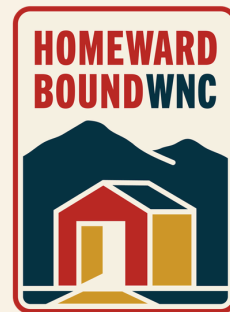


FOR IMMEDIATE RELEASE

JULY 7, 2026

# PRESS RELEASE



## HOMEWARD BOUND RELAUNCHES REAL ESTATE AGENT PARTNERSHIP TO END HOMELESSNESS IN BUNCOMBE COUNTY, NC

**Asheville, NC** — Homeward Bound of WNC is excited to announce the relaunch of our REACH Fund. Founded in 2017, Real Estate Agents Combating Homelessness (REACH) is a partnership between Homeward Bound of WNC, real estate agents, brokers, and other industry professionals. This initiative is a collaborative effort to bring together individuals, businesses, and organizations that all work to put people into homes. The fund entered a brief hiatus after COVID-19, but we are keen to get this program back up and running with new ways to get involved.

Proceeds from the REACH Fund benefit Homeward Bound's Welcome Home Donation Center, which provides furniture and household supplies to individuals and families transitioning out of homelessness and into a home. The funds raised will support our Donation Center's operating costs, replenishing household supplies for move-ins, and Homeward Bound's moving truck.

By joining REACH, real estate professionals can help create a thriving, flourishing community where everyone has a key to their own home. We asked one of our original REACH members, Neely Neu, a Broker with Unique Real Estate Collective, to share her beliefs and drives to help support this fund.

*"I was excited to learn there was an organization helping people find a place to call home—just like we do every day as Realtors," says Neely. "I wanted to find a way to give back that felt meaningful to me, and this immediately resonated. There are so many people who care deeply about this community and the people who call it home. It's filled with creative, compassionate individuals who are constantly finding ways to make a difference, and I feel grateful to be a part of that."*

*Hurricane Helene was a powerful reminder of what makes this community so special. We saw neighbors stepping up, supporting one another, and putting the needs of others first. My hope is that spirit continues to grow—that more people will look around, see a neighbor in need, and choose to help. That's what gives me hope for the future."*

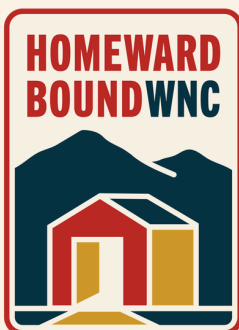
Want to get involved? We've added membership tiers to make it easy to choose your level of support. All members receive a custom REACH badge for your email signature, commemorative cards to recognize your gift to Homeward Bound, an acknowledgment from us to your client, and an ongoing partnership with the Donation Center to coordinate pick-ups of unwanted household items and furniture from your clients' homes. Join REACH today to ensure all neighbors in Buncombe County have a place to call home.

**For more information about REACH, please contact Abby Nelson at**

AbbyN@homewardboundwnc.org or at 828.782.0016, or visit [HomewardBoundWNC.org/REACH](http://HomewardBoundWNC.org/REACH)

## About Homeward Bound of WNC:

Homeward Bound of WNC's mission is to prevent and end homelessness in our community through permanent housing and support. Our work is anchored in the belief that everyone deserves a home. Our AHOPE Day Center serves as the front door to services for individuals experiencing homelessness. We offer homeless prevention, rapid re-housing, and permanent supportive housing to help neighbors find stability. Since 2006, we've moved over 2,760 people into their own homes. Visit [homewardboundwnc.org](http://homewardboundwnc.org) to learn more.



**FOR MORE INFORMATION, VISIT [HOMEWARDBOUNDWNC.ORG](http://HOMEWARDBOUNDWNC.ORG).**

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