

# Our Commission to End Homelessness

Homeward Bound's REACH (Real Estate Agents Combating Homelessness) Fund is dedicated to implementing a sustainable solution to homelessness. We enlist local real estate professionals to make a donation to Homeward Bound for each real estate closing so that everyone in Buncombe County can have a key to their own home. Donations to the fund go to the Welcome Home Donation Center, where household items are collected for clients who are moving out of homelessness into permanent homes. Your support will truly make a house a home!

In 2020, Homeward Bound housed:

- 87 people experiencing homelessness
- 35 veterans
- 46 chronically homeless

92% of individuals moved into housing by Homeward Bound never return to homelessness.

At Homeward Bound, we believe that housing is a basic human right and no one should be left outside.

## REACH participants receive the following benefits:

- Commemorative cards to use at closing recognizing that a gift has been given in honor of the buyer and/or seller.
- Recognition on Homeward Bound's website and in other communications
- A REACH badge communicating a commitment to ending homelessness to use in marketing materials and on websites
- Membership in Homeward Bound's exclusive Key Society giving circle (for those donating \$1,200 or more per year)



"As real estate professionals, our careers have been built around finding homes for people. Today, I am asking you to take that to the next level. These may not be the clients we are used to working with, but these people are members of our community and they desperately need our assistance. In 2020, residential sales in Buncombe County alone topped \$1.5 BILLION. That equals about 100 million dollars in commissions. If we pledged just a penny on each dollar earned in commissions, we could raise nearly \$1 million each year which would have a significant impact on ending homelessness."

Ryan McCullough, Nest Realty  
REACH Founder

**FOR  
MORE  
INFORMATION:**

**WHY REACH?:** [ryanmccullough@nestrealty.com](mailto:ryanmccullough@nestrealty.com)  
**GENERAL INFO:** [reach@homewardboundwnc.org](mailto:reach@homewardboundwnc.org)  
**DONATIONS:** [claire@homewardboundwnc.org](mailto:claire@homewardboundwnc.org)



# Be a Part of the Solution | Join REACH

## Becoming an active member in REACH is easy:

1. Go to <https://homewardboundwnc.org/reach/> and click on the "join" button to complete the REACH member form.
  - To become an official REACH member, choose your level of commitment from the options listed on the form, as well as the frequency with which you'll make your donations.
2. Upon completion of the form, you will receive a reply acknowledging receipt of your membership.
3. At 37 Montford Ave., you can pick up a starter set of donation acknowledgment cards that you can provide to your clients at each closing letting them know that you are making a donation in their honor. When you run out, just contact us at: [reach@homewardboundwnc.com](mailto:reach@homewardboundwnc.com)

4. To make your donations, simply go to: <https://homewardboundwnc.org/donate/> and click on the "donate" button. Choose "give once" and fill in the amount (unless you want to go ahead and commit to a monthly amount.) Click on "Give in honor or in memory" and type in the name of your honoree. Then click on the line that says "Designate to" and choose REACH fund.

Once you've clicked donate, you'll be able to complete the process by providing specific information about your honoree that will allow Homeward Bound to send a follow-up acknowledgment (by email or printed card) of receipt of the donation. Please note that Homeward Bound will not send further communications to your honoree unless they specifically request to be added to our mailing list.