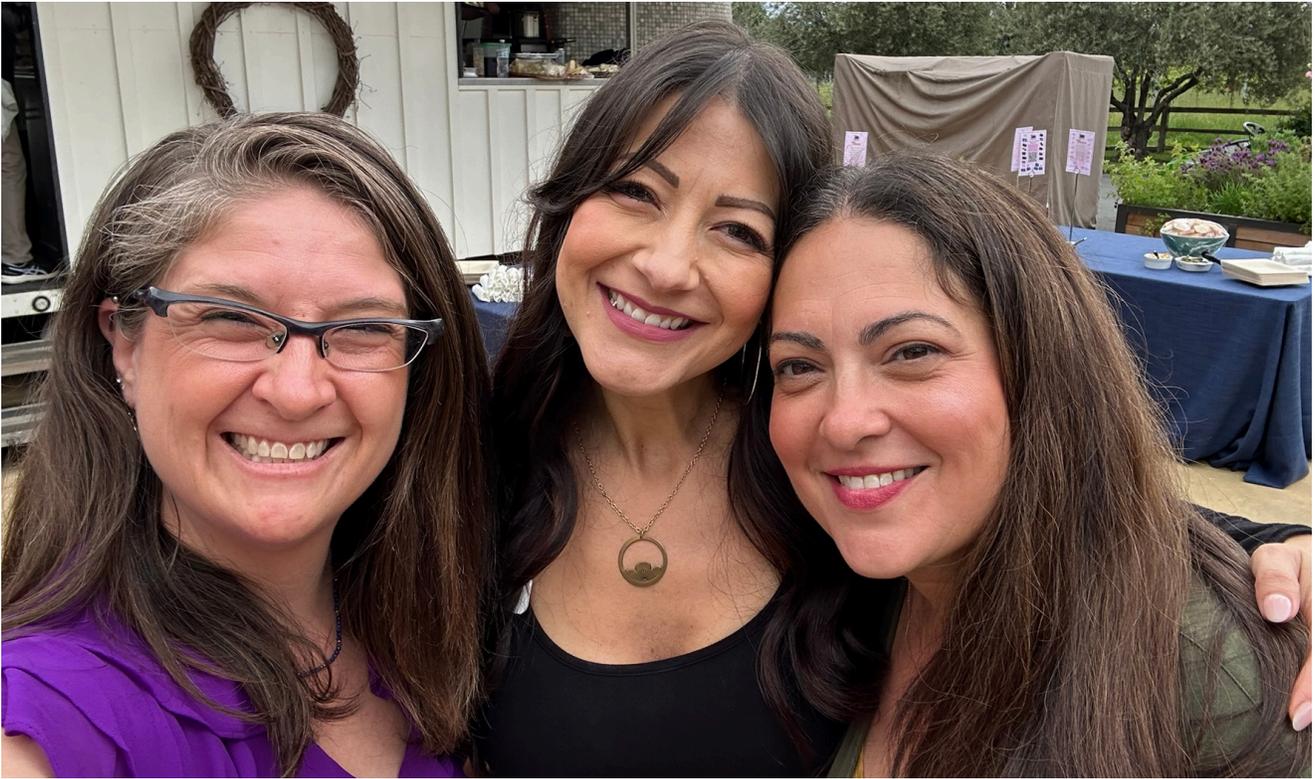
We are deeply grateful for the generosity of our community. Each partner on this list reminds us that when we come together, we can provide women and children who are experiencing housing insecurity the safety, dignity, and care they deserve.

American Endowment Foundation
Amo & Nadine Burke Harris Charitable Fund
Anne E. Higgins
Annemarie Cusma
Anonymous
Barbara Gruber
Bethlehem Foundation
Clark Mitchel
Coker Architects
Community Foundation Sonoma County
Connie Coddling
County of Sonoma - ARPA
Daniels Chapel of the Roses
David O. Weibel
Dennis & Becca Ryan
EFSP
Elizabeth Cabraser
Elizabeth Uribe
Exchange Bank
Gordon Blumenfeld
Gordon Dow
Gregory Hansen and Marsha Roberts
Harry & Dee Richardson
Jackson Family Fund of the Community Foundation
Jay and Kathryn Wright
Jennifer Hawkins
John H. Tolin, DDS
Jon & Rose Batzdorff
Jonas Family Foundation
Judith Jordan
Judith S. Peletz
Julia Grant
Julia L. Grant Foundation
Kathy Mouat
Krissy Gable
Lamb & Barnosky, LLP
Laura Townsend
Lawrence Henzerling
Lisa Frugoli

Louisa Leavitt
Maria & Doug Wilson
Maria Silvestri
Marlene W. Stein
Marsha Roberts
Martha Saly
Mary Ann Miller
Maryann Kerschner
MCJ Foundation
Michael Enright
Nancy Giambastiani
Nancy L. Milteer
Negley Flinn Charitable Foundation
New Vintage Church
Nikki & Donald King
Norma Person
Partnership Health Plan
Peter E. Haas Jr. Family Fund
Providence
Raley's Family of Stores
Randi Seidner
Sonoma County CDBG funds
Soroptimist International of Santa Rosa
Speedway Children's Charities
SR City
Stein Family Philanthropic Fund
Stupski Foundation Fund
Terri Tachovsky
Terry Stark
The Tietz Family Foundation
Tom & Kim Hinde
Victor Trione
Virginia Pitts
WaFd Bank
Weinreb Pilecki Segal Foundation
Weinreb Segal Family Fund
Whole Foods
William Osterland
Ye Olde Treasure House



SIGNIFICANT ACHIEVEMENTS



In 2024, The Living Room focused on steady growth, our next chapter, and laying a strong foundation for the future. While continuing to provide essential support services, housing, and food to women, children and their pets in times of need, we also made strides to expand our impact and deepen our long-term sustainability. We were able to purchase two homes, adding 14 new beds to our transitional housing program and increasing capacity. We dedicated 20% of our housing to support transitional-aged youth (TAY) – a growing and underserved population – and welcomed a dedicated TAY case manager to provide tailored support.

To strengthen our crisis response, we purchased an emergency trailer, offering flexible shelter options when immediate shelter is needed. We also worked on the plan to enhance safety across our campuses by upgrading training and security systems, while implementing strategies to expand our food rescue program, allowing us to rescue and distribute more nutritious food throughout the community.

As we move into 2025, we are poised to build on this momentum – expanding community partnerships, increasing the number of housing beds, and continuing to deliver compassionate, life-affirming care to the women and children we serve.

“The Living Room SAVED MY LIFE! This place is a one-stop-shop and opened so many doors for me. I came here the first time as a domestic violence victim and now I can proudly say I’m a SURVIVOR. Every person here has so much kindness in their heart. Coming here helped me see the light in my life.”

– Hannah, Life Center Participant

LOOKING AHEAD

FUTURE PLAN

As we build our next chapter, The Living Room is growing with purpose — creating more housing, launching our Living Room Legacy Program to ensure lasting financial stability, and developing mission-driven initiatives that will sustain our work for years to come. We're also developing workforce preparedness efforts to help participants gain stability and grow their skills through employment while we grow our food program to meet the evolving needs of food insecurity in our community.



INNOVATION

As we look ahead, The Living Room remains committed to innovation rooted in accessibility and equity. With the goal of expanding our housing capacity, we can ensure more women and children have a safe place to land. We're focused on essential capital improvements — including a kitchen expansion, a bathroom remodel at the Life Center, paying off housing investments, and purchasing more emergency shelter units —to better meet the needs of those we serve. Through the launch of our Living Room Legacy Program, we aim to strengthen long-term financial independence and invite donors to be part of sustaining our mission for generations to come. As we develop our workforce preparedness programs, it is our plan to support participants on the path to self-sufficiency while we explore income-generating initiatives that align with our values and deepen community impact. Innovation and nimbleness will continue to shape our growth. Our growing solar infrastructure reduces costs and environmental impact, expanding our food rescue program addresses the evolving landscape of food insecurity in our county, and leveraging community partnerships multiplies our reach. All of these strategies support our agility to grow as we go. Every step forward is guided by our unwavering belief that dignity, opportunity, and care should be accessible to all — regardless of background or circumstances.

CONTACT US



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